

**SAFRI** SUBSAHARA  
AFRIKA  
INITIATIVE

DIHK / BDI / BGA / AV

**3<sup>rd</sup>**

# German-African Business Summit

11–13 February 2019

Kempinski Hotel Gold Coast City Accra/Ghana

**#gabs2019**

 **Afrika-Verein**  
der deutschen Wirtschaft

 **BDI**  
The Voice of  
German Industry

 **BGA**  
Federation of German  
Wholesale, Foreign Trade  
and Services

 **DIHK**  
Association of German Chambers  
of Commerce and Industry

Co-organized by

 **AHK**  
Delegation der Deutschen Wirtschaft  
in Ghana  
Delegation of German Industry and  
Commerce in Ghana

 **Afrika-Verein**  
Veranstaltungs-GmbH

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**MONDAY, 11 FEBRUARY 2019****16:00–20:00 Registration****19:00–21:30 Welcome Reception**

Opening Ceremony German Desk Ghana – Financial Support and Solutions by Access Bank, DEG and Delegation of German Industry and Commerce in Ghana

**TUESDAY, 12 FEBRUARY 2019****From 07:00 Registration****09:00–09:45 Opening Speeches**

- Prof. Dr Heinz-Walter Große, Chairman, Sub-Sahara-Africa Initiative of German Business / Chairman of the Management Board, B. Braun Melsungen AG
- Dr Gerd Müller, Federal Minister of Economic Cooperation and Development, Germany
- Thomas Bareiß, Parliamentary State Secretary at the Federal Ministry for Economic Affairs and Energy, Germany
- H.E. Nana Akufo-Addo, President of the Republic of Ghana (tbc)

**09:45–10:45 High Level Panel****Setting the scene: How to transform the 21<sup>st</sup> century into Africa's century**

Government and business leaders from Africa and Germany set the scene for the GABS 2019. Strategies are being discussed to overcome the challenges as well as use the opportunities to significantly and sustainably change Africa's role in the global economy.

**10:45–11:00 Award Ceremony****German Entrepreneurship Award for Development**

The German Entrepreneurship Award for Development is awarded in recognition of commitment by companies that benefits the local population in developing countries and emerging economies, over and above their own entrepreneurial objective. The award-winning companies make a verifiable contribution to the Sustainable Development Goals (SDGs) with their projects or innovative business models.

**11:00–11:30 Coffee Break****11:30–12:45 Panel Discussion****Made in Africa: Moving up the Value Chain**

- How do we unlock Africa's manufacturing potential for sustainable growth and job creation?
- What are Africa's biggest opportunities and challenges in the manufacturing sector?
- What role can government, business and development organizations play in industrializing Africa?
- Dr Yaw Adu Gyamfi, President, Association of Ghana Industries (AGI)
- Sabine Dall'Omo, CEO, Siemens Southern and Eastern Africa
- Tanja Gönner, Chair of the Management Board, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
- Thomas Schäfer, Chairman & Managing Director, Volkswagen Group South Africa, Head of Region Sub-Sahara Africa
- Representative from the East African Community (EAC) (tbc)

**Moderation:**

- Dr Stefan Mair, Member of the Executive Board of the Federation of German Industries (BDI)

**12:45–14:00 Networking Lunch**

**14:00–14:30 Project Presentations**  
**German-African Business Success Stories**

presented by



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**14:30–15:45 Panel Discussion**

**Doing Business with the Compact with Africa countries – next steps to new investments in Africa**

- What does the Compact with Africa initiative offer for international investors?
- What has been achieved and what is the way forward for the Compact with Africa?
- How can the Compact with Africa foster new investments into African economies?
- Heike Bergmann, Senior Vice President Sales Africa, Voith Hydro Holding GmbH & Co. KG
- Christiane Laibach, Chairwoman of the Management Board, Deutsche Investitions- und Entwicklungsgesellschaft (DEG)
- Dr. Markus Thill, President with responsibility for the region Africa, Robert Bosch (Pty) Ltd
- Representative of the German Federal Ministry of Finance
- African Government Representative

**Moderation:**

- Christoph Kannengiesser, CEO, German-African Business Association (AV)

**15:45–16:15 Coffee Break**

**16:15–17:30 Panel Discussion**

**How to unleash Africa's trade potential**

- What are the main trade barriers for the transfer of technology and know-how within Africa and between Africa and Europe?
- Which levers need to be pulled to boost African trade?
- How can Europe contribute to strengthening African trade and trade with Africa?
- Oliver Funck, Head Global Transaction Banking Middle East and Africa, Deutsche Bank AG
- Tom Pause, Managing Director, Jos Hansen Group
- Dr Dorothea Schütz, Deputy Head of Directorate, Federal Ministry for Economic Affairs and Energy
- African Government Representative

**Moderation:**

- Marcus Schwenke, Director, Federation of German Wholesale, Foreign Trade and Services (BGA)

**19:00–21:30 Reception at the Residence of the German Ambassador 12019**

**WEDNESDAY, 13 FEBRUARY 2019**

**07:30–09:15 Ambassadors' Breakfast**

**09:30–10:00 Fireside Chat**

**The New Africa: Entrepreneurship in the Age of Digitalization**

- How does Digitalization shape a new age of African entrepreneurship?
- How can African leaders set the pace for technological innovation on the African continent right?
- How to connect old and new economy to build a new German-African digital partnership?
- John Matogo, Founder & University Relations Leader, IBM, Kenya
- Immanuel Gamor, Founder & Managing Director, Urithi Labs, Ghana (tbc)

**10:00–11:15 Startup Pitch Event**  
**Start-up Now! @ GABS 2019**

Five preselected African startups pitch their innovative business models to a judging panel comprised of African and German business leaders. The winning startup will earn an attractive award package assisting to scale up the business.

**11:15–12:00 Coffee Break**

**12:00–13:15 PARALLEL SESSIONS**

**WORKSHOP I**

**Investor Driven Market Opportunities – Special Initiative Training and Job Creation**

The German Federal Ministry for Economic Cooperation and Development (BMZ) introduces its Special Initiative for Jobs and showcases related project opportunities in the field of digital services. Companies discuss their business model and how they create jobs in Ghana.

*Workshop hosted by*



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**WORKSHOP II**

**Building bridges. German-African success-stories and tailor made financial solutions.**

Strong family businesses are the traditional backbone of the German economy. They often look back on a long history of successful global business. Long-lasting and sustainable business relations based on partnership rather than and their African business partners will jointly present their prosperous engagement in Africa. Access Bank, DEG and the German Desk's Kenya, Nigeria and Ghana will round off the workshop by showcasing tailor made financial solutions to foster the growing business between Africa and Germany.

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**WORKSHOP III**

**G20-Compact with Africa initiative - Making it work for the private sector**

The G20 Compact with Africa Initiative was initiated in 2017 to promote private sector investment in Africa. Representatives of compact countries, G20 governments and locally based international organizations discuss with the private sector how to better integrate specific private sector needs into the initiative's implementation on the ground.

**OPEN SPACE I****How AFRIKA KOMMT! has been a strategic part of German-African business success stories**

Key to success for German companies in Africa are the right local partners. The AFRIKA KOMMT! initiative of German industry brings young African experts and German companies together. Alumni of the initiative will share their experiences supporting German companies to grow their footprint on the African continent. They have successfully established new subsidiaries, transferred knowledge and skills and become Ambassadors for German-African business cooperation.

**OPEN SPACE II****Import Promotion Desk (IPD)**

Based on actual market demand in Germany and Europe, IPD identifies promising sectors and companies in selected partner countries and connects them with importers. IPD is a project funded by the German Ministry for Economic Cooperation and Development (BMZ) and implemented by German Business.

**13:15–14:30 Networking Lunch****14:30–15:45****PARALLEL SESSIONS****WORKSHOP IV****Positioning for growth: How integrity can stimulate business expansion in Germany and Africa**

Amongst the challenges that confront businesses is compliance risks from third-parties. This problem becomes even more pronounced in cross-border and intercontinental trade. The pursuit of integrity holds the key to bridging the gap between risks and profits, but how?

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**WORKSHOP V****Access to finance for start-ups and MSMEs in key job growth sectors**

The African Development Bank presents its support for start-ups and MSMEs.

**WORKSHOP VI****Africa's growth champions of the next years**

Where can companies find the most favorable business climate? The correspondents of Germany Trade and Invest from Accra, Johannesburg and Nairobi show the potentials of African markets in the foreseeable future.

**OPEN SPACE III****OPEN SPACE IV****15:45–16:00 Closing**

→ Simultaneous translation English / French provided for plenary sessions

→ Interactive app-based B2B matchmaking provided throughout the conference

## About SAFRI

SAFRI is a joint initiative and umbrella organization of leading business federations – the Association of German Chambers of Commerce and Industry (DIHK), the Federation of German Industries (BDI), the Federation of German Wholesale, Foreign Trade and Services (BGA) and the German-African Business Association (AV). SAFRI, through its supporting organizations, bundles the economic concerns of German business active in Sub-Saharan Africa. This concerted approach guarantees an effective representation of business interests towards policy-makers and offers a single platform for discussion with partners within Sub-Saharan Africa.

The objective of SAFRI is to intensify cooperation with the countries of Sub-Saharan Africa and to foster mutual trade and investment. SAFRI is therefore strengthening the perception of Africa as a continent of opportunities for German business, supporting the dialogue between German and African business and industry and providing a platform of exchange for German and African partners.



The German-African Business Association (AV) looks back on 80 years of experience as a foreign trade association. A competent team of experts provides a first port of call for anyone in business or politics interested in German-African business relations. The AV represents over 500 German companies and institutions with a business interest in Africa. Through its well-established networks, the association promotes exchange between German and African representatives from all areas of industry.



The Federation of German Industries is the umbrella organisation of German industry and industry-related service providers. It speaks on behalf of 36 sector associations and represents over 100,000 large, medium-sized and small enterprises with more than eight million employees. The BDI ensures that industry speaks with one voice vis-à-vis political institutions at national, European and international level.



The Federation of German Wholesale, Foreign Trade and Services (BGA) is the leading organization for the wholesale, foreign trade and service sector in Germany. As an umbrella organization, the BGA represents 120,000 companies with some 1.6 million employees who generate an annual turnover of 1.8 billion euros. The BGA network combines the know-how of 43 sectoral and 26 regional associations.



The Association of German Chambers of Commerce and Industry (DIHK) is the umbrella organization for 79 Chambers of Commerce and Industry (IHK). 3.6 million companies are statutory members of the IHKs. The IHKs represent businesses of all sizes and across all industries. The DIHK also coordinates the worldwide network of German Chambers Abroad (AHK) with 130 offices in 90 countries. As the official representatives of German Industry the AHKs are the ideal partner for German companies wishing to expand their international business.



 [www.safri.de](http://www.safri.de)