

Special Initiative Training and Job Creation



Africa – A Continent of Opportunity
Webinar 28.05

Our Goals

Implementation of Marshall Plan and G20 Compact with Africa:

More and better jobs in Africa

- 100,000 jobs
 - 30,000 training positions
 - Better work conditions
- Covid19-response: Saving Jobs & Supply Chains

Additional:

- Increase **private investments**
- Promote **sustainability**



Our Covid19-Response Offers for European businesses

Short Term:

- Stabilisation of Supply Chains
- Supporting your suppliers in Africa to adapt to the Covid19 Crisis

Medium/Long Term:

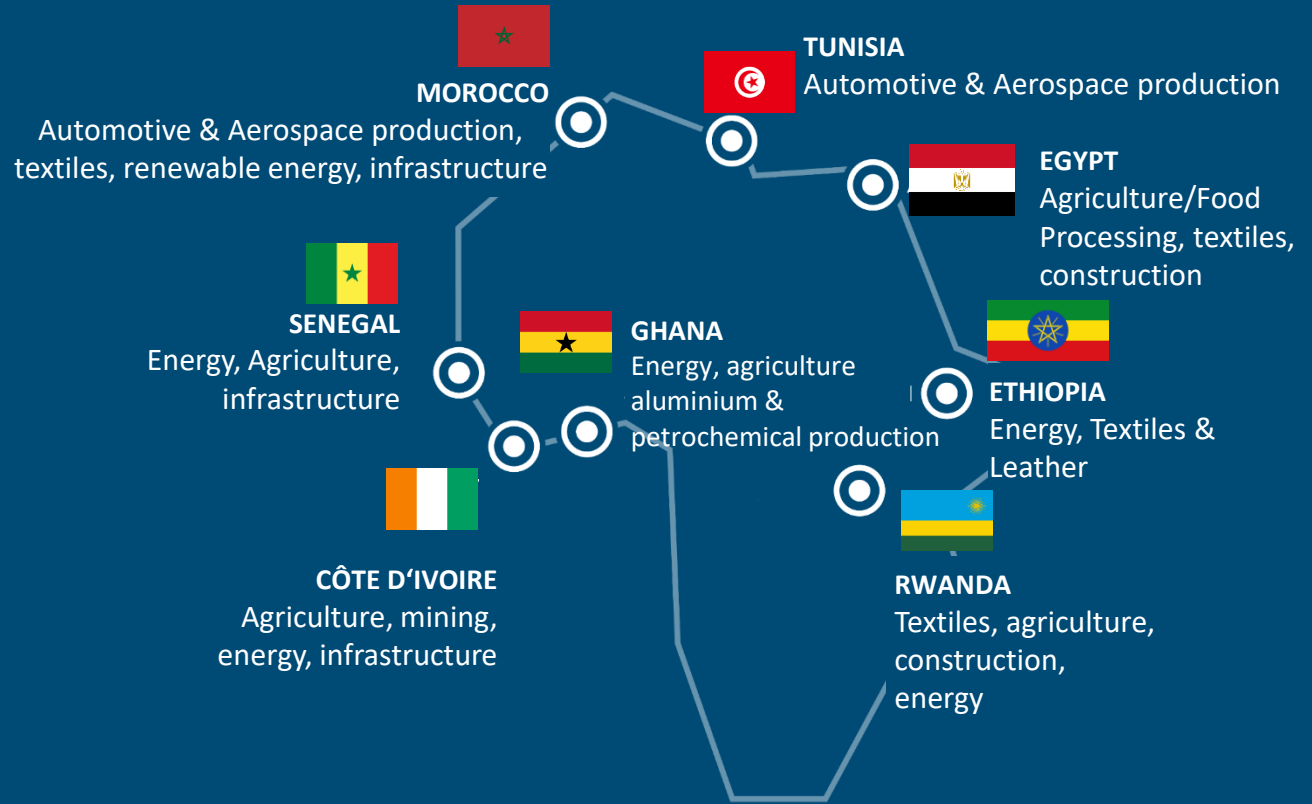
- Support for Near-Shoring of production activities to Africa, closer to EU & US markets



Focus-countries of the Special Initiative & selected Growth Sectors in Africa

Pan-African Mega-Trends:

- Mobility
- Renewable energy
- Agribusiness
- Infrastructure & Waste Management



Support Offers for Businesses

- Broad spectrum of individually tailored support services
- As part of a long-term Win-Win partnership with your company
→ Support of your investment project & creation of jobs in Africa
- Central role: **Joint project development with several companies**
→ **Formation of company-consortia**



Acceleration of your project development and initiation



Political support for site selection and construction of production facilities by our local expert teams



Joint training of local employees (to full production)

Support Offers for Businesses

I. Business & Invest Lab – Joint Project Development



Advice on industry specifics
& local basic conditions



Feasibility studies



Contacts and matchmaking



Logistic processes & customs
clearance



Establishment of sustainable
value- and supply chains



Financing, e.g. for internal company
training or the strengthening of local
suppliers

Support Offers for Businesses

II. Development Partnerships with develoPPP for jobs (GIZ)

- **Focus:** Development partnerships between private and public sector to promote employment;
- Funding per Project: € 100,000 to € 2 Mio. of public contributions (max. 50%)

III. Investment Facility for Employment (KfW Development Bank)

- **Focus:** Investment grants to promote employment (e.g. in infrastructure)
- Funding per Project: € 1 Mio. to € 10 Mio., selection via *Call for Proposals*

Tunisian Automotive Management Academy (TAMA)

Objective

Innovative training and job partnership for further qualification and creation of an additional 260 training positions and 7,500 jobs

Background

Lack of middle management personnel & low staff retention rates are major obstacles for investments & job creation in the Tunisian automotive sector



Approach

- Establishment of a training centre based on the German dual system
- Training for middle management positions (soft skills, lean & project management, economy), and trainings for trainers

Results (so far)

- Official Opening of TAMA in September 2019
- First training round completed in February 2020
- Online courses since April 2020, including a women-only course
- 97 trained candidates so far

Partner



LEONI



OneTech

Next Steps

- Contact us!
- We develop your project with you and connect you with like-minded business partners in Europe and Africa.
- We support you in the realisation of your investment on site.
- Together we create perspectives in Africa.



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