

# **Afrika-Verein** der deutschen Wirtschaft

## **For a differentiated understanding of Africa and opportunity-oriented policies**

Over 80 years in the service of German–African economic relations.

The German–African Business Association (Afrika-Verein der deutschen Wirtschaft) is the foreign trade association representing German companies and institutions with an interest in Africa. Through its well-established networks, the Association promotes exchange between German and African representatives from both business and politics. In doing so, the Association advocates a new conception of Africa in Germany: Africa as a continent of opportunity.

The Association provides information about countries and markets and represents the interests of its more than 600 members nationally and internationally with respect to political, economic and media issues. The Association positions itself as a competent contact point and contributes actively through political dialogue to setting the stage for the successful involvement of German business in Africa.

## **Our Services**

We are contact partners, initiators and mediators – for political, economic and media issues. We pave the way for the involvement of German business in Africa.

### **Political Dialogue: We place Africa on the political agenda.**

- Representation of interests vis-à-vis governments and institutions in Germany, Europe and Africa.

### **Forums and Discussions: We establish the space for exchange and networking.**

- International country and industry forums
- Working groups focused on countries, industries and themes
- Regional Africa forums

### **Active Media Work: We raise Africa's profile.**

- Press and public relations / expert statements
- The latest news online + the fortnightly Afrika-Brief (German language only)
- Every 2 months: Afrika-Wirtschaft – the background magazine (German language only)

### **Consulting and Analysis: We support entry into new markets.**

- Individual consulting, market and industry analyses
- Providing B2B contacts
- Studies

### **Delegation Tours: We grant exclusive on-site insights.**

- A large selection of business trips every year
- Establishment of contacts and discussions with decision makers on-site



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## Partners

The *Afrika-Verein* has an extensive network of contacts among African governments, chambers of commerce, trade associations and other economic and business institutions. The *Afrika-Verein* has signed cooperation agreements with approximately 25 African organisations.

The *Afrika-Verein* is one of the founder members of EBCAM, the European Business Council for Africa and the Mediterranean. EBCAM is the umbrella organisation of European enterprises interested in doing business with African countries and fostering business ties between Africa and Europe. From its base in Brussels, EBCAM contributes to the formulation of European-African economic and development policy.

The *Afrika-Verein* is the German representative of the Centre for Development of Enterprise (CDE), which is based in Brussels.

Moreover, the *Afrika-Verein* is regularly involved in EU projects and conferences.

Within Germany, the *Afrika-Verein* works closely with the government - including the Federal Ministry of Foreign Affairs, the Ministry of Economics and Technology and the Ministry of Economic Cooperation and Development - as well as with chambers of commerce and trade associations. In cooperation with these institutions, the *Afrika-Verein* organises conferences and seminars and ensures that initiatives are implemented and followed up.

The *Afrika-Verein* is a leading participant in two major African initiatives of the German private sector, namely:

- SAFRI, the Southern Africa Initiative of German Business and
- NMI, the North Africa and Middle East Initiative of German Business.