

# Become a part of it!

## Creating Perspectives: Business for Development East Africa



### What it is: Building partnerships and networks

“Creating Perspectives: Business for Development, East Africa” is a joint initiative by German Industry, the German Federal Ministry for Economic Cooperation and Development (BMZ) and the East African Community (EAC), implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. The programme pursues to build partnerships and networks between East African and German companies in order to create a win-win-situation for all project participants.

### What is our goal:

- Increase productivity, competitiveness and innovation in small and medium enterprises (SMEs) in the EAC region
- Establish strong cooperative partnerships between East African and German companies.
- Create innovative projects that last

### How we work: Scaling-up East African SMEs by training, mentorships, joint projects

Improving entrepreneurial activity in East Africa through scaling-up will be achieved by providing tailored support for individual East African companies. They will receive management training and specific skills-development involving German partner companies. Trainings will lay the basis for entrepreneurial success, partnerships and mentoring will build long lasting business relationships. The programme is open to all SMEs from productive sectors. Application will be possible through the East African Business Council (EABC) and its national focal points starting in January 2018.

### Who we address: SMEs with potential for scaling-up

Approximately 90 percent of all registered enterprises in East Africa are SMEs. They offer



the vast majority of existing jobs, providing employment opportunities and income for different segments of the population. The project searches for SMEs in the region with potential for scaling-up that are open to receiving trainings from German companies as well as information on and access to financial support to tap their full potential. The selection process will be implemented in close cooperation with both regional and national partners. A special focus will be on women-led companies.

#### **Sustainability: exchange and best practices**

The project will lay the foundation for sustainable economic cooperation and networks for the future. By working closely with the partners EAC and EABC and its national member associations (Kenya Private Sector Alliance, Private Sector Federation Rwanda, Tanzania Private Sector Foundation, Uganda Private Sector Foundation, and Burundi Chamber of Commerce), the project ensures a know-how transfer and exchange on SME topics in the EAC.

#### **Become a part of it!**

You are an East African company with ambition to grow? And you wish for support and know-how to tap your full potential? The joint initiative of German industry, BMZ and EAC, implemented by GIZ offers you many opportunities to engage and be part of the creation of partnerships and networks with German companies:

- General trainings on management skills
- In-depth analysis of strengths and weaknesses for selected companies
- Specified trainings and consulting according to the respective needs
- Cooperation with German companies: Mentorship and joint projects
- Information on and access to financial support

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#### Partners



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