International
Digital Dialogues
Shaping digital
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Invest for Jobs
Opportunities for Growth in Africa

Smart. Skilled. Scalable.

Connect with Africa's Global Business Services sector

About Invest for Jobs

Under the Invest for Jobs brand, the German Federal Ministry for Economic Cooperation and Development (BMZ) has put together a package of measures to support German, European and African companies in investment activities that have a high impact on employment in Africa. The Special Initiative "Decent Work for a Just Transition" – the official title – offers comprehensive advice, contacts and financial support to overcome investment barriers. The development objective is to team up with companies to create good jobs and improve working conditions and social protection in the eight African partner countries (Côte d'Ivoire, Egypt, Ethiopia, Ghana, Morocco, Rwanda, Senegal and Tunisia). The Special Initiative is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH among others. Further information is available at www.invest-for-jobs.com.

Global Business Services – Discover Africa's delivery potential

The Global Business Services (GBS) industry is gaining momentum, driven by digitisation, remote work trends, and the increasing demand for specialised IT solutions. Across Africa, numerous countries have tapped into these developments by building strong and competitive Business Process Outsourcing (BPO) and Information Technology Outsourcing (ITO) ecosystems.

Outsourcing to Africa offers European companies strategic advantages. The continent is home to a large pool of **qualified talent**, with over 60% of the population under the age of 30 (UNDP Africa Youth Report 2023). This ensures long-term access to a skilled and adaptable workforce. Africa also benefits from **favorable time zones, strong language capabilities**—particularly in English and French—and **increasing investment in digital infrastructure.** Africa's key offerings include also **cost-effective service delivery, a growing tech ecosystem, and a strong drive for innovation**.

These advantages position the continent as a **high-potential partner for IT and business services**. Morocco and Egypt have already become preferred outsourcing destinations in North Africa, while in Western Africa, countries like Ghana, Rwanda and Ethiopia are seeing a rise in BPO activities (Statista 2024).

Meanwhile, Europe — and Germany in particular — is facing a growing skilled labour shortage, especially in the IT sector with 149.000 vacant positions by 2030 (BITKOM). By tapping into Africa's workforce, German and European companies can enhance efficiency, expand capacity, access high-quality services while addressing local talent shortages in a competitive global market.

To harness these opportunities and provide a solution to the problem of IT talent shortages in Europe, Invest for Jobs is organising a **GBS Roadshow in Germany, including participation at the GITEX Europe Tech Fair in Berlin from 19th to 23rd May 2025**. IT and BPO companies from Egypt, Ethiopia, Kenya, Morocco, Ghana and Rwanda will showcase their services, engage with potential clients, and lay the foundation for exploring new opportunities and building lasting partnerships.

By supporting these companies and building bridges between Africa and Europe, **Invest for Jobs aims to create good jobs** in its African partner countries. With the adoption of the "BMZ Agenda for Decent Work Worldwide" in 2023, digital transformation was recognised as a central pillar of decent employment. The strategy promotes fair wages, job security, and equal opportunities in digital industries — ensuring that technological change supports both economic growth and social well-being.

Africa's GBS sector is already delivering impact: over 1 million people are currently employed in outsourcing roles (CCI Global Report). Roles in IT support, customer service, and back-office operations are offering youth across the continent long-term, future-proof employment. A study by CCI Global, in collaboration with Everest Group, forecasts that Africa's GBS sector is poised to generate between 1 and 1.5 million jobs by 2030.

Unlock Africa's GBS potential – Sign up to join and get more details here!

Our GBS partner countries

MOROCCO

Morocco stands out in Africa as a mature, nearshore outsourcing hub with deep ties to Europe. Its unique advantages include a multilingual workforce fluent in French, English, and increasingly German, a strong cultural affinity and time-zone alignment with Europe, and a strategic location just 3 hours from Berlin. As one of the continent's top GBS destinations, Morocco boasts world-class infrastructure, competitive operating costs, and a highly professional talent pool, trained in IT, customer service, finance, and back-office functions. Supported by robust government incentives and business-friendly policies, Morocco hosts more than 120 global outsourcing operators, including several German clients. For companies seeking quality, continuity, and scale, Morocco offers an unbeatable mix of proximity, professionalism, and performance

EGYPT

Egypt offers a unique blend of skilled, multilingual workforce and cost-effective services. With its strategic location bridging Europe, Asia, and Africa, Egypt provides unparalleled opportunities for global service delivery. The country's robust infrastructure, abundant talent pool of around 600,000 annual graduates, and supportive government policies make it an ideal choice for outsourcing. From IT services to customer support, Egypt's diverse outsourcing capabilities cater to various industries. Egypt's ICT and business services industry has been acknowledged by leading analyst and consulting firms such as Deloitte, Gartner, PwC, and IDC.

ETHIOPIA

Ethiopia boasts a remarkable talent pool of over 250,000 English-speaking university graduates each year, 65% of whom are in in science, technology, engineering and mathematics (STEM) fields. This vibrant workforce is tech-savvy and highly trainable offering companies exceptional value with a very competitive cost and salary structure in comparison with the Western markets. Ethiopia also offers a favorable time zone for many countries, a liberalised environment, competitive telecom companies bringing better internet services, low-priced renewable electric power and world-class data centers.

Modern infrastructure and government support attract national and multinational businesses in IT manufacturing, IT services industry and business process outsourcing. Infrastructure developments have also created opportunities for start-ups in sectors like fintech and e-commerce. Ethiopia's startup scene and digital economy are thriving with nearly 600 companies and new startups emerging constantly, including 300 in Addis Ababa alone.

MOROCCO

EGYPT

ETHIOPA

GHANA

KENYA

RWANDA

GHANA

Ghana is a rising hub for global business services outsourcing, offering a balanced mix of cost competitiveness, skilled talent, and enabling infrastructure. Its growing reputation in IT, customer experience services and finance services make it an ideal location for global enterprises seeking innovative and scalable solutions.

Key elements of Ghana's Unique selling propositions are:

- Ghana GBS sector is empowered by robust internet infrastructure and a politically and economically stable environment

- Ghana is a natural fit for global collaboration due to closeness in culture with UK, US, and the rest of Europe.

- Ghana boasts a young, diverse, and global ready workforce

- With competitive costs, Ghana offers smart savings on FTE costs

RWANDA

Rwanda is emerging as a strategic outsourcing destination, offering a business-friendly environment, modern infrastructure, and a skilled bilingual workforce. From just 2 firms in 2019 to 36 in 2024, the GBS sector now employs 3,500+ professionals. About 48% specialize in ITO (software development, cybersecurity), while 52% focus on BPO (customer service, accounting).

Backed by strong government support and a digital-first agenda, Rwanda is more than an outsourcing location it's a growth partner in the global business services sector.

KENYA

European companies should consider IT-Outsourcing to **Kenya** due to these compelling factors:

- Skilled Workforce: Kenya boasts a young and educated workforce, with a growing number of professionals skilled in software development, data analysis, and IT services.

- Cost-Effectiveness: Outsourcing to Kenya can be significantly more affordable compared to Western alternatives, allowing companies to reduce operational costs while maintaining quality

- English Proficiency: As one of Africa's leading English-speaking nations, communication barriers are minimal, facilitating smooth collaboration

- Growing Tech Ecosystem: Kenya has a vibrant startup culture, particularly in tech hubs like Nairobi (referred to as "Silicon Savannah") fostering access to innovation

- Government Support: The Kenyan government actively promotes the IT sector through initiatives and incentives enhancing the overall business environment for foreign companies

- Time Zone Compatibility: Kenya's time zone aligns well with European schedules

ITIDA (The IT Industry Development Agency)

ITIDA is the executive arm of the Egyptian Ministry of Communications and Information Technology for spearheading the development of the ICT sector in Egypt since 2004. ITIDA is Egypt's engine for spreading technology, driving innovation, and supporting foreign investors seeking to enhance their global offering from Egypt, the global hub for IT & IT-enabled services and technology innovation.

www.itida.gov.eg

Headcount (FTEs): 250

Overview of our services:

ITIDA develops the ICT industry through five main areas:

- Talent Development,
- Innovation & Entrepreneurship Support,
- Investor Attraction & Support,
- Egyptian Companies Development, and
- Business Ecosystem Development.

Egypt presents a compelling case for investment in the ICT sector, bolstered by several strategic advantages:

1. Strategic Geographic Location
Situated at the crossroads of Europe, Africa, and Asia, Egypt's geographical and cultural proximity to Europe enhances its appeal as a global hub for ICT operations and outsourcing services.

2. Skilled and Cost-Effective Talent Pool
Egypt boasts an abundant, multilingual workforce proficient in various disciplines. The combination of a large talent pool (with 600,000 annual graduates) and competitive labor costs makes it an attractive destination for businesses seeking quality and affordability.

3. Robust Government Support and Infrastructure
The Egyptian government actively promotes the ICT sector through initiatives like the Digital Egypt Strategy and an array of talent development programs to cater for the growing demand for digital skills. Significant investments, including a $2 billion upgrade to internet infrastructure, have enhanced the nation's digital capabilities.

4. Thriving ICT Industry and Innovation Ecosystem
Egypt's ICT industry has experienced rapid growth, attracting multinational investments and fostering a vibrant startup culture. The expansions of multinational corporates in Egypt and the growth in investments in tech startups, underscores the country's unique talent, innovative ecosystem, and entrepreneurial resilience.

5. Favorable Business Environment
The government has implemented regulatory reforms to create a conducive environment for investment. ITIDA offers a wide range of services from talent development to investor support and business ecosystem development.

Check out industry reports acknowledging Egypt's attractiveness as an offshoring destination here.

Contact:
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hkamel@itida.gov.eg

Egyptian Association for Industrial Technology "E4I"

Egypt4Industry "E4I" is a pioneering association consisting of 8 IT companies with extensive experience and knowledge across different domains. E4I offers a comprehensive suite of services, including IT outsourcing, cutting-edge automation systems, Internet of Things (IoT) applications, artificial intelligence (AI) solutions, and smart manufacturing technologies. Strategically located at he crossroads of Europe, Africa, and the Middle East, Egypt4Industry serves as a gateway for investors and clients seeking to tap into emerging markets. Our robust infrastructure and supportive business environment make us an ideal partner for those aiming to expand their footprint in the region.

www.egypt4industry.org

Years in business: 10+ years

Service languages: English, German, French

Headcount (FTEs): 200

Overview of our services:
Software development outsourcing, Nearshore, Offshore Software Development, Mobile App Development, Bespoke Software Development, System Integration, SCADA Systems, PLC Systems, MES Systems, ERP & CRM Solutions, Business Process Automation, Supply Chain Solutions, AI Solutions, Devops Services

Software solutions:
web/ mobile applications development, Cloud Services, Devops Services, Ai Solutions, e-commerce Solutions, Fintech Solutions, Industrial Automation, Industrial Execution Systems, SCADA Systems, ERP, CRM & Supply Chain Solutions
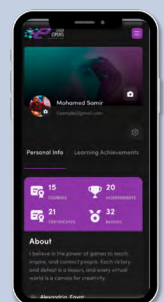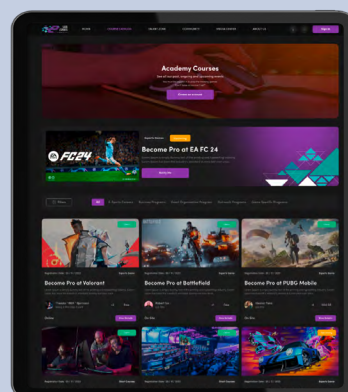

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khaled.youssef@el2labs.com

CASE STUDY
Saudi E-Sports Academy

SEA.SA serves as the gateway for Saudi nationals to the professional world of e-sports. The Platform provides online courses and trainings in various e-sports field and opens up careers for players, coaches, referees etc.

Ethiopian outsourcing Association

The Ethiopian Outsourcing Association (EOA) is a non-profit representing Ethiopia's BPO and IT-enabled service providers. As the sector's sole national advocate, it drives ICT-led economic growth by fostering public-private collaboration, shaping policies, and positioning Ethiopia as a global outsourcing hub. Its mission centers on job creation, youth empowerment, and enabling offshore service delivery.

With a goal to create **500,000 jobs by 2030**, the EOA partners with global markets and stakeholders to advance innovation and business development. A founding member of the Federation of Africa GBS Associations, it champions Africa's rise in global business services, bridging gaps between policymakers, enterprises, and international clients to unlock socioeconomic opportunities.

Ethiopia has redundant internet infrastructure with two telecom providers and multiple private ISPs. Additionally, it relies on nearly 100% renewable energy from hydropower and features a dedicated special economic zone, ensuring uninterrupted power and connectivity for seamless operations.

www.etoutsourcing.com

Service languages:
English, German, Italian

Overview of our services: offshore outsourcing Industry representative

Contact:
Wondwesen Zewdie – President,
info@etoutsourcing.com

Mereb Technologies

Mereb Technologies is a leading software outsourcing company based in Addis Ababa, Ethiopia. We specialize in custom software development, talent outsourcing, and innovative tech solutions for businesses worldwide, particularly in the US and Europe. Our expert team of developers, project managers, QA engineers, and DevOps specialists delivers high-quality solutions tailored to each client's needs. With a strong track record of working with global companies like Real Gaming Poker, ClickUp, and Sulala, we are committed to driving digital transformation and long-term success for our partners.

www.merebtechnology.com

Service languages: English, Amharic

Headcount (FTEs): 40

Overview of our services:
- **Software Development:** Custom applications designed to meet your specific needs.
- **Talent Outsourcing:** Skilled professionals to boost your team.
- **Custom Solutions:** Innovative approaches to solve unique challenges.
- **Maintenance and Support:** Ensuring your systems run smoothly over time.

Software solutions:
Custom Software Development, Web and Mobile Application Development, Integration & Customization, Legacy System Maintenance & Upgrade, Blockchain, Cloud Computing, Game Development, Data Analytics and Business Intelligence, AI Integrations Enterprise Solutions, E-commerce

Software technologies used:
Java, Python, C#, JavaScript, PHP, Ruby, TypeScript, Go, Dart, Swift MySQL, PostgreSQL, MongoDB, Oracle, Microsoft SQL Server, Jenkins, Docker, Kubernetes, Git, TravisCI, CircleCI, Terraform.Angular, React, Django, Flask, FastAPI, .NET, Spring, Laravel. Vue.js, Express, Nest.js, Next.js, Flutter, ReactNative, Unity, AWS, Microsoft Azure, Google Cloud, IBM Cloud, Cloudflare, PowerBI, QuickSight

Certifications:
ISO 9001:2015 and ISO 27001:2022 currently in implementation phase (in progress)
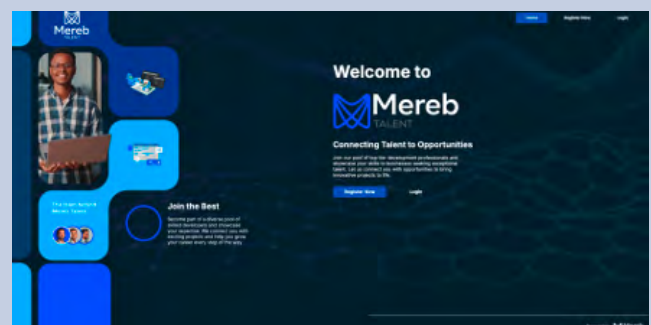
Years in business: 3 years

Track record:
3 years international experience, 20+ companies
We prioritise client satisfaction, follow agile methodologies, and maintain transparent communication. We have proven expertise in delivering projects within budget and on time, supported by a passionate team eager to embrace cutting-edge technologies.

Contact:
Liliyan Seid Ibrahim
Business Development Officer
Liliyan@mereb.tech

SUCCESS STORY

Mereb Talent, accessible at https://talent.mereb.tech, is a platform developed by Mereb Technologies to connect skilled developers with businesses seeking top-tier IT professionals. By joining Mereb Talent, developers can showcase their expertise and gain access to a variety of exciting projects, facilitating career growth and development in mereb technologies. This initiative aligns with Mereb Technologies' broader mission of providing comprehensive software development and talent outsourcing services to clients worldwide.

Minab IT Solutions PLC

Minab IT Solutions PLC, founded in 2014 by three college friends in Addis Ababa, Ethiopia, is a leading technology consulting and software development firm. With a strong presence across Ethiopia and international experience in countries like Nigeria, Ghana, Mali, and Morocco, Minab excels in cloud platforms, data analytics, and enterprise automation. Its flagship products include HaHuJobs, a cloud-based job-matching service, and Minab BMS, a property management tool. Serving the government, NGOs, and private sectors globally, Minab leverages advanced cloud-based technologies to deliver innovative, tailored solutions.

www.minabtech.com

Service languages: English, Amharic

Headcount (FTEs): 39, 6 part-time

Overview of our services:
Software Development, Outsourcing, and Technological Consultancy

Software solutions:
Cloud Services, Web and mobile-based application software, Building management systems, Digital Data Management tools

Software technologies used:
AWS, Javascripts, Gsuite, Atlasian, Zulip, Next.js, Nest.js, Postgres DB, Golang, Node.js, Nuxt.js, Flutter, Hasura, Angular.js, Apollo, GraphQL, Vue, MongoDB, Redis, React.js, Tailwind CSS

Years in business: 10 years

Track record: 8 years, 14 international and European companies

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Contact:

Roadshow: Kaleab Mezgebu, CEO, kaleab.mezgebu@minabtech.com

GITEX: Nathanael Tamirat, Operation and Business Development, Nathanael.tamirat@minabtech.com

SUCCESS STORY

HaHuJobs is an online platform that connects job seekers with employers, featuring a Telegram bot and web services for job matching, CV building, vacancy notifications, and skills assessments in multiple languages. It includes HaHu Muya, a training division offering in-person and online capacity-building programs to enhance technical and soft skills based on labor market demands. Additionally, HaHuJobs operates a physical Employment Center near Megenagna, providing self and assisted CV building, digital job matching, and training for job seekers, alongside recruitment and assessment services for enterprises. Its success is evidenced by 71,000 Telegram bot subscribers, 145,000 Telegram Channel members with each vacancy post reaching an average of 15,000 users, and collaboration with 800+ companies reflecting significant engagement and impact in the Ethiopian job market.

MMCY Tech

MMCY Tech is a strategic BPO partner committed to empowering organisations with cost-effective, efficient, and specialized talent that drive significant growth. With a global network of over 500 highly skilled professionals, we deliver customized services that help businesses scale, adapt, and thrive in an ever-evolving landscape.

Our mission is to provide top-tier talent and expertise, fostering collaboration and operational excellence to ensure our clients' long-term success. We thrive to be the premier provider of BPO services, recognized for our innovative approach and unwavering commitment to client satisfaction.

At MMCY Tech, we provide scalable solutions that adapt to evolving business needs. Our expansive global talent network allows us to seamlessly deliver services across borders, ensuring access to top resources anywhere. Our rapid onboarding minimizes disruption, enabling clients to achieve results faster.

www.mmcytech.com

Service languages: English

Headcount (FTEs): 605

Overview of our services:
Business Process Outsourcing (BPO)

Software solutions:
web/ mobile applications, cloud, database, e-commerce

Software technologies used:
Microsoft, java, AWS, Azure

Certifications:
ISO 9001, ISO 27001

Years in business: 17 years

Track record: 17 years over 100 companies

Contact:
Dereje Kibriye – Client Success Manager
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R&D Group

R&D Group is a leading outsourcing firm operating in Ethiopia, Kenya, and the Nether-lands, specialising in HR outsourcing, staff augmentation, and BPO services. With 15 years of experience, it has built a strong global talent pipeline, delivering customer support and data annotation services. Serving clients worldwide, particularly in Europe, R&D Group provides high-quality, scalable solutions tailored to diverse business needs. The company focuses on staff augmentation, BPO services for customer support, and data annotation, ensuring excellence and reliability in every project.

www.randd-group.com

Service languages: English, German, French

Headcount (FTEs): 132 permanent staff and 216 on call specialists

Overview of our services: Data annotation, customer support and Bespoke Software Development

Software solutions: computer vision (CV) and Natural language processing (NLP)

Software technologies used: Computer Vision Annotation Tool (CVAT)

Certifications: ISO 9001 certified

Years in business: 15 years

Track record: Worked with firms in Europe for more than 12 years, serving more than 20 clients

Contact:
Rahel Dejene – CEO
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CASE STUDY
R&D Group: The Largest Football Data Analysis Center in Africa, Powering Insights from Ethiopia

Since 2010, R&D Group's Football Data Analytics Center has been at the forefront of revolutionising African football analysis, beginning with a pilot project for the African Cup of Nations in Uganda. Born from a youth employment initiative, our center has now grown into the largest and most advanced football analytics facility in Africa, uniquely positioned as the only dedicated football data analysis center in Ethiopia. Our work goes beyond mere numbers; we provide top clubs and major football organisations worldwide with high-quality, actionable insights that drive their game-day decisions and overall strategy.

Unmatched Accuracy and Insight in Football Analytics
Our center's foundation lies in the passion and expertise of over 120 skilled data analysts and annotators who process more than 15 million data points annually, achieving an impressive data accuracy rate of over 98.5%. Each data set we analyse tells a unique story of a game's progression, player performance, and team dynamics, providing insights that help football clubs, administrators, and coaches make informed decisions and enhance performance. As the largest football analytics center in Africa, our impact extends across various facets of the game:

1. **Match Day Analysis:** We provide in-depth match day insights, allowing coaches and teams to make real-time tactical adjustments based on accurate data. This analysis reveals not only the strengths and weaknesses of a team but also pinpoints opportunities for improvement.
2. **Scouting:** With comprehensive data-driven scouting reports, our analytics assist clubs in identifying talent and potential both within and beyond their leagues. By measuring key metrics, we enable clubs to make informed decisions on player recruitment.
3. **Player and Team Performance Analysis:** Our center provides detailed evaluations of individual players and teams, examining every movement and touch. This insight empowers coaches to better understand their squad's performance and to optimise training sessions and game plans.
4. **Competition Analysis:** The competitive landscape of football requires constant adaptation. We analyse various leagues and competitions, providing clients with comparative insights that help them stay ahead of the curve.
5. **Sports Media:** Our insights aren't just for the teams—they are also shared with media partners to bring fans closer to the game. With data visualisation and stats, we help narrate the stories that unfold on the field, making the sport more engaging for audiences around the world.
6. **Video Analysis Integration:** Video analysis is integral to modern football analytics, and our center seamlessly integrates data with video. This combined approach allows coaches, players, and analysts to visualise performance metrics alongside game footage, offering a fuller understanding of in-game dynamics.

Global Reach, Local Impact
What sets R&D Group's Football Data Analytics Center apart is its unique position as a global resource operating from Ethiopia, blending local expertise with international reach. Our work is trusted by top-tier clubs and football governing bodies worldwide, each leveraging our insights to add significant value to their strategic approach. In doing so, we not only support Ethiopian talent but also highlight Africa's potential in the global sports analytics landscape.

Commitment to Excellence
At the core of our operation is a commitment to accuracy and excellence. With over 15 million data points annotated annually, we have become a reliable partner in football data analysis, delivering precision-driven insights that keep our clients ahead of the game. Our team's dedication to quality ensures that we maintain an exceptional 98.5% accuracy rate, even while handling the complexities of large-scale data.

Leading Africa's Future in Sports Analytics
As the only football analytics center in Ethiopia and the largest on the continent, R&D Group's Football Data Analytics Center is setting the standard for sports data analysis in Africa. We're not just tracking performance; we're empowering African youth, building expertise, and transforming football analytics into a cornerstone of modern sports strategy. Through our continued growth, we're proving that Africa is not only capable but also essential to the future of sports analytics worldwide.
By providing unmatched insights and encouraging a culture of precision, R&D Group's Football Data Analytics Center is positioned to remain a key player in the evolution of football on the continent and beyond.

4th-IR / Inngen

4th-IR drives rapid AI innovation, combining deep business expertise with impact sourcing. Our vision "Shaping the Virtual Workforce of Tomorrow". we specialise in turning AI-driven ideas into reality, guiding businesses through the complexities of the 4th Industrial Revolution. Our platform, Quest AI, along with our innovative virtual resources, empowers organisations to navigate challenges, streamline processes, and accelerate transformation.

Our tech center in Ghana provides the tech talent that is required to guide European organisations through their digital journey and our business experts in Europe bring the needed subject matter expertise.

FOURTH - IR
APPLIED INTELLIGENCE

www.4th-IR.com

Service languages: German/ English

Headcount (FTEs): ap. 100

Overview of our services:
- **Innovation Services:** AI Agent prototyping and integration, Application development, Robotics Process Automation, Development of marketplaces
- **Consulting Services** for Digital Transformation

Software solutions:
- QuestAI Marketplace with 50 AI Agents
- AI Agent Building in UiPath, Power Automate
- AI Agent integration in SAP, Spryker, other platforms

Software technologies used:
- **Product Design:** Figma, Framer, Adobe, MS365, Canva
- **Frontend Frameworks:** JavaScript, TypeScript, React, Next, Tailwind CSS, SHADCN/ UI
- **Content Management:** Content, Payload
- **Backend Frameworks:** FastAPI, NodeJS, SUPABASE, FIREBASE, airflow
- **Programming:** Java, C#, .NET, Python
- **Data Storage:** Neo4j, MongoDB, PostgresQL, azure datalake
- **Data Processing:** Pandas, Numpy, openCV, SCI-KIT Learn
- **Data Analytics:** tableau, PowerBI, D3, R, MatLab
- **ML and AI:** Pytorch, Tensorflow, Hugging Face, Langchain, Llamaindex
- **DevOps and Cloud:** Docker, Kubernetes, Github Actions, Nginx

Certifications: ISO27001

Years in business: 8 years

Track record/Experience with European/International companies
- First European client (bank in Germany) in 2018, working on automating the routing of inbound tickets
- In the past 7 years, we've serviced 40+ companies in Europe and the US

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Shaping the virtual workforce of tomorrow
© 4th-IR (Inngen) / GIZ

Contact:
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SUCCESS STORY

Selected projects out the following industries: Financial Services, Health Care, Manufacturing

- **Project for global bank:** Development of an AI solution that can extract obligations out of regulatory documents.
- **Project for German municipality:** Development of a communication / chat solution that allows the instant retrieval of information out of internal documents and policies

- **Project for Swedish Start-Up:** Development of an health care marketplace that allows the African diaspora to manage the health insurance and treatment of relatives in Africa
- **Project for US dental organisation:** Identification of caries based on dental Xray images
- **Initiative with the central Swiss government:** Establishment of an AI hub in Switzerland.
- **Project for German manufacturer:** Application Development Services for a CRM platform

Amalitech

AmaliTech is an IT service company based in Germany, US, Ghana and Rwanda. By facilitating seamless collaboration between global tech companies and our AmaliTech teams, we connect international markets with exceptional local tech talent from Ghana and Rwanda, fostering mutually beneficial partnerships. We offer a demand-driven approach that integrates training, employment, and upskilling, ensuring career growth and long-term success for tech professionals. Partner with AmaliTech to drive forward your digital agenda while making a meaningful social impact.

www.amalitech.com

Years in business: 5 years

Service languages: English

Headcount (FTEs): 500

Overview of our services:
Software development offshoring

Software solutions:
Custom Web & Mobile Development, AI, Data Analytics, Cloud Transformation, Security, E-Commerce, SAP BTP

Software technologies used:
JavaScript/TypeScript, Java, React/Angular, Flutter/iOS/Android, AWS, Databases (SQL, MongoDB, etc.), etc.

Certifications :
ISO 27001, ISO 9001, TISAX

Years in business: 5 years

Track record:
approx. 20 international clients over last 5 years from different industries (automotive, telecommunication, digital agencies, IT solution providers, IoT products, industrial...)

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Contact:
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DevOps Africa Limited

DevOps Africa Limited is a full-service business processing and outsourcing company that provides a range of services such as IT and software development, customer service, image processing, data management, finance and accounting to its growing list of international clients spanning various industries. We are committed to delivering high-quality services, backed by a robust quality control processes.

In our mission to develop solutions for the future, we take a personalised approach by working in self-organised scrum teams. We provide our staff with multiple growth and training opportunities as well as solving compelling problems with open-source technology

The company is registered with the Ghana Free Zones Authority.

www.devopsafricalimited.com

Service languages: English

Headcount (FTEs): 67

Overview of our services: IT software outsourcing (web, mobile applications, Application software and Support), accounting services, social media services, data analytics, image processing, video editing and data capture.

Software solutions :
In-house Web/Mobile applications and Tech Support services

Software technologies used:
Java, React JS, Node JS, Python, Ruby, Golang, iOS Native, Android, AWS, JIRA, Playwright, Linux, Odoo.

Years in business: 2+ years

Track record
2+years of excellent customer satisfaction in providing enhanced Software development and Business process Outsourcing services to three US companies.

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Contact:
Emmanuel Martey – CTO
emmanuel.martey@devopsafricalimited.com

SUCCESS STORY

The DevOps team successfully designed and implemented a robust **mobile (iOS and Android) and web-based data capture application** tailored for efficiently collecting and managing critical asset information for auctions. This system facilitates the seamless acquisition of key data points, including **high-resolution images, videos, and asset titles**, ensuring accuracy, consistency, and streamlined processing for auction listings.

eServices Africa Ltd. (eSAL)

eServices Africa Limited (eSAL) is an integrated Business Process Outsourcing (BPO) and Technology Solutions company headquartered in Accra, Ghana, with additional offices in Kenya and the United States. Established in 2001, we have grown to become a leading provider of customer experience management services, leveraging a deep understanding of the African market to deliver tailored solutions to both local and international clients.

With over 20 years of expertise, eSAL operates state-of-the-art omni-channel contact centers, providing 24/7 customer engagement solutions that drive efficiency, reduce costs, and enhance customer loyalty.

Service Offerings
- **Customer Engagement:** Our solutions deliver seamless, high-impact interactions across all touch points to enhance brand loyalty and customer satisfaction.
- **Recruitment & Talent Development:** We build high-performing teams through specialised hiring, training, and performance management for our clients.
- **Technology Services:** We offer cutting-edge CX infrastructure, including contact center solutions, enterprise voice & data networks, and CRM tools.

www.esalbpo.com

Service languages: English, French, Spanish, German, and various major African languages

Headcount (FTEs): 380

Overview of our services: Customer Service/Experience Outsourcing; Outbound Sales; Debt Recovery/Collections; Social Media Management/Content Moderation

Software solutions:
We utilise a range of software technologies to enhance customer experience (CX) operations including CRM systems, AI-driven chatbots, and omnichannel support tools to optimise interactions.

Software technologies used:
Power BI (Microsoft) , SQL Server , Copilot, Microsoft 365, Dynamics, VoIP, Java Script, CX Tools

Certifications:
ISO 27001:2022, PCI-DSS, Data Protection (Ghana)

Years in business: 24 years

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Contact:
Gogo Nii Head – Impact Sourcing
nii.gogo@eservicesafrica.com

SUCCESS STORY

Under our Impact Sourcing initiative, we engage specifically with the unemployed and underemployed youth (especially young women), and those with disabilities and facilitate their access to learning and development for job placement within the technology and services sectors.

We've partnered with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and Digital Skills Accelerator Africa e.V. (DSAA) within the framework of Invest for Jobs, with a mandate to recruit, train and deploy employment candidates into the BPO industry.

Under this partnership we have recruited and trained over 360 young people into BPO and IT Services roles with 45% being women. Over the next five years, we aim to train and place over 20,000 young Africans into jobs, equipping them to serve global clients in Europe and beyond.

Turntabl

Turntabl is a leading software development consultancy based in Accra, Ghana. Guided by our core values of Teaching & Learning and Technical Excellence, we are committed to nurturing young talent, strengthening the local tech workforce, and creating secure, equitable job opportunities for software developers. All our technical employees undergo a rigorous 12-week training programme designed to equip them with the skills needed to thrive in the global fintech industry. Upon completion, they are fully prepared for deployment.

At Turntabl, we provide global businesses with top-tier nearshore and offshore software engineering talent from Ghana. We specialise in delivering high-quality tech services to financial institutions and tech-driven companies worldwide.

Turntabl's Offshore Development Center (ODC) has been ranked #1 in WestAfrica. As proud members of the global opensource community and the only FinOS partner in the region, we have won several prestigious hackathons, further solidifying our position as a leader in the tech industry.

www.turntabl.io

Service languages: English

Headcount (FTEs): 118

Overview of our services:
Software Development Outsourcing, Nearshore Software Development, Offshore Software Development, Bespoke Software Development, Web Applications, DevOps

Software solutions: Web Applications

Software technologies used:
• Cloud-based: Microsoft 365, AWS, Cisco Meraki
• Tech stacks: JavaScript/ TypeScript (React, NextJS, Angular), Java (Springboot), Python, Git

Years in business: 5 years

Track record:
5 Years, 11 International Clients (US/UK)

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Contact:
Inusa Ibrahim – Head of Business Operations
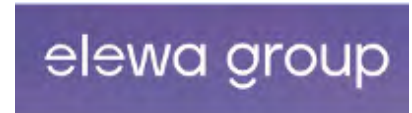ibrahim@turntabl.io

ELEWA COMPANY

Elewa, or "to understand" in Swahili, is an IT managed service provider based out of Nairobi servicing startups and SMEs in the EU, UK and South Africa markets. Elewa was founded in 2015.

Elewa offers three main product lines: (1) "Solution Designs" which turn a customer's vision into a tangible IT product including low-fidelity wireframes, technical architecture and fixed-scope MVP implementation plan. (2) "Fixed Scope projects" which create bespoke software solutions for our customers and (3) offshore services from helpdesk to managed desks (full-time attachment-basis) to offshore teams (including project manager, designer, developers & QA).

Elewa doubles as a talent accelerator, providing early-stage tech career opportunities for tens of developers so far through a managed software development apprenticeship programme.

www.elewa.ke

Service languages: English, French, Dutch

Headcount (FTEs): 22

Overview of our services:
Nearshore IT services, Offshore software development, Odoo ERP development, bespoke software development, mobile app development

Software solutions:
web/ mobile applications, Odoo ERP

Software technologies used:
Python, Typescript, Django, Java, JavaScript, Flutter, HTML, CSS, SCSS, PHP, Laravel, GitHub, GitLab, SQL (MySQL, PostgreSQL), MongoDB, Firebase, CouchDB, AWS, Azure, Google Cloud, Linux, React, VueJS, NextJS, Node, Angular 2+, Docker, Kubernetes, CI/CD pipelines

Years in business: 10 years

Track record:
20 clients since 2020 pivot into software offshoring

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Contact:
Jente Rosseel – CEO
jente@elewa.ke

SUCCESS STORY

Such as Goodless Events, organising the reusable-cup deposit management for top football clubs and festivals in Europe, or Whoosh, offering white-label payment systems and value added services for large portions of the South-African market. For both organisations, just as for many others, we developed their current IT from the ground up.

Oasis Outsourcing

Oasis Outsourcing is a trusted BPO and IT-enabled services company based in Nairobi, Kenya. We connect Africa's skilled, tech-savvy talent with global businesses through customer support, back-office operations, finance & accounting, HR outsourcing, IT support, and data annotation. With a people-first culture, strong compliance focus, and scalable operations, we empower organisations to grow efficiently while creating dignified work opportunities for youth.

www.weareoasis.io

Headcount (FTEs): 200+ (growth plan to 1,000)

Years in business: 7 years

Overview of our services:
• Customer Support (Voice & Non-Voice)
• Back-Office Support
• Finance & Accounting
• HR Outsourcing (including EoR)
• Data Annotation & AI Services
• IT Helpdesk & Technical Support

Software technologies used:
CRM, Cloud, E-commerce platforms | Microsoft 365,
Azure, Salesforce, AWS, Zoho

Certifications:
GDPR Compliant/Office of the Data Protection Commissioner (ODPC) / PCI-DSS (in progress) | Microsoft Partner | ISO Certificates

Track record:
We serve over 20 international clients across the U.S., Europe, and Africa.
Notably, we support Vensure HR (USA) with remote teams achieving over 40% in cost savings.

Why choose us:
Located in Kenya's Silicon Savannah, we offer time-zone alignment with Europe, a well-educated workforce, scalable teams, and a strong commitment to quality and innovation.

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Contact:
Samuel Kanja – CEO & Founder
hello@oasisoutsourcing.co.ke

YELBRIDGES LIMITED

Yelbridges is a cybersecurity service provider whose mission is to build a secure digital future and create an economic bridge between Kenya and Europe by upscaling the security standards of institutions in the region. Founded in Nairobi with African and European roots, Yelbridges supports digitization by enhancing digital trust, ensuring compliance, and securing systems—so you focus on doing your business, while we secure it. We offer tailored, high-quality services including Penetration Testing, Managed Security Services, Compliance as a service, and cybersecurity training.

www.yelbridges.com

Service languages: English

Headcount (FTEs): 15

Overview of our services:
Remote Penetration Testing, Managed Security Services, Information Security Management Standard (ISMS) as a service, Data Privacy Compliance Solution, Cyber security capacity building

Software solution:
Data Privacy Manager and GRCHub

Software technologies used: Python, React Js

Certifications: IEC/ISO 27001

Years in business: 7 years

Track record: To date 3 international companies

Contact:
Steve Mambo – CEO
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SUCCESS STORY

We conducted a web and API penetration test for an insurance client that had previously been hit by ransomware. Using internally developed scripts to simulate attacker behavior, we identified critical issues such as exposed endpoints, broken authentication, and improper access controls. These findings helped the client close key security gaps, enforce stronger authentication, and better segment their environment—significantly reducing their risk of future compromise.

DOOSYS

DOOSYS is an innovative IT services firm specialising in the integration and development of business solutions, with strong expertise in Purchase to Pay solution (P2P), transport management, and route planning. We bring deep industry knowledge, full change management support, and expert IT consulting. From ERP, CRM, and HR to TMS and mobile apps, we offer cost-effective, tailored alternatives to traditional solutions—helping you streamline operations and drive performance.

www.doosys.ma

Service languages:
French, English

Headcount (FTEs): 12

Overview of our services:
We provide Software development outsourcing, Mobile App Development, Software Integration, service Consulting

Software solutions:
Odoo ERP, web and mobile applications

Software technologies used:
Odoo, Python, Javascript, and mobile dev

Certifications: Odoo Partner, PMP

Years in business: 6 years

Track record:
5+ years with African and European companies in the fields of purchasing and transport

Contact:
Hicham Oubelkass – CEO
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SUCCESS STORY

Platform dedicated to the distribution and retail delivery sector, developed to **Sapress Logistique & Messagerie**, the logistics subsidiary of the Edito group. Thanks to our experience, DOOSYS supports SAPRESS in its digitalisation, using ODOO for thousands of deliveries per day, dozens of delivery drivers, and more, by using

several modules:
Driver/delivery app
Control Panel and management
Dynamic scheduling and B2C CRM
Others: ERP

NGBS

NGBS is a company specialised in engineering and digital services. Our mission is to support our customers' growth and work with them to build high-quality business and technological solutions. Our services include technical assistance, on-site or outsourced service centers, cloud infrastructure, modern workplace, cybersecurity, digital solutions, and recruitment and training.

www.ngbsgroup.com

Service languages:
French, English

Headcount (FTEs): 22 permanent, 76 independent employees

Overview of our services:
NGBS specialises in IT, Engineering, and ITO services.

We offer:
1. Outsourcing Services (ITO and ESO): IT, Digital solutions, Engineering, and R&D services (on-site or remote)
2. Digital Solutions, Cloud infrastructure, Modern workplace, and Cybersecurity
3. Recruitment and Training: Tailored programmes for IT and engineering roles

Plateform solution:
Contract Management Platform, Field Force Automation Platform, Loyalty Platform, Digital Business Card Platform, Lunch Ordering Platform

Software technologies used:
M365 (Microsoft 365), Azure, Intune, AI Copilot

On-premises migration, tenant consolidation/split, device management

Certifications: In progress ISO 27001; ISO 9001

Years in business: 4 years

Track record: International clients since 2024 (Belgium, France, Mauritius), also works with European multinationals in Morocco

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Contact:
Adil Aligod – CEO
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SUCCESS STORY

Delivered successful IT outsourcing to ALTEN, SAFRAN, and clients in France, Belgium, and Mauritius. NGBS combines technological expertise, sectoral experience, and a deep understanding of client needs. With a team of over 90 skilled professionals, the company offers tailored solutions in IT outsourcing, engineering services, digital platforms, and recruitment/training. NGBS provides flexible delivery models (on-site/offshore), competitive pricing, and is committed to quality, confidentiality, and international standards (ISO certifications in progress).

GBS Growth Initiative.
GBS Association in Rwanda

The Rwanda Global Business Services Growth Initiative (GBS GI) is a dynamic industry association dedicated to establishing Rwanda as a premier investment destination for Global Business Services. GBS GI is strives to driving export growth enhancing public-private partnerships, and positioning Rwanda as a globally competitive GBS hub. Through essential guidance and strategic support, the initiative empowers both new and existing investors to thrive in Rwanda's GBS sector. It facilitates coordination and collaboration among all stakeholders to expand the sector, generate substantial job opportunities, and promote sustainable growth in the sector. Leveraging our extensive network, deep industry knowledge, and strong partnerships with government entities, we are dedicated to facilitating your smooth entry into this promising market and ensuring your sustained success.

www.gbs.rw

Service languages: English

Overview of our services:
Investment promotion of operators in the GBS sector in Rwanda, **Policy advocacy** for the existing operators, and **Talent and Skills** development in partnership with institutions that upskill young people.

Key offerings:
1. **Investor-centric policy co-design:** Collaborative engagement with investors to shape business-friendly policies, including VAT regulations and flexible working hours.
2. **Integrated marketing coordination:** Strategic marketing efforts that showcase Rwanda's value proposition to potential clients and investors, highlighting local companies, talent, and national strengths.
3. **Investor and client missions:** Comprehensive organisation and facilitation of fact-finding missions, providing investors and clients with direct insights into Rwanda's GBS landscape.
4. **Multilevel advisory services:** Expert guidance across critical areas, including legal advisories and operational setup.
5. **Talent sourcing and development:** Assistance in identifying the right talent and connecting with reputable training institutions.
6. **Access to government leadership:** Facilitated engagement with high-level government officials, strengthening investor relations and policy support
7. **Market insights and research:** In-depth market intelligence to inform investment decisions and strategic planning.
8. **Industry networking opportunities**: Invitations to key GBS industry events, conferences, and forums, enhancing client and investor connections.

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– CEO/Country Manager
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Awesomity

Awesomity is a leading software engineering and AI solutions company specialising in building and managing high-performance digital teams. With a track record of delivering cutting-edge technology solutions for global clients, we offer AI-native engineers skilled in software architecture, business strategy, and digital transformation. Our expertise spans across multiple industries, including logistics, e-commerce, finance, and agriculture.

With over a decade of experience and 50+ successful projects, we help companies scale through high-quality software, AI-driven automation, and strategic technology consulting. We are not just a service provider—we become an extension of your team, ensuring seamless collaboration, efficiency, and measurable business impact.

www.awesomity.rw

Service languages:
English, German, French, Dutch

Headcount (FTEs): 30+

Overview of our services:
Get a dedicated, high-performance engineering team tailored to your project needs—without the overhead of in-house hiring. Whether you need AI engineers, developers, data experts, or UI/UX specialists, we assemble the right mix to drive your project forward. With AI-assisted development, expert leadership, and structured IT Governance, we ensure fast, high-quality delivery—so you can focus on growth while we handle the tech

Software solution:
• Technology Department-as-a-Service – Deploy high-performing engineering teams without hiring overhead
• Product Engineering – Build scalable, high-impact software solutions
• AI & Automation – Implement generative AI, computer vision, and intelligent automation
• Business Digitalisation – Optimise business operations with tech-driven process automation

Software technologies used:
• Frontend: React.js, Angular, Vue.js
• Backend: Spring, .NET, Node.js, Python, Go
• Mobile: Flutter, Swift, Kotlin
• AI/ML: TensorFlow, OpenCV, GPT, LangChain
• Cloud & Infrastructure: AWS, Azure, Kubernetes

Certifications: AWS, Azure, Kubernetes, IBM Security, Rwanda Tech Seal

Years in business: 10+ years working with European & global companies

Track record:
Trusted by Volkswagen, OX Delivers UK, NSFO Netherlands, Hallo (Netherlands), Global Climate GmbH, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH & the Government of Rwanda

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Brian Gharibaan – Managing Partner
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CLIENT TESTIMONIALS

"Awesomity built an amazing app and helped us shape our data strategy." – Simon Davis (OX Delivers, UK)

"They think critically, push boundaries, and elevate our applications." – Henny Mugge (Hallo, Netherlands)

"A skilled, hardworking team delivering exceptional results." – Reinard Everts (NSFO, Netherlands)

Ojemba

Ojemba is a pioneering German-African software engineering company, specialising in high-end custom software solutions spanning cloud, web, and mobile technologies. Our integrated Rwandan-German teams transform innovative ideas into premium products, leveraging the exceptional talent of our full stack developers based in Kigali, Rwanda. As a subsidiary of MaibornWolff, a renowned IT services and consulting company with over 35 years of experience and a client base including BMW and Mercedes, Ojemba brings quality and expertise to every project. Whether for team augmentation or collaborative project work, Ojemba ensures top-tier delivery and profound technological proficiency.

www.ojemba.de

Service languages: English

Headcount (FTEs): 28

Overview of our services:
Software Engineering, focusing on Web-, Mobile- & IoT Applications and leveraged by AI tools

Software solutions:
Complex Web-, Mobile & IoT Applications, AI Applications

Software technologies used:
AI development tools like Langchain, Cursor, Replit, Frontend (JavaScript, TypeScript, React.js), Backend (Nest.js, Next.js, .NET), Cloud Infrastructure (Azure, AWS), Mobile (Flutter)

Certifications: Data Protection and Privacy, Microsoft Azure Fundamentals, AWS Cloud Essentials

Years in business: 2+ years

Track record: More than 10 different clients in Europe

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Marie Ohnesorge – Managing Director
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SUCCESS STORY

Ojemba is supporting a renowned German household appliance manufacturer in developing a cutting-edge diagnostic tool. This innovative application is designed to simplify the diagnosis process for field service technicians worldwide, who maintain and repair machines. The tool will be utilized by 10,000 users and represents a complex technological solution, integrating numerous interfaces and protocols to extract data from the machines being serviced.