

INVITATION

Digitalisation as a driver for employment?

How the Special Initiative on Training and Job Creation is generating employment in Africa through innovative approaches

According to the latest forecasts, Africa's population is set to double in size by 2050, taking it to around 2.5 billion, which will also increase the need for more employment: around 25 million new jobs are needed per year. On top of this, the Covid-19 pandemic is exacerbating the situation on Africa's job market. Investment is therefore urgently needed in order to create jobs and give local people prospects for the future.

This is where the Special Initiative on Training and Job Creation by Germany's Federal Ministry for Economic Cooperation and Development (BMZ) comes in: Since mid-2018, it has been supporting German, European and African companies seeking to get involved in Africa. Its objective is to foster effective job growth. Under the Invest for Jobs brand, the Special Initiative offers contacts, comprehensive advice and financial support via its implementing organisation to overcome investment barriers. This creates genuine win-win situations: business opportunities for companies as well as valuable jobs and apprenticeships in our African partner countries.

One of the Special Initiative's focal points is the digital services sector. And due to the Covid-19 pandemic, this sector's importance is growing even more: not only have highly digitalised economic sectors proven especially resilient to the crisis, the demand for digital services has grown tangibly as a result of the pandemic.

How can jobs and apprenticeships be created in Africa's digital services sector? What measures have proven particularly successful and where do the biggest challenges lie? How can existing jobs be secured during the Covid-19 pandemic? These and other questions will be at the core of the online discussion to which the BMZ and the German Africa Foundation cordially invite you.

Welcome speech **Dr Uschi Eid**, President of the German Africa Foundation

Keynote **Martin Jäger**, State Secretary of the German Federal Ministry for Economic Cooperation and Development (BMZ)

Discussion **Martin Hecker**, Founder and CEO of AmaliTech gGmbH and the Digital Skills Accelerator Africa e. V.
Juliana Rotich, Tech entrepreneur and German Africa Award winner 2019
Amel Saidane, President of TunisianStartups and Co-Founder of BetaCube and Digital2Value
Admassu Tadesse, Group Managing Director of the Eastern and Southern African Trade Development Bank

Closing remark **David Schwake**, Secretary General of the German Africa Foundation

Moderation **Sabine Odhiambo**, Dep. Secretary General of the German Africa Foundation

Time and Date:

Thursday,
20 May 2021
3:00 - 4:30 pm (CEST)
online
via livestream

The event will be
simultaneously
translated
German-English.

Please register
HERE
by 20 May 2021
12:00 pm (CEST).

You will receive the
link to the
livestream shortly
before the event.

For more information
on the
Special Initiative
please visit:
invest-for-jobs.com



Digitalisation as a driver for employment?

How the Special Initiative on Training and Job Creation is generating employment in Africa through innovative approaches



Martin Jäger has been State Secretary at the BMZ since March 2018. After studying ethnology, philosophy and political science in Munich, he worked in various positions for the Federal Foreign Office, the Federal Chancellery and the Ministry of Finance. Most recently, he was State Secretary in the Ministry of the Interior, Digitisation and Migration in Baden-Württemberg. With his experience in the private sector as Head of “Global External Affairs and Public Policy” at Daimler AG/Mercedes Benz (2008-2013), Mr. Jäger enriches the discussion on the interface between development policy and business.

Keynote
speaker



Martin Hecker has been working for over 30 years in the field of IT and digital technologies in most regions of the world. Previously, he worked as a Managing Director and Senior Partner at the Boston Consulting Group. Furthermore, he has successfully founded and developed several companies in the field of digital services. His next longterm goal is to create 10.000 jobs in Africa through the recently established social business AmaliTech, which is providing digital services (software development and data analytics) for European customers from service centers in sub-Saharan Africa. Moreover, he is founder and CEO of the Digital Skills Accelerator Africa e. V.

Panelists



Juliana Rotich is an internationally highly respected social entrepreneur and holder of the German Africa Award 2019. As co-founder of the open-source platform Ushahidi, Ms Rotich has revolutionised the global flow of information. Ms Rotich is also co-founder of the tech company BRCK, which became the largest public WiFi provider in sub-Saharan Africa in February 2019. She is currently working on a fintech company, Boya Ltd and serves on the boards of several companies. She therefore represents a young, successful Africa and is demonstrating in an exemplary fashion how technological innovation can help the African continent move forward.



Amel Saidane is an entrepreneur, ecosystem builder and digital transformation expert. She is president of TunisianStartups and co-founder of both BetaCube, a venture builder in Fintech and mobility solutions, and Digital2Value, a small and medium-sized enterprises digital transformation platform. As innovation and digital transformation activist she serves as board member for the Digital Centre of Excellence of the United Nations Economic Commission for Africa (UNECA) amongst others. Prior to that, Ms Saidane worked in Tunisia for large multinational companies, including Microsoft, Siemens and Nokia Siemens.



Admassu Tadesse is an international banker and business leader with experience at board and executive-levels globally and in Africa. He is currently the Group Managing Director and Chief Executive of the Eastern and Southern African Trade and Development Bank (TDB Group). Previously, Mr. Tadesse was Executive Vice-President at the Development Bank of Southern Africa, where he served for some 10 years, and was responsible for international finance and corporate strategy among others. He has also worked as a senior advisor and specialist with various funds and international organizations.