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# Start-up Night! Africa

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*26 October 2017*





## Invitation



Dear founders, dear Sir or Madam,  
Africa presents a lot of challenges, but with even more opportunities. The countries on the continent have a young population that is prepared to work hard for economic progress. I have seen for myself just how much drive there is in the African digital start-up scene.

Germany wants to support Africa in harnessing its full economic potential. We have made it our joint goal to create jobs, promote vocational training and to lay the foundations for greater prosperity for all – including in Africa.

This is why a few months ago I launched the Pro! Africa Initiative of the Federal Ministry for Economic Affairs and Energy. It is designed to make our tried-and-tested instruments of foreign trade and investment promotion more effective and also comes with some new elements. Under this initiative, Germany will be extending its network of foreign chambers of commerce and industry and its

market development programme, and will provide more training opportunities for African managers. But we also want to initiate a new German-African partnership for digitisation and innovation.

A key goal is to bring together African entrepreneurs with German startups and German technology. One of the ways in which we are doing this is by hosting a 'Start-up Night! Africa'. You are all invited to attend this event! Let yourself be inspired by the creativity and the innovative ideas of the entrepreneurs you will meet there. And if you are an entrepreneur, why don't you apply for a pitch and/or a place on the poster session?

Sincerely yours,

Brigitte Zypries  
*Federal Minister for Economic Affairs and Energy*



# Programme

*Moderation:* **Dr. Sandra Maria Gronewald**

**from 5.00 p.m.  
onwards**

**Admission / Networking**

**6.00 p.m. - 6.10 p.m.**

**Greeting**

**Brigitte Zypries**, Federal Minister for Economic Affairs and Energy

**6.10 p.m. - 6.20 p.m.**

**Keynote**

**Melanie Hawken**, Founder and CEO Lionesses of Africa

**6.20 p.m. - 6.55 p.m.**

**1st pitch round: African start-up enterprises  
offering creative solutions for the German market**

- 8 start-ups (3 min. each)
- Questions from the audience

**6.55 p.m. - 7.30 p.m.**

**2nd pitch round: German start-up enterprises  
that have developed interesting business models for Africa**

- 8 start-ups (3 min. each)
- Questions from the audience





7.30 p.m. - 7.55 p.m.

**3rd pitch round: Well-established German enterprises willing to cooperate with the African start-ups**

• **Airbus**

**Bruno Gutierres**, Head of Airbus BizLab

• **Merck KGaA**

**Munyaradzi Chivasa**, Head of Accelerator Program, Group Strategy and Transformation, Innovation Center

• **SAP Deutschland SE**

**Michael Pittelkow**, General Manager Public Services Africa, Development Cooperation Partner Relations, Africa Industry Lead Agriculture

• **Siemens**

**Sabine Dall'Omo**, Chief Executive Officer – Siemens Southern and Eastern Africa

• Questions from the audience

7.55 p.m. - 8.00 p.m.

**Wrap-up** by the moderator

from 8.00 p.m.  
onwards

**Networking** (with finger food and drinks)





## Partner



The **Lionesses of Africa** community is about connecting, showcasing businesses, sharing information and advice, opening up opportunities for collaboration, and creating discussion on some of the biggest challenges facing women entrepreneurs in Africa.



## Information

### Registration

Please register on the following website:  
[bmwi-registrierung.de/start-up-night-afrika](http://bmwi-registrierung.de/start-up-night-afrika)

### Organisation

We always strive to make our events accessible to everyone in order to enable all participants to join in. If you have any questions or require assistance on site, please do not hesitate to contact our organisational team:  
[start-up-night-afrika@bmwi-registrierung.de](mailto:start-up-night-afrika@bmwi-registrierung.de)

### Event venue

Federal Ministry for Economic Affairs and Energy (BMWi)  
Scharnhorststr. 34–37  
10115 Berlin / Germany  
Access via Invalidenstr. 48

### Getting to the Ministry

#### Railway and S-Bahn train:

Berlin-Hauptbahnhof main railway station

**Bus:** M41, M85, 120, 142, 245, 123, 147, TXL

**Tram (Invalidenpark):** M5, M8, M10

