

Webinar - Challenges and opportunities for the East African economy in the face of COVID-19

Webinar, 07 July 2020, 16:00 - 17:30

Overall, Africa has been very successful in containing the COVID-19 virus and case numbers have remained low and declining across most of the continent. It is now time to think economically about post-COVID-19. In many parts of Africa, nothing will ever be the same again, and several sectors will develop strongly. The German Association of Small and Medium-sized Enterprises invites its members to join us in taking the step towards Africa at this special time. Therefore, the SME Alliance Africa of the BVMW is organising a webinar series entitled "Africa Roadshow" and **invites you via video conference on July 7th, 2020, at 4 pm to an exclusive East Africa webinar with the guest of honour, the Ambassador of Rwanda, H. E. Igor Cesar.** It will give you a general introduction to the economic East Africa in the time of COVID-19 and especially to the country Rwanda as a market of opportunities.

With about half of the countries with the highest growth rates on the African continent and an average growth rate of 5.7% (2018), East Africa is and remains one of the most interesting destinations for foreign investment worldwide. The good business environment in the reforming states and the promising markets make this region so profitable.

Rwanda ranks second in 2019, with real GDP growth of 10.06%, putting it at the top of all African countries. By creating excellent framework conditions and successfully fighting corruption, the country impresses companies with its comparatively clean and transparent business practices.

Delegations from all over the world have been visiting Rwanda for several years now and see the economic potential there. German small and medium-sized enterprises are also already well represented in sectors such as logistics, beverage production, wood processing and energy.

The webinar will be held in English.

When: Thursday, 07 July 2020, 16:00 - 17:30

Where: Zoom Webinar

Der BVMW. Gemeinsam für einen starken Mittelstand.

The Webinar Program

- 16.00 Welcome and moderation by **Andreas Jahn**, Head of Politics and Foreign Trade BVMW e.V.
- 16.05 Greetings from **Bienvenue Angui**, Managing Director of the Africa SME Alliance
- 16.10 **H.E. Igor Cesar**, Ambassador of the Republic of Rwanda
- 16.30 **Nirmala Jeetah**, Head Manufacturing (New Industries), Economic Development Board Mauritius
- 16.40 **Sophie Kaminski**, Head of the German Desk in East Africa
- 16.45 **Torsten Töllner**, Managing Director at CYRISO Cyber Risk Solutions GmbH and Head of the BVMW foreign office Kenya, Mauritius and Rwanda
- 17.00 **Mert Dorman**, Senior Vice President, Turkish Airlines
- 17.10 Questions and answers
- 17.30 End of the webinar