

YOU CAN MAKE A DIFFERENCE
BY STARTING YOUR OWN BUSINESS

Business Ideas *for* Development



'Business Ideas for Development' is engaged in the Franco-German project 'MEET Africa' which is implemented in six African countries. The aim of MEET Africa is to strengthen the entrepreneurial potential of the African diaspora, build a dynamic entrepreneurial ecosystem between Africa and Europe and thus foster innovation, wealth and sustainable development. For more: <https://meetafrica.fr>

BUSINESS PLAN CONTEST

DEADLINE: 13 MARCH 2021

Are you originally from one of the following countries?

Cameroon • Ghana • Morocco • Nigeria • Tunisia

Are you currently living in Germany? Do you have an innovative business idea as well as a business plan for your country of origin that is ready to be implemented within the next months?

'Business Ideas for Development' will support you within the next six months. We provide you with a budget of EUR 7,000 that you can use for financing services that are essential to start your business.

We also offer:

- » Six months of support and coaching in Germany and in your country of origin
- » Support in deepening your market research and optimising your business plan
- » Help in finding investors and other useful business contacts

Apply now for our special Business Contest! Our deadline for applications is 13 May 2021.

Click here for application documents and further details about applying:

<https://www.cimonline.de/en/html/aktuelle-ausschreibung-gfe.html>

Click here for more information about 'Business Ideas for Development' and our activities in various countries: <https://www.cimonline.de/en/html/business-ideas.html>

If you currently have a rough business idea, but no business plan yet, this business plan contest isn't for you!

'Business Ideas for Development' is an initiative of the Migration & Diaspora Programme of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. It is implemented on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).



More diversity on plates in Cameroon • It was not until she left her own country that Natacha Tchatet Kuize realised that the African continent is practically unknown in the wider culinary world. In Cameroon too she found the supermarket shelves full of the products of global brands and noted that this was what people ate. Eventually she wondered where all the delicious Cameroonian sauces had gone. She took Cameroonian chilis, onions and spices to create 'The Sauce', and made it into a business. She says, 'What drives me is my desire to see more diversity on our plates and to retain my African identity.'



Intelligent tracking systems for Morocco • After 15 years in Germany, IT engineer Salim Benaissa returned to Morocco. The business he founded there, Genius-Contract, develops GPS-based tracking systems for logistics firms. This enables companies to better control their truck fleet and strengthens intra-African trade. He says, 'The situation here is very different from Europe. In Africa, my business partner and I see lots of untapped potential. We still have a lot of ground to make up in the field of digitalisation and trans-national solutions. And that is exactly where our company comes in.'



Energy consultancy and a career platform for Nigeria • Donald Umunna swapped his settled life in Germany for uncertainty in Nigeria. He has since founded two businesses. His energy consultancy company, Savidon Energy Services, counts Nigeria's Energy Ministry among its clients. His second venture is a digital career platform called Next Professionals Network. The platform already has 50,000 users in- and outside Africa. He says, 'If you want to be a successful businessman or -woman in Nigeria, the most important thing is that you don't allow other people's perceptions of Nigeria to dissuade you from pursuing your goal.'

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Centre for International
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On behalf of



Federal Ministry
for Economic Cooperation
and Development