



# Accelerating German – African Trade and Investment

The Unique Trade Fair and  
Conference within the African Continent



Bank



**25 – 27 June 2025**

Sarit Expo Centre  
Nairobi, Kenya



## MADE IN GERMANY – AFRICA Expo and Conference

Presenting World's Finest Products & Services

**Introducing the 3rd Edition of Made in Germany - Africa: the most innovative expo and conference showcasing the world's finest products and services for the African market.**

As an exhibitor, you will be at the forefront of the leading international trade fair of the year, setting benchmarks for the entire sector. With an international visitor profile and a high proportion of decision-makers, this renowned event attracts over 2500 trade visitors, conference attendees, and government dignitaries discussing bilateral relationships.

Here you will gain access to a diverse range of products, from high-tech machinery and equipment to luxury consumer goods. German businesses will have the opportunity to showcase their products and connect with potential buyers and partners from all across Africa and beyond.

At the conference, our keynote speakers—experts in business, government, and academia—will provide valuable insights into the current state of the German-African relationship and opportunities for future growth. Attendees can also learn about the latest trends and best practices in various sectors through panel discussions featuring industry leaders.

### Welcome Note

I extend a warm welcome to all participants of MADE IN Germany – AFRICA. It is exciting to see state of the art products from Germany meeting a fast growing market of African consumers and innovative companies. German companies realized more and more the unlimited potential of Africa. The dynamics in digitization, energy transition and agricultural production – to name a few – are impressive. The success of so many partnerships has proven that you can be part of this thrilling development with quality products made in Germany. I wish all participants an enjoyable and fruitful experience that will lead to growing commercial and trade relationships.

Sebastian Groth, Ambassador  
German Embassy, Nairobi / Kenya

## German Products Take First Place in Statista's Made-In-Country Index

"Made in Germany" is the most highly regarded quality label for goods and services around the world, outshining other major exporting nations' trust marks such as "Made in USA" or "Made in UK". This is one of the findings from Statista's Made-In-Country Index (MICI). The global ranking of countries allows for revealing analyses of the image that countries around the world have of certain products.

Made in Germany: German products have the best reputation worldwide



% of global consumers who trust products from the respective country

Trust Level	Percentage
very / a bit	82%
not at all	5%
not sure	13%

source: [https://yougov.de/news/2021/12/14/made-in-germany-deutsche-produkte-haben-weltweit-den/](https://yougov.de/news/2021/12/14/made-in-germany-deutsche-produkte-haben-weltweit-den-/)

## Nairobi: The New Destination

Nairobi, Kenya's bustling capital, is a pivotal business hub in Africa, known for its strategic location and vibrant economic landscape. Hosting MIGA 2025 in Nairobi allows our participants to tap into the city's dynamic business environment, fostering new connections and exploring numerous business opportunities. Nairobi's well-established infrastructure, coupled with its position as a gateway to the East African market, makes it an ideal venue for this prestigious event.



## What to Expect at MADE IN GERMANY – AFRICA:

### High End Conference & Workshops

International experts will hold insightful discussions on important topics with over 1000 participants. Our presenters will speak about current and upcoming trends and strategies that will aid in successful collaboration between Africa and Germany for daily work and trade business.

### Diplomatic Talks on Eye Level

In separate rooms, diplomats and government personnel hold important discussions that are crucial in finding political solutions necessary for a common understanding in daily trade.

### Promising Investment Discussions

In special rooms, African governments and enterprises will meet German counterparts through pre-organized schedules to discuss investment opportunities between both sides. These meetings provide a valuable opportunity for both sides to explore possibilities for mutually beneficial partnerships.



**At MADE IN GERMANY – AFRICA, we strive to provide an engaging and informative platform for all attendees. Whether you're an expert in the field or just starting out, there's something for everyone at our event.**



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# 10 Reasons Why You Should Engage in Africa Now:

**Organizer:**



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- Huge Market Potential:** Africa has a population of over 1.3 billion people, making it one of the largest consumer markets in the world.
- Growing Middle Class:** Africa's middle class is rapidly expanding, providing new opportunities for businesses to tap into this market.
- Natural Resources:** Africa is rich in natural resources, including minerals, oil, and gas, providing potential for investment in extractive industries.
- Untapped Markets:** Many African countries have largely untapped markets, providing opportunities for new products and services.
- Trade Agreements:** African countries are part of a number of trade agreements, such as the African Continental Free Trade Area (AfCFTA), which promote regional integration and trade.
- Infrastructure Development:** Many African countries are investing in infrastructure development, such as roads, ports, and airports, providing better access to markets and trade.
- Competitive Labor Costs:** Africa has a large, young and growing workforce with competitive labor costs.
- Favorable Business Environment:** Many African countries have implemented reforms to improve their business environments, making it easier for businesses to operate.
- Innovation and Entrepreneurship:** African entrepreneurs are increasingly developing innovative solutions to local challenges, providing new investment opportunities..
- Strategic Location:** Africa is strategically located between Asia, Europe, and the Americas, making it an ideal location for trade.

**Join us in Nairobi for an unforgettable experience at MADE IN GERMANY – AFRICA 2025, where innovation meets opportunity, and where we collectively work towards shaping the future of trade between Germany and Africa.**

**Special Partners:**



**Supporters:**

