

Press Release

New African German Business Network: Forty Minds Shape the Future

First cohort of the new programme "AGYLE - African German Young Leaders in Business" / Digital AGYLE Week 21 from 28 October to 4 November / Information on the programme and selected leaders at www.agyle-programme.com

Berlin, 25 October 2021 - A start-up founder from Ghana deploying new technologies to make electronic waste reusable; an Ethiopian using renewable raw materials to advance his country's transport revolution; a German establishing a digital, award-winning training system for astronauts – a new generation of young leaders in Africa and Germany is developing the future of their countries. Forty outstanding candidates from Ethiopia, Ghana, Rwanda and Germany have been selected by a jury of experts from over 300 applications as part of the new African-German leadership programme "AGYLE - African German Young Leaders in Business". These **40 outstanding participants** cover a broad spectrum: from start-ups and new technologies to media companies, agriculture and tourism. The programme and new business network were launched by the **Agency for Business & Economic Development (AWE)** and **Germany - Land of Ideas** on behalf of the **Federal Ministry for Economic Cooperation and Development (BMZ)**, with the aim of intensifying the economic potential of African-German relations and promoting the development of new business models.

Ute Weiland, CEO of Germany - Land of Ideas: "We have been impressed by the number of submissions and the quality of applicants in this first year of our new programme. This evidences that we have hit the bullseye with AGYLE, and that there is intense interest in an African-German exchange and building a business network among young leaders".

Dr. Corinna Franke-Wöller, Director of the Agency for Business & Economic Development:

"Africa's innovation potential has so far only been known to those who know the scene. It will thus be even more intriguing over the course of the digital AGYLE week as participants come together for creative exchange and collaboration on prototypes for new, cross-border business models".

Digital AGYLE Week 21: Strengthening African-German Cooperation

From **28 October to 4 November**, participants will convene for the digital **AGYLE Week 21**. The exclusive week of events will focus on interdisciplinary exchange and networking, professional inspiration and cross-border cooperation. The centrepiece of the week is a virtual **design-thinking lab**, in which mixed teams develop and refine ideas and business models. A jury will award a prize at the closing event for the most innovative and promising idea; the winning team will receive professional coaching to further develop their idea. The week will be rounded off by a number of virtual discussion rounds, keynote speeches, bar camps and social and cultural activities.

Public programme digital AGYLE week 21

28 October, 11:00 a.m.-12:30 p.m.

Official opening event AGYLE Week 21

Official opening of the digital AGYLE-Week 21 by the Federal Ministry for Economic Cooperation and Development (BMZ); Dr. Corinna Franke-Wöller, Agency for Business & Economic Development (AWE); Ute Weiland, Germany - Land of Ideas. Livestream: <https://youtu.be/ybUmxAQZgI8>

2 November, 4:30-5:30 p.m.

Keynote lecture "The importance of African-German cooperation".

In his keynote speech, Prof. Dr.-Ing. Siegfried Russwurm, President of the Federation of German Industries, will talk about the importance of African-German economic cooperation.

Livestream: <https://youtu.be/dKcCsffzcXY>

4 November, 1:30- 4:00 p.m.

Pitch presentation AGYLE Teams 21

The five interdisciplinary teams will present their prototypes for new ideas and business models. A jury will select the winning team. Livestream: https://youtu.be/Dg-57GW_uw8

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About AGYLE - African German Young Leaders in Business

The African German Young Leaders Programme (AGYLE) brings together young leaders from Germany and Africa in a long-term business network for the development and promotion of innovative ideas and business models. African-German dialogue is strengthened through direct participant encounter and cooperation, laying a foundation for new, long-term business and economic cooperation. AGYLE is a programme of the Agency for Business & Economic Development (AWE) and Germany - Land of Ideas; AWE is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and supported by GIZ and DEG.

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