



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



UNIDO NETWORK OF INVESTMENT AND  
TECHNOLOGY PROMOTION OFFICES  
BONN, GERMANY



# ANNUAL REPORT

## 2019

UNIDO Investment and Technology  
Promotion Office (ITPO) Germany

# Welcome

UNIDO ITPO Germany builds bridges between the private sector and development cooperation - using the UN network.



**UNIDO ITPO Germany**  
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# Table of Contents

1	<b>Foreword</b>	5
2	<b>UNIDO</b>	6
2.1	UNIDO at a glance	8
2.2	UNIDO Network of Investment and Technology Promotion Offices (ITPOs)	9
3	<b>UNIDO ITPO Germany</b>	10
3.1	Background and Mandate	12
3.2	The Team	13
3.3	Vision: Mobilizing German Investments and Technologies to achieve the 2030 Agenda	14
3.4	Services of ITPO Germany	16
4	<b>Facts and Figures - First Project Phase (2017-2019)</b>	20
5	<b>Highlights of the Year</b>	28
6	<b>Activities and Results</b>	38
6.1	Delegate Programme	40
6.2	Technology Transfer	43
6.3	Fairs & Events	49
6.4	Capacity Building	55
6.5	Institutional Partnerships	61
7	<b>Partners and Stakeholders</b>	66
8	<b>Communications activities overview</b>	70
9	<b>Companies and Project examples</b>	72
10	<b>Outlook 2020</b>	76



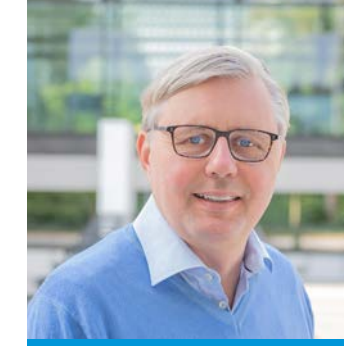


Federal Minister for Economic Cooperation and Development Gerd Müller and UNIDO Director General LI Yong agreed to continue the fruitful cooperation in the framework of the ITPO Germany for the upcoming years.



## UNIDO ITPO Germany

We build bridges.



**Dr Rolf Steltemeier**  
Head of UNIDO ITPO Germany

Dear Ladies and Gentlemen,

The ITPO Germany was established in Bonn in early 2017 with the mandate to foster mutually beneficial industrial cooperation between enterprises in Germany and in developing countries, as well as in economies in transition.

As we progress into our second project phase with the start of 2020, we want to add our vision for the year 2030: to become not only a thriving participant of the UNIDO ITPO network but also a respected player within the German economic development cooperation landscape. It is therefore essential to function as an effective link between the German government and UNIDO.

Since I stepped in as the new Head of ITPO Germany in February 2019, our team has grown, and now comprises two additional Junior Experts. In 2020, we plan to further scale up our activities and our headcount. Additional Senior Experts will ensure the continuous implementation of impactful projects.

So far, more than 400 companies benefited from our B2B and B2G matchmaking activities during the first phase of our project. The team identified and promoted more than 40 technologies for transfer and investment, facilitating connections between Europe and developing countries worldwide. The transfer of technology and know-how does not only go in one direction. More than 15 delegations from developing and emerging economies were able to participate in our activities. This included guests from China, Ethiopia, Nigeria, Senegal, and many other countries. On numerous occasions, we brought these guests into contact with representatives from multiple agencies, ministries, companies, and organisations. The connections that grew out of these visits also play a highly valuable role in our network and lay a solid foundation for many future projects – especially in the countries from which the delegations hailed. Among all the other activities in 2019, the trade fairs were particularly helpful for widening our network among German and European SMEs who invest in projects that involve sustainable technologies in developing countries.

We hope that this Annual Report gives our partners, stakeholders and the interested public an overview and a good impression of our activities and operations.

I would like to express my sincere thanks to my very committed and engaged colleagues in Bonn and all our stakeholders, especially to the German Federal Ministry for Economic Cooperation and Development and to the UNIDO ITPO Coordination Office in Vienna.

**Dr Rolf Steltemeier**  
Head of UNIDO ITPO Germany





02

UNIDO





## 2.1 UNIDO at a glance

The United Nations Industrial Development Organization (UNIDO) is the specialised agency of the United Nations for promoting industrial development as a means of poverty reduction, inclusive globalisation and environmental sustainability. Its mandate is to promote and accelerate Inclusive and Sustainable Industrial Development (ISID) in developing countries and economies in transition. It works towards increasing productive employment and improving living standards in the world's poorest countries. The relevance of ISID as an integrated approach to all three pillars of sustainable development is recognised by the 2030 Agenda for Sustainable Development and the related Sustainable Development Goals (SDGs). UNIDO's mandate is fully recognised in SDG 9 – “to build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation”. UNIDO's vision is a world where economic development is inclusive and sustainable, and economic progress is equitable.

The organisation is headquartered in Vienna and maintains a field network of 48 regional and country offices around the world.

### UNIDO focuses on four strategic priorities:

Creating  
shared  
prosperity

Advancing  
Economic  
Competitiveness

Safeguarding  
the  
Environment

Strengthening  
Knowledge and  
Institutions



## 2.2 UNIDO Network of Investment and Technology Promotion (ITPOs)

Investment and technology are key drivers of economic transformation. National and foreign investments strengthen inclusive and sustainable industrial development, leading to increased productivity and competitiveness, as they attract capital and disseminate innovative technologies and know-how. Investment and technology can thus boost employment and generate income. To bridge global investment and technology gaps, UNIDO established a Network of Investment and Technology Promotion Offices (ITPOs).

UNIDO's ITPOs are strategically located in both hemispheres and promote investment and technology flows between investors and technology suppliers in their host countries as well as for potential partners in developing countries. The ITPOs provide support through partnerships and networks, capacity building activities, advisory services, promotional events, investment and technology project assessments, and matchmaking activities. The UNIDO ITPO Network falls under the mandate of the UNIDO Department of Trade, Investment and Innovation (TII).

**Currently, 9 ITPOs operate throughout the world:**

**ITPO Bahrain** (since 1995), **ITPO China** (Beijing) (since 1989), **ITPO China** (Shanghai) (since 2001), **ITPO Italy** (since 1985), **ITPO Japan** (since 1980), **CIIC Russian Federation** (since 1989), **ITPO Republic of Korea** (since 1987), **ITPO Nigeria** (since 2015), **ITPO Germany** (since 2017).







### 3.1 Background and Mandate

The Investment and Technology Promotion Office in Germany was established in 2017 based on an agreement between UNIDO and the German Federal Government. Its mandate is to mobilise and promote responsible and impact investments and transfer of green technologies from Germany towards developing countries and economies in transition, with a focus on small and medium-sized enterprises (SMEs).

ITPO Germany contributes to the inclusive and sustainable industrial development and economic growth of developing countries by identifying and mobilising technical, financial and managerial resources.

To achieve this goal, the ITPO energetically interacts with the German industrial sector. Germany's industry is highly developed and offers sustainable solutions for the world market; internationally, environmental technologies from Germany are in high demand. Moreover, a growing number of companies in Germany are making a commitment to society by adopting sustainable business models. In particular, ITPO Germany promotes the outward flow of investment and sustainable technologies from Germany to developing countries.

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ITPO Germany builds bridges between the private sector and development cooperation - using the UN network.



### 3.2 The Team

The new Head of ITPO Germany, **Dr Rolf Steltemeier**, assumed his function in February 2019. Before joining ITPO Germany, he was as a Deputy Director-General and the Commissioner of European Affairs at the Federal Ministry of Economic Cooperation and Development (BMZ) in the German government.

The team already consisted of the two Investment & Technology Promotion Experts, **Mr Michael Schmidt** and **Ms Vanessa Völkel**, the Administrative Assistant, **Ms Mehrican Eser**, and the Office Assistant, **Ms Maria Victoria Heller**. In 2019, the team grew, and two Junior Experts have assumed their functions: Ms Yasmine Yamani as Communications Consultant and Mr Hendrik Theisen as Project Clerk.

Additionally, the Federal Ministry of Foreign Affairs funded the position of **Ms Jessica Neumann** as Junior Professional Officer (JPO), who works in the Department of Trade, Investment and Innovation (TII) at UNIDO Headquarters in Vienna since mid-2018 and ensures the smooth interaction of ITPO Germany with other UNIDO technical services and the worldwide network of ITPOs.





### 3.3

## Vision: Mobilizing German Investments and Technologies to achieve the 2030 Agenda

ITPO Germany strives to combine market opportunities, entrepreneurial initiatives and local needs to maximise the social and ecological impact of its projects in line with the Sustainable Development Goals (SDGs) and the 2030 Agenda for Sustainable Development. Achieving the 17 SDGs of the United Nations is only possible by fostering investment, innovation and technology transfer. UNIDO places particular emphasis on SDG 9, which aims to build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.

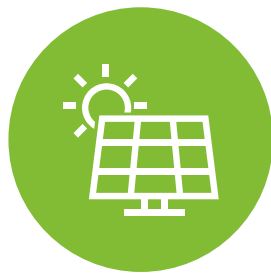
In 2017, Germany took over the G20 presidency for the first time and anchored development, climate and sustainability issues prominently in the G20 agenda. The BMZ coordinated the further development of the G20 action plan to harmonise it with the implementation of the 2030 Agenda. The partnership with UNIDO and the establishment of the UNIDO ITPO on the UN Campus in Bonn reflects this commitment, especially with regard to mobilising investments and technology to drive forward the implementation of the 2030 Agenda.





## 3.4 Services of ITPO Germany

ITPO Germany is an impartial broker for international investment projects. It provides support and promotes the transfer of green and sustainable technologies made in Germany into developing countries, with a focus on the following sectors:



**Renewable Energy**



**Energy Efficiency**  
(Industry, Buildings,  
Transport & Mobility)



**Environmental Technologies**  
(Water / Sanitation,  
Wastewater, Solid Waste)



**Sustainable  
Agribusiness**



**Resource Efficient  
Manufacturing**



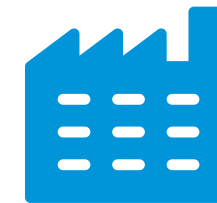
**Sustainable and Resilient  
Infrastructure**



**Health  
and Sanitation**

## A two-pronged strategy to promote industrialization in developing countries

In order to better meet the particular needs and to realise the full potential for industrial cooperation, ITPO Germany adopted a two-pronged strategy promoting industrialisation and technology transfer in both more urbanised and more developed settings and in more remote and rural settings. This approach fully recognises the differences of these projects in terms of target groups, technologies involved, financing needs and stakeholders involved:



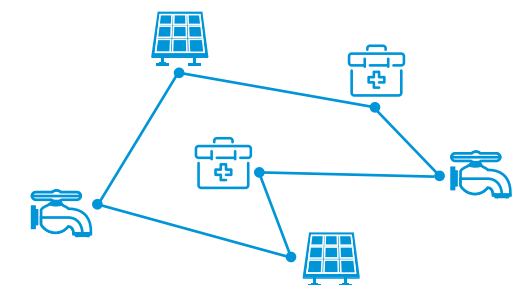
### Industrial Upgrading

**Larger industrial projects in urban centres and/or industrial zones** building on existing infrastructure and a developed skill base.

Local investors and business support agencies are driving the process, asking for technology, partnerships and financing and co-investments from German and European industrial partners.

#### Projects typically

- Involve private investors and more established companies and high technology
- Are commercially financed, often through export credit financing and investment guarantee schemes
- Relate to industrial production and processing plants, energy efficiency and renewable energy in industry and applications such as automatization and Industrie 4.0



### Rural Solutions

**Smaller scale industrial projects in predominantly rural areas** with substantial infrastructural deficits in terms of energy, water, education and basic services.

Social business sections of larger corporates, start-up innovators and social enterprises are generally driving the process.

#### Projects typically

- Involve local communities
- Tend to be financed by public authorities, foundations, impact investors or DFIs
- Relate to the supply of basic infrastructure (water, energy, health) and the development of related value chains, such as agribusiness, commercial activities and small-scale manufacturing





## Services for German companies, investors and technology providers

ITPO Germany supports SMEs, the classic Mittelstand, corporations and innovative start-ups with inclusive and sustainable business projects that are relevant for developing countries and economies in transition.

### The services include:

- searching for project partners and project opportunities in developing countries
- networking with other projects and investors to create synergies
- sharing information and providing advice on financing and funding opportunities
- participating in trade fairs in Germany and developing countries
- offering support with the selection of personnel and providing advice on training programmes to upgrade local skills crucial for project implementation
- providing institutional and policy advice
- promoting projects and finding partners on the online Investment and Technology Promotion Platform (ITPP) (to be launched in 2020)

## Services for companies and investors in developing countries and economies in transition

Local companies and investors need to be the main driver of sustainable and inclusive industrial development in developing countries. ITPO Germany involves them at an early stage and promotes them internationally to facilitate and accelerate investment projects that are based on sustainable partnerships.

### ITPO Germany's services include:

- Proposal of project partners, technology providers and co-investors in Germany
- Business Consultancy on how to approach and present project opportunities to potential German partners and investors
- Capacity building, training programmes and trade show visits
- Promoting projects and finding partners on the online Investment and Technology Promotion Platform (ITPP) (to be launched in 2020)

## Capacity building for implementation partners in developing countries and economies in transition

ITPO Germany closely cooperates with Investment Promotion Agencies (IPAs), ministries, other business development organisations and local professional service providers in target markets. Reliable and professional local implementation partners are crucial for the successful implementation of investment projects on the ground. ITPO Germany offers its partners a platform for promoting their markets and projects in Germany.

### Examples for such measures are:

- hosting the delegate programme for senior staff from IPAs, relevant ministries, enterprises and industry specialists to promote their market and projects in Germany
- organising visitor groups or facilitating (co-)exhibitions in UNIDO ITPO Germany's trade show programme
- promoting projects and companies on the online Investment and Technology Promotion Platform (ITPP) (to be launched in 2020)



04

**Facts and Figures**  
**First Project Phase (2017 - 2019)**





# Achievements of ITPO Germany

“Our vision for the year 2030: to become not only a thriving participant of the UNIDO ITPO network but also a respected player within the German economic development cooperation landscape.”

Rolf Steltemeier, Head of UNIDO ITPO Germany

**4000**

**companies & institutions**

connected through B2B/B2G matchmaking

**80**

**companies** benefited from direct consulting and targeted information provided by ITPO Germany

**40**

**technologies** were scouted and promoted in developing/industrializing countries

**10**

**strategic cooperations** between institutions and potential investors were established

**15**

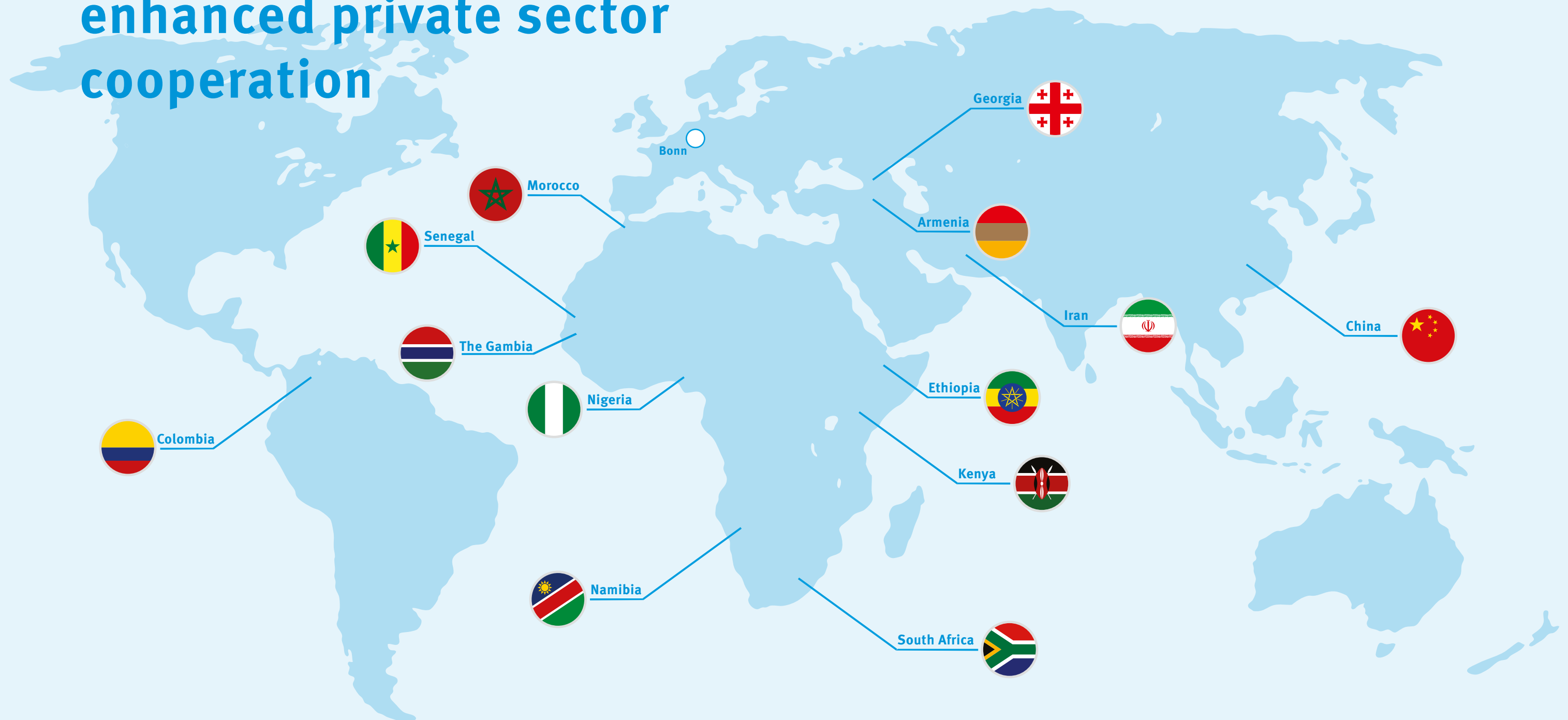
**delegations** from Africa, China and Eastern Europe were accompanied in Germany

**15**

**fairs and matchmaking events** to which ITPO actively contributed



# 13 countries in which ITPO Germany supported enhanced private sector cooperation



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## Contribution of ITPO Germany to mobilizing funds for UNIDO

### **GQSP Project Georgia (SECO):**

ITPO Germany contributed to mobilising funds for technical cooperation activities of UNIDO in Georgia. In cooperation with the BMZ and the Government of Georgia, ITPO Germany held the “German-Georgian Business and Cooperation Forum” in Frankfurt in October 2018 (see Annual Report 2018, p. 11-12).

As a result, the relationship between UNIDO and the Georgian Government has been intensified, leading to a new project under the framework of the SECO-funded Global Quality and Standards Programme (GQSP). The project “GQSP Georgia: Residue Testing for Fruits and Vegetables” with a total budget of around 350.000 Euro for the period 2020-2022 will focus on residue testing for the fruits and vegetable sector.

The testing of products is vital for ensuring that they comply with the requirements of the respective markets. As a result, exports are enhanced and the integration into international trading systems, particularly into the markets of the European Union, is advanced.

### **Special Initiative on Training and Job Creation (SI Jobs), Senegal and Ethiopia (BMZ):**

After initiating the contact between the SI project and UNIDO in October 2018, ITPO Germany supported negotiations between UNIDO, the KfW Development Bank and the BMZ in January 2019 in Vienna. A UNIDO project financed by the BMZ as part of the SI Jobs was signed by UNIDO Director-General Li Yong and Parliamentary State Secretary Norbert Barthle (BMZ) during the Strategic Dialogue between UNIDO and Germany on 27 November 2019 in Berlin.

The project covers the UNIDO Programme for Country Partnership (PCP) countries Senegal and Ethiopia. With a budget of EUR 8m, the project is expected to create around 3,000 jobs and improve the working conditions of another 3,000 people by strengthening local clusters and agro-industrial parks in the two countries.



05

Highlights of the Year







## Hannover Messe 2019

### 1 - 5 April 2019

For the second time, ITPO Germany has actively participated in Hannover Messe from 1 to 5 April 2019 through various activities and events, including a joint exhibition booth with UNIDO in the Global Business & Markets (GBM) Section. The Hannover Industrial Fair served as an ideal platform for promoting the work of ITPO Germany in the fields of international trade, investment promotion and technology development.

UNIDO Director-General LI Yong welcomed co-exhibitors representing ITPO Germany and ITPO Shanghai, as well as delegations from Morocco, Senegal and Ethiopia.

In his speech at the side-event “German Industry and the SDGs”, the UNIDO Director-General highlighted optimistically that, for Africa to leapfrog into the future of industrial development, a number of conditions must be met. These include investments in infrastructure, having the right regulatory environment for new business models to be tested, and paying due attention to research and development, science and technology.

The event was hosted jointly by the German Federal Ministry for Economic Cooperation and Development (BMZ), the Carl Duisberg Gesellschaft and the Federation of German Industries (BDI). ITPO expert Ms Vanessa Völkel presented the office as one of the instruments, backed by the BMZ, that provides support to the private sector in implementing the SDGs.

ITPO expert Mr Michael Schmidt assisted the delegation from ITPO Shanghai and a Chinese business delegation with meeting potential representatives, clients and suppliers in Germany through a pre-arranged meeting in the margins of the event.

For the first time, the SES (Senior Expert Service) cooperated with ITPO Germany and presented their programmes for skills development and consultancy support for industrial projects in developing countries to interested partners at the UNIDO booth. SES representatives acquired new industry experts for the SES programme and provided information on numerous possible assignments in developing countries.



### Achievements

- ✓ provided a platform to promote sustainable outward investments and technology transfer by German companies into developing countries and economies in transition
- ✓ connected more than 150 German investors and technology providers
- ✓ hosted delegates and officials from Ethiopia, Morocco and Senegal at the UNIDO booth
- ✓ contributed to events, forums and seminars related to UNIDO's and ITPO's mandate







## Corporate Think Tank Africa Bonn, 24 - 25 October 2019

In collaboration with the company EVUM Motors, ITPO Germany organised a “Corporate Think Tank Africa” in Bonn in October 2019. The event aimed to exchanging experiences and information on business development in selected Africa amongst the twelve participants. The interactive session, co-facilitated by Mr Dominik Fries (EVUM Motors) and Ms Vanessa Völkel (ITPO Germany), identified synergies and possible fields of collaboration between the participants.

The range of companies covered start-ups such as EVUM Motors and Mango Solar, SMEs like PolyCare as well as larger corporations such as Bolloré Logistics with a long-lasting experience and a strong presence in African markets. Future perspectives, experiences and funding opportunities were introduced by consultants, ITS International Training and the Toyota Foundation.



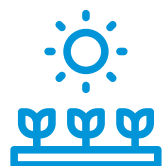




## Agritechnica Trade Show Hanover, 10 - 16 November 2019

ITPO Germany, jointly with the German Agricultural Society (DLG) and FAO co-organised the International Special “Acre of Knowledge” at the leading international trade fair for agricultural machinery and technologies, Agritechnica. At the joint booth of 300m², UNIDO hosted 12 co-exhibitors and technology providers and contributed to the 5-day conference programme with over 20 specialised presentations on sustainable and innovative agricultural practices.

The booth was a **central platform for business meetings, expert discussions and the initiation of new projects** in line with UNIDO’s mandate to promote sustainable and inclusive agro-industrial development. Set up as a public-private partnership between UNIDO and the participating companies, ITPO Germany managed to leverage its network of contacts and technical expertise as well as its strategic partnership with DLG, the organiser of Agritechnica, to facilitate connections to 1.000 potential clients and partners for the following co-exhibitors:



*Exhibiting at Agritechnica Fair was a great success. It enabled us to attract a new major investor from Germany.*

**Martin Šoltés, CEO EVUM Motors**  
(Start-Up of an electric utility vehicle)

### Co-Exhibitors in alphabetical order:

#### **BASF New Business GmbH**

Harvest & Post-Harvest, Integrated Value Chain, Agri-Hub (Eastern Africa)

#### **Boreal Light GmbH**

Solar desalination, irrigation (South Africa, Kenya, Yemen, Somaliland)

#### **CleanShield Group**

Plant protection, nutrient management, seeding (Kenya, Philippines, China, globally)

#### **Enable West Africa**

AgTech (agricultural technology) start-up accelerator programme in Western Africa

#### **EVUM Motors GmbH**

Electric utility vehicle

#### **SES (Senior Experten Service)**

Non-profit consultancy for development projects including agriculture and agro-processing

#### **Vertical Works GmbH**

Drone for fertilization and plant protection

### Agricultural Innovations – made in Iran and Nigeria (5 Start-ups)

#### **Nigeria:**

**Asusu Technologies:** revolutionizing and rebranding the traditional saving and loan system by computerizing and leveraging ICT

**Rural Farmers Hub:** AI-driven advisory & extension services that help farmers make better farming decisions via SMS & voice call

**Crop2Cash:** offline bank for farmers that helps them to get access to credit and financially included

#### **Iran:**

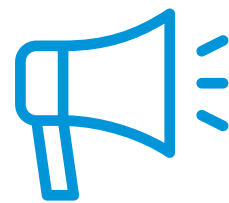
**Binjbar:** Agricultural extension services and direct marketing and logistics for local rice farmers

**Keshmoon:** Platform for organizing and supporting quality management, sales and marketing for local saffron farmers





The UNIDO ITPO booth **received several high-level and international delegations** organised by the DLG, the GIZ and other partner organisations. ITPO expert Ms Vanessa Völkel received a high-level delegation of 100 persons from business, industry and government from Germany and abroad as well as members of the DLG Board of Directors. The German Federal Minister of Food and Agriculture, Ms Julia Klöckner, was also welcomed at the booth where she discussed the technologies and their market potential with one of ITPO Germany’s co-exhibitors.



**Achievements**

- ✓ joint booth with DLG, Food and Agricultural Organization (FAO) and 12-co-exhibiting companies
- ✓ provided a platform for technologies and innovative (start-up) companies that offer solutions for agriculture and agribusiness with relevance for developing countries
- ✓ over 1.000 contacts established with potential clients and partners
- ✓ more than 20 presentations at the International Show Special “Acre of Knowledge” to promote investment and cooperation opportunities
- ✓ hosted 5 delegates from Iranian and Nigerian start-ups
- ✓ identified private sector players in the agribusiness sector, especially medium-size manufacturers of equipment who interested in expanding their business into developing countries

“ We’ve closed almost USD 300,000 worth of investment in farmers since our participation in AGRITECHNICA. The trip to Hanover helped me to figure out the critical parts of what we were doing. All that helped me to work out the direction that we should take and how best to create value for farmers and their service providers which would lead to a lower risk for an investor in the sector.

Michael Ogundare / Crop2Cash  
(Start-up from Nigeria)

”









## 6.1 Delegate Programme



ITPO Germany's partnership approach to investment and technology promotion includes close cooperation and dialogue with Investment Promotion Agencies (IPAs), Ministries and other business development organisations.

The Delegate Programme lasts for up to two weeks and comprises pre-arranged business meetings, investment seminars and may include participation in specialised trade shows and conferences.

In 2019 ITPO Germany expanded the programme to dynamic and innovative start-ups and private companies seeking partners, technologies and investments in Germany for their impact investment projects.

### April 2019: Ethiopia, Morocco, Senegal

The Delegate Programme in April 2019 was divided into two parts: During the first week, delegates from Morocco, Senegal and Ethiopia participated in the UNIDO booth and trade show programme at Hannover Messe. During the second week, the ITPO team accompanied the delegates to the BAUMA trade show for construction and mining machinery in Munich, arranged company visits and expert meetings with partner organisations in Bavaria and Baden-Württemberg.



**Ethiopia**  
Ms Haregewoin Mirotaw Shumiye  
Ethiopian Investment Commission (EIC)



**Morocco**  
Mr Yassir Khalifa  
Moroccan Agency for Investment and Trade (AMDIE)



**Senegal**  
Ms Khadija Fall  
Ministry of Industry and Small-Scale Industries of the Republic of Senegal

### November 2019: Nigeria, Iran

In November, the delegate programme focussed on start-ups from Nigeria and Iran that were invited by ITPO Germany to exhibit and pitch their technologies and companies at the Agritechnica trade show. As active co-exhibitors and participants in the conference programme, the five companies met potential partners and investors and were able to refine their strategy and established important new connections in Germany.



**Nigeria**  
Mr Olusegun Adegun  
Rural Farmers Hub



**Nigeria**  
Mr Michael Ogundare  
Cash2Crop



**Nigeria**  
Mr Yusuf Walter Zakari  
Asusu Technologies



**Iran**  
Mr Mohammad Qaempanah  
Keshmoon



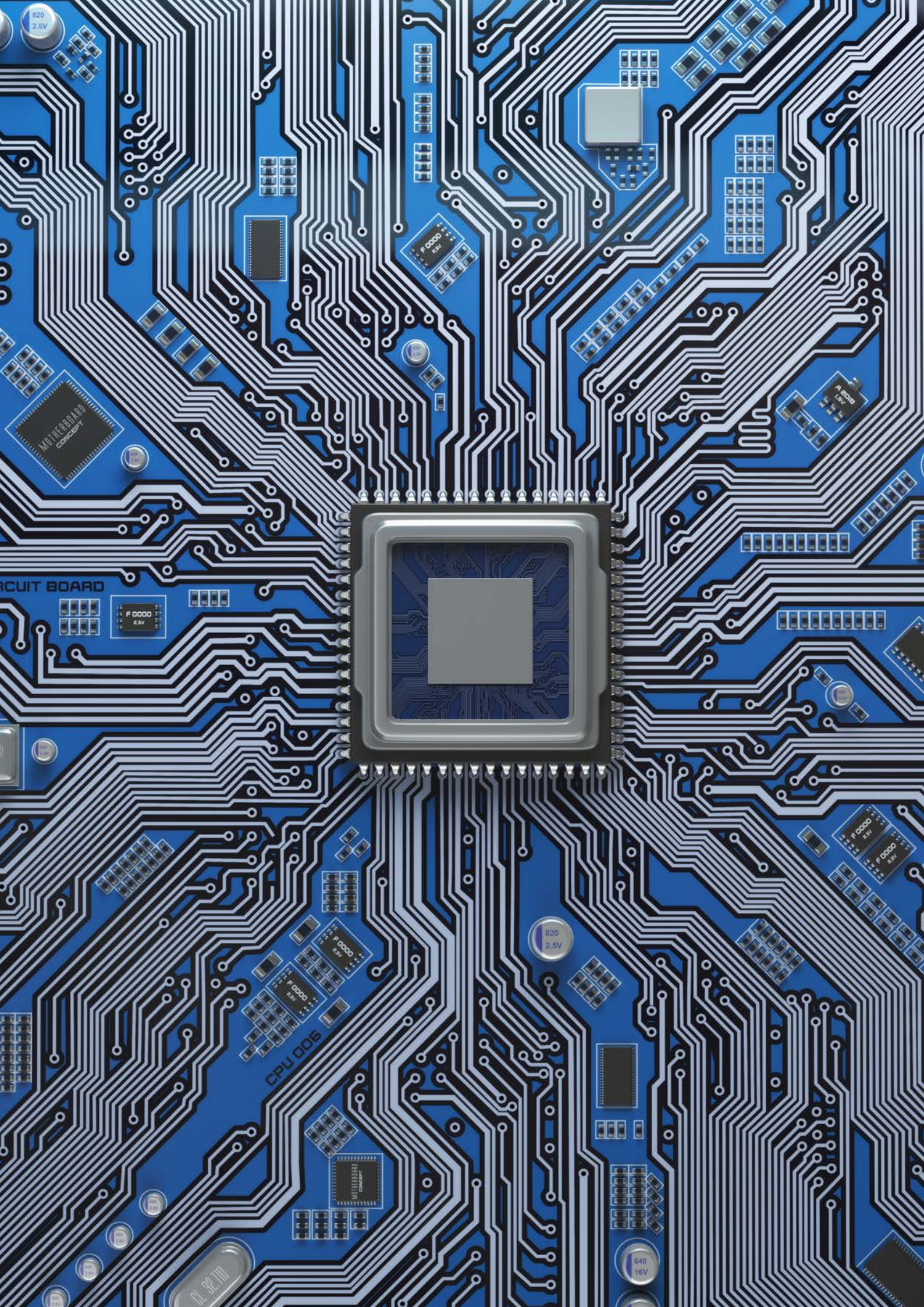
**Iran**  
Ms Shirin Abedi  
Binjbar

*"The delegate programme gave me the opportunity to meet more than 35 German companies and institutions. I discussed with them the investment environment in Ethiopia, priority areas, incentives and other procedures to initiate investment projects."*

**Haregewoin Mirotaw,**  
Ethiopian Investment Commission (EIC)







## 6.2 Technology transfer

ITPO Germany is continuously scouting for and engaging with companies, research institutions and investors that are developing and implementing new technologies that are relevant and applicable in newly industrialising countries. Technologies and the entrepreneurs who are promoting these technologies are the driving force behind innovations and economic, social and environmental development in these countries.

Apart from the practical applicability and commercial viability of technologies and business models, ITPO Germany usually partners with projects and promotes technologies that have a high social, economic and environmental impact and that contribute to the SDGs.

Cleantech, green technologies, social entrepreneurship, as well as industrial innovations, are the backbone of ITPO Germany's technology and investment portfolio.







## Mission to The Gambia and Senegal 14 - 22 February 2019

ITPO expert Mr Michael Schmidt, together with the local UNIDO Project Coordinator, participated in the signing ceremony of a Memorandum of Understanding (MoU) between the University of The Gambia (UTG) and the University of Applied Sciences Berlin (HTW), visited ongoing UNIDO renewable energy and training projects and met with the several ministries, the investment agency GIEPA and the Chamber of Commerce of The Gambia (GCCI).

After 20 years of isolation, the Gambian market is opening up. The needs and opportunities for investments and technology transfer are particularly high in the fields of energy and water supply, waste management, agricultural processing, education and tourism infrastructure. ITPO Germany is supporting the ongoing efforts of German companies in the country. In Senegal, Mr Michael Schmidt visited the gold mining areas in the south-eastern part of the country, Kedougou Province, together with a German-Moroccan investor who is planning to apply innovative and sustainable gold mining operations in the region and to invest in the local infrastructure.

In Dakar, Mr Schmidt held joint meetings with the UNIDO Regional Office the most relevant institutions for investment promotion, the KfW Development Bank, the Agency for Promotion of Industrial Sites (APROS) and companies invested in the Diamniado Industrial Zone. The visit also prepared the participation of the Senegalese delegation at Hannover Messe in April.

## Investments and Green Technologies for Namibia, Mission to Windhoek and Otjiwarango Region 15 - 18 July 2019

The mission was combined with the visit of IFAT Africa in South Africa and had the purpose of establishing business contacts which support investments and the transfer of green technologies to Namibia. ITPO experts Mr Michael Schmidt and Ms Vanessa Völkel conducted over 20 meetings with potential partner institutions and companies in Windhoek and conducted a field trip to charcoal processing plants and renewable energy projects in the Otjiwarango region.

The mix of meetings and field visits included the following institutions, projects and companies: Namibia Investment Centre (NIC), Ministry of Industrialization, Trade and SME Development, GIZ Bush Control & Biomass Utilization project, Namibia-Biomass Industry Group (N-BIG), SADAC Centre for Renewable Energy & Energy Efficiency (managed by UNIDO), EU Delegation to Namibia, Namibian Manufacturing Associations (NMA), PolyCare Namibia production site, Namibian Charcoal Association (NCA) and the Cheetah Conservation Fund's (CCF) Biomass Demonstration Centre. ITPO experts concluded that this relatively small market with traditionally strong links to Germany offers a good potential for cooperation and a testing ground for projects in Sub-Saharan Africa in the field of renewable energy, water and water resource management, biomass utilisation and tourism.





## Meeting ESA Business Incubation Center Darmstadt, 6 August 2019

The ESA Business Incubation Center (ESA BIC) works with entrepreneurs to turn space-connected business ideas into commercial start-ups. ITPO Germany met with entrepreneurs of the ESA BIC programme and Dr Frank Zimmerman, Managing Director of the Centre of Satellite Navigation in Hesse (cesah) which manages ESA BIC in Darmstadt.

Several innovative start-ups have developed technologies which can provide solutions related to food, energy and environment in emerging markets in Latin America, South-East Asia and Africa.



## CLIENT II Conference Berlin, 16 - 18 September 2019

ITPO expert Mr. Michael Schmidt participated in and represented the ITPO Germany at the CLIENT II Conference organized by the German Federal Ministry of Research and Education (BMBF). The CLIENT II Programme supports international partnerships for sustainable innovations between companies, and research institutions in Germany and selected developing countries and emerging markets.

ITPO Germany subsequently supported the evaluation for project proposals managed by the Germany Space Agency (DLR) in fields of adaptation to climate change, land management, climate change and energy efficiency.



## Preparatory Mission with UNHCR to Nairobi, Dadaab (Garissa County) and Kakuma (Turkana County) Kenya, 1 - 10 December 2019

In order to prepare for a private sector mission that is to be conducted with UNHCR in the first half of 2020, ITPO expert Mr Michael Schmidt visited two of the largest refugee settlements in the world in Kenya with the goal of exploring the potential for a stronger involvement of German and European private sector companies that could offer solutions, both for refugee and host communities.

The 2020 private sector mission will focus on the following sectors and technologies: sustainable energy supply, water and sanitation, agribusiness, affordable housing, value chain and skills development. The extended field trips into the camps and Garissa and Turkana County and discussions with relevant stakeholders such as the County Government of Turkana and Garissa, UNHCR, World Food Programme (WFP), World Bank / IFC, GIZ and others in the regions and Nairobi, provide a good basis for the business delegation planned for 2020. The project will bring various technology providers, corporates, social entrepreneurs and specialised consultants to Kenya in order to explore the potential of joint projects with UNHCR and private sector partners. The mission also included the visit to the Angel Bakery in Korogocho slum in Nairobi, a private initiative that set up a school, community centre and, with the help of Austrian bakery Backaldrin, an industrial bakery that is supplying the local market and training over 15 apprentices per year.







## 6.3 Fairs & Events

### 3<sup>rd</sup> German-African Business Summit (GABS) Accra, 11 - 13 February 2019

The GABS is Germany's signature business event in Africa. At the GABS, top business and government leaders from Germany and Sub-Saharan Africa meet every two years in Africa to discuss and promote economic relations between Europe's largest economy and the fastest-growing region in the world. The GABS is organised by the Sub-Africa Initiative of German Business (SAFRI). In total, the Head of ITPO Germany and the two experts held more than 150 meetings with German and African institutions within three days, including joint meetings with ITPO Nigeria.

Federal Minister Gerd Müller highlighted the meaningful linkages between the BMZ and ITPO Germany. Discussions were also held with Ms Tanja Gönner, Chair of the Management Board of GIZ and Mr Yofi Grant, Ghana Investment Promotion Commission which signed a MoU with the German-African Business Association to further strengthen bilateral economic ties between Ghana and Germany. At the reception at the German embassy, Dr Rolf Steltemeier met with H.E. Nana Addo Dankwa Akufo-Addo, President of the Republic of Ghana.





## Sub-Saharan Africa Networking Event Reutlingen, 20 February 2019

The Sub-Saharan Africa Network is coordinated by the Chamber of Commerce and Industries (IHK) Reutlingen. It aims to intensify business operations of German companies in Sub-Saharan Africa. The main aim of the event was to shed light on how German companies can shape their market entry and what strategies can be used to secure long-term success in African countries. Ms Vanessa Völkel introduced the services of ITPO Germany at the event to around 20 SMEs. She also established contacts to enterprises and institutions which were visited in April 2019 by representatives from Investment Promotion Agencies from Ethiopia and Senegal.

## Visit of the Malaysian Investment Development Authority 13 June 2019

The Malaysian Investment Development Authority (MIDA) is promoting foreign and local investments in the Malaysian manufacturing and service sectors. They are involved in creating industrial development strategies and advise their government on policies.

ITPO Germany hosted Mr Muhammad Khaidir Hairuddin, Mr Yusri Hasnan Chu Abu Bakar and Mr Nils Wolters to exchange ideas and discuss potential cooperation. MIDA was specifically interested in learning more about the operations of the ITPO network.



## Global Manufacturing and Industrialization Summit (GMIS) Yekaterinburg, 9 July 2019

From 9-11 July 2019, the manufacturing community gathered in the city of Yekaterinburg for the second edition of the Global Manufacturing and Industrialisation Summit (GMIS). The theme of GMIS 2019 was held 'nature-inspired technologies' – also known as biomimetic design and biomimicry – highlighting the ways in which our environment inspires manufacturing innovations.

The 2019 summit continued to intensify the impact of innovation and Fourth Industrial Revolution technologies on the global manufacturing sector through the worldwide dissemination of knowledge, best practices and standards. It highlighted the role of manufacturing in enabling global prosperity through advancing the Sustainable Development Goals (SDGs) of the United Nations. Dr Steltemeier attended the event together with UNIDO Director of TII Mr Bernardo Calzadilla-Sarmiento and the heads of ITPO Korea, Japan, China and Bahrain.





## IFAT Africa Johannesburg, 9 - 11 July 2019

ITPO Germany participated in the IFAT Africa 2019 fair in Johannesburg by mobilising four German companies that joined the German Pavilion and by actively participating in the fair's conference programme together with the UNIDO Field Office in South Africa.

As the leading trade fair platform for water and wastewater, recycling, waste-to-energy, the IFAT worldwide platform is a potentially strong partner for UNIDO and ITPO Germany in particular. The IFAT Africa event successfully initiated a strategic cooperation, which has been extended to the tradeshow in India in October 2019 and which will be further extended to the flagship event in Munich in May 2020. IFAT and Messe München want to connect with the UN and are committed to providing platforms to promote the UN 2030 Agenda on their trade shows. Thanks to the active involvement and engagement in the supporting programme, ITPO Germany could substantially contribute to raising the visibility of UNIDO and the 2030 Agenda to a specialised audience at the fair.

At IFAT Africa, ITPO Germany accompanied Boreal Light, EVUM Motors, OSW Eschbach and Deutsche MeerwasserEntsorgung (Desalination Institute DME). The ITPO experts briefed them on the trade fair, involved them in the supporting programme and created additional contacts for them by connecting them with African companies and institutions on and outside the trade fair.

UNIDO ITPO experts and local experts based in Southern Africa participated in the panel discussion at the Opening Ceremony, a specialised panel discussion on Waste-to-Energy and Biogas and a discussion forum on Recycling in Africa, jointly organised by ITPO Germany and the UNIDO partner Bureau of International Recycling (BIR).



## SUNfarming Food & Energy Training Centre Potchefstroom, 13 July 2019

As part of further meetings in South Africa, the ITPO experts visited the SUNfarming training centre on renewable energy use and food production at North-Western University in Potchefstroom, approximately 150 km outside of Johannesburg. The centre has been supported by the DEG and serves to demonstrate the positive effects in terms of employment and food security that can be achieved by integrating renewable energies with modern agricultural practices and job-creating training activities.

SUNfarming is one of the top 10 developers, investors and operators of solar parks in Germany with over 500 MWp/1000 ha of solar systems. By operating a solar farm with an agro-processing centre, fifteen jobs per MW of electricity can be created, compared to one job per MW that is created by setting up a stand-alone PV park. This increases the political acceptance and support for PV projects. The goal of the project and training centre is to spread this model to other Sub-Saharan African countries.



## High-Level Forum Rethinking Trade Facilitation Berlin, 9 September 2019

ITPO Germany attended the event and hosted a joint booth together with the Agency for Business and Development (AWE). It used the forum to promote UNIDO, ITPO Germany and to engage with European companies active in the Global Alliance for Trade Facilitation. Almost 100 representatives from politics and business attended the event.

Together with several speakers, including Parliamentary State Secretary Mr Norbert Barthle (BMZ) and Dr Thomas Ogilvie (Member of Management Board Deutsche Post DHL), the guests from German companies, trade associations and alliance partner countries discussed the challenges of cross-border trade and new cooperation formats.



## Wirtschaftsdialog Afrika Moessingen, 27 September 2019



The economic dialog “Wirtschaftsdialog Afrika – Kontinent im Aufbruch” focused in its first edition on the potentials of Ethiopia and Eritrea. The event got established on initiative of the so called “Mittelstandsvereinigung (MIT) Kreis Tübingen” and the regional association of Baden-Wuerttemberg of the “Liberaler Mittelstand” (LIM).

The dialogue provided a platform for numerous representatives of companies, associations and organizations to exchange experiences and assessments of East African markets and its economic development potentials.

## World Entrepreneurs Investment Forum Bahrain, 11 - 13 November 2019



The World Entrepreneurs Investment Forum took place in the Kingdom of Bahrain concurrently with the 18th Arab Businessmen and Investors Conference. This year's main theme was “Achieving the SDGs through Entrepreneurship & Innovation with a particular focus on “Investing in the 4th Industrial Revolution in a Digital Economy”.

The event provided an excellent opportunity to network and gave participants a great platform to exchange experiences and ideas with particular reference to Sub-Saharan Africa. ITPO Head Dr Steltemeier had the pleasure of attending the event together with Ms Haidara, Managing Director of Corporate Management and Operations of UNIDO, Mr Gong, ITPO Coordinator and Dr Hussein, Head of ITPO Bahrain.

## 6.4 Capacity Building





## Delegation Visit of Energy Politicians and Energy Experts from Armenia

### Bonn, 19 March 2019

At the invitation of the Konrad Adenauer Foundation (KAS), a delegation of energy politicians and experts from Armenia visited North-Rhine Westphalia and Berlin for a study and dialogue programme on renewable energies, energy security and energy efficiency. The issue of energy security is high on the political agenda in Armenia. It will play a decisive role in Armenian politics as a whole. In this context, the issue of sustainable industrialisation is also important for Armenia, especially the transfer of technology and funding opportunities.

ITPO Germany welcomed the delegation led by Mr Garegin Baghramyan, Acting Minister of Energy, Infrastructures and Natural Resources of the Republic of Armenia. Via video-conference Sustainable Energy Expert Ms Sunyoung Suh gave an introduction into the Global Cleantech Innovation Programme which fosters cleantech innovation ecosystems for SMEs. Ms Anahit Simonyan, UNIDO Country Representative in Armenia, introduced UNIDO's activities in Armenia. Follow-up meetings with participants are envisaged at the UNIDO Field Office in Yerevan.



## Study Tour Visit of the University of Potsdam

### Bonn, 21 March 2019

Students in Public Administration from the University of Potsdam visited the UN Campus as part of a study tour to Bonn and Brussels. The visit was organised together with Mr David Abass from UNFCCC and Mr Matthias Braubach from the World Health Organization European Center for Environment and Health (WHO ECEH).

ITPO experts Ms Vanessa Völkel and Mr Michael Schmidt met with a group of 20 students from 17 countries to discuss how UNIDO and its network of ITPOs can contribute to achieving inclusive and sustainable economic development in developing countries and economies in transition.



## Meeting with Tsinghua University

### Vienna, 18 June 2019

Upon request of the ITPO Coordination, Dr Rolf Steltemeier and Ms Vanessa Völkel met in Vienna with Mr Shi Zongkai and the Career Development Center of Tsinghua University (THU) from Beijing, China, to discuss possibilities for future collaboration with German Universities. THU already has established a joint research institute for advanced power sources (IAPS) together with Technische Universität München (TUM). IAPS carries out research and development of electrochemical energy technologies with a focus on electromobility. Dr Steltemeier, Head of ITPO Germany and Associate Professor at universities, subsequently linked THU to further German universities.





## Company Visits to Festo Didactic and Lucas-Nülle April and September 2019

UNIDO in general and ITPO Germany in particular fully recognise the vital role of skills development and upgrading in stimulating industrial development in industrialising countries. ITPO Germany, therefore, fosters close partnerships with specialised training institutes and training providers such as Festo Didactic and Lucas-Nülle.

Festo is a long-standing partner of UNIDO in the vocational education field in sectors such as agriculture, STEM education and Industrie 4.0. **Festo Didactic** supports the industrial upgrade and training by providing education solutions to increase productivity and employability. Africa is an important market and region for Festo Didactic. In Africa, there are currently 500 million people of working age. This number will increase to 1.1 billion by 2040. The need and potential for Festo's equipment and training modules are therefore huge. Mobile and online-based training solutions are being tested in UNIDO projects and refugee camps. ITPO Germany experts, therefore, visited in April 2019, together with the Delegates from Senegal and Ethiopia, Festo's Headquarters in Denkendorf near Stuttgart.

Later in 2019, ITPO Germany also established contacts with the German SME **Lucas-Nülle**, the worldwide market leader in the field of technical training systems. The company has been developing and producing training systems in key technologies in areas such as electrical engineering and electronics, automation technology, mechatronics, communications and automotive technology and is interested in applying their systems in developing countries such as in Peru or African countries.



## Study Tour on Technology Promotion of the Chinese Ministry of Ecology and Environment Bonn, 23 - 25 September 2019

ITPO Germany organised a study tour on technology promotion for the Chinese Ministry of Ecology and Environment and affiliated organisations. The purpose of the study tour was to discuss air quality management policies, air pollution control technology promotion, pollution control in industrial parks and permits for pollution control – especially for the control of volatile organic compounds. The delegation consisted of six experts (out of which five were female) of the Foreign Economic Cooperation Center (FECO), the Chinese Research Academy of Environmental Sciences and the Chinese Academy of Environmental Planning. The tour focused on a technical exchange regarding air technology promotion and permit management and encompassed a stint in Belgium and one in Bonn (Germany), organised and supported by ITPO Germany, which contributed to UNIDO's mandate of safeguarding the environment.

ITPO expert Mr Michael Schmidt organised and prepared the entire study tour programme and expert Ms Vanessa Völkel accompanied the delegation for three days.

On the first day, the delegation visited the headquarters of **ICLEI – Local Governments for Sustainability**, a global network of more than 1700 local and regional governments committed to sustainable urban development. At the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), the group met with Dr Jordo Jain, Head of division “Installation-based Air Pollution Control, Ambient Air Quality” and Dr Ronan Nédélec. An in-depth technical exchange on air technology promotion and air quality management policies took place. Advantageously, the participants could already link the discussion to the dialogue which had taken place with EU institutions in the preceding days in Brussels.

On the second day, the delegation met with Ms Francesca Racioppi, Head of **WHO European Center for Environmental Health** and Ms Dorota Jarosinska to discuss air pollution measures and public health benefits. WHO air quality guidelines offer guidance to policy-makers on reducing the effects on public health through air pollution.

The third day was used for a company visit at **KMA Umwelttechnik**. KMA offers tailor-made solutions relating to exhaust air purification, exhaust air filtration and heat recovery for the industry sector. Mr Rolf Kurtsiefer, CEO of KMA and Ms Leini Rödiger, Sales Development Manager, introduced their technology to the delegation. In 2018 ITPO Germany already supported KMA together with the Chinese Investment Promotion Agency (CIPA) in finding new partners in China.





## 6.5 Institutional Partnerships



### Strategy Workshop with BMZ Division 111, Trade Policy Bonn, 29 May 2019

On 29 May 2019, a successful strategy workshop with the Head of Division „Trade Policy“, Ms Daniela Zehentner-Capell and Policy Officer, Mr Roland Guttack from Germany’s Federal Ministry for Economic Cooperation and Development (BMZ) took place at the office of ITPO Germany in Bonn. The teams from ITPO Germany and the BMZ discussed the strategic direction of the ITPO for the upcoming project phase (2020-2022).



## Cooperation with other United Nations Organisations in Bonn in 2019

ITPO Germany is strategically located at the UN Campus in Bonn and an active member of the local UN family that now counts 22 organisations. In 2019, the collaboration with the technology mechanisms of the UNFCCC and UNCCD was further deepened. For the first time, UNCCD organised a technology fair as part of its COP14 in New Delhi, an initiative that ITPO Germany wants to contribute to at the next COP. The close collaboration with the UNFCCC with regards to the new carbon credit financing schemes emanating from the Paris agreement is ongoing; in order to ensure that investment projects supported by ITPO can benefit from the new framework.

During a meeting with Mr Shyamal Majumdar, the outgoing Head of UNESCO-UNEVOC, an organisation that actively promotes TVET on a global level, the match and complementarity between the two organisations in the field of skills development and upgrade was highlighted. WHO/ECEH, the WHO European Centre of Environment and Health, hosted a joint seminar on health industrial air pollution for members of the Delegation from the Chinese Ministry of Ecology and Environment, organised by ITPO Germany.

The picture shows ITPO expert Mr Michael Schmidt at the farewell dinner for Mr Shyamal Majumdar (Head of UNESCO-UNEVOC) and Dr Dirk Messner (Director of UNU-EHS) with representatives of seven other UN organisations located at the UN Campus in Bonn.



## UN Day 2019 Bonn, 12 October

On Saturday 12 October, the city of Bonn celebrated the UN birthday with a public event and an exhibition show on the market square in front of the old town hall. The celebration placed a particular emphasis on the 17 Sustainable Development Goals (SDGs) and its central motto of “leaving no one behind”. As every year, many institutions that are active in Bonn and elsewhere in Germany introduced themselves and offered various opportunities for visitors from civil society. The event attracted over a thousand visitors and garnered much interest in the work of the United Nations. ITPO Germany was also represented with a stall and gave visitors an overview of its mandate towards achieving the SDGs.

## UNIDO General Conference Abu Dhabi, 5 November 2019

The General Conference of UNIDO showcases successful partnerships and other achievements with a focus on today’s most relevant topics for member states. These include gender, the circular economy, youth and entrepreneurship, Industry 4.0, industrial parks, and sustainable energy.

During the conference, the Abu Dhabi Declaration was adopted, marking a significant milestone for UNIDO. In his statement, UNIDO Director General LI Yong said: “Today, I am extremely pleased to witness another defining moment for our Organization. With the adoption of the Abu Dhabi Declaration, you not only make a strong statement in support of multilateralism and international cooperation. You also emphasise two issues of critical importance in the near future. First, you clearly highlight the important role of the private sector in achieving the Sustainable Development Goals. Secondly, [...] you draw attention to the emergence of frontier technologies of the 4th Industrial Revolution, which raise concern due to their disruptive potential but which, more importantly, offer tremendous opportunities to advance economic growth and human well-being, and to safeguard the environment.”

The picture shows the Head of ITPO Germany, Dr Rolf Steltemeier, with the Deputy Director-General of the Federal Ministry for Economic Cooperation and Development, Mr Michael Krake, and Policy Officer Mr Roland Guttack. Mr Michael Schmidt-Edinger also joined in his role as the First Secretary of the Permanent Mission of Germany to the UN in Vienna. The Head of the German Delegation was the Head of the Permanent Mission, Ambassador Gerhard Kuntzle (not pictured).







## Strategic Dialogue UNIDO – Germany Berlin, 26 - 27 November 2019

UNIDO and Germany have agreed to reinforce their partnership during high-level strategic talks in Berlin from 26-27 November 2019, hosted by the German Federal Ministry for Economic Cooperation and Development (BMZ).

Both parties emphasised the importance of each other as partners. They identified and discussed potential areas for cooperation including Aid for Trade, investments and technology transfer, innovation and industry 4.0, climate change and the environment, job and skills creation, and human security. In a bilateral meeting, Federal Minister of Economic Cooperation and Development, Gerd Müller reaffirmed his commitment to UNIDO and ITPO Germany.

On the margins of the strategic dialogue, UNIDO Director General LI Yong and Mr Norbert Barthle, Parliamentary State Secretary in the BMZ, signed two funding agreements aimed to boosting job creation and training in Senegal and Ethiopia as well as strengthening investment promotion and technology transfer through ITPO Germany.







Federal Foreign Office



Federal Ministry  
for Economic Cooperation  
and Development



Federal Ministry  
for Economic Affairs  
and Energy

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

**KFW** DEG

**SES**  
Senior Experten Service  
DER WELT EXPERTEN DIENST





## ITPO Germany Partners and Stakeholders

ITPO Germany is continuously developing its network of partner institutions and stakeholders. It acts in close cooperation with other organisations that pursue similar mandates and seeks to complement them. In 2019, relations with the following partners and stakeholders, amongst others, were established and/or deepened further:

- Agency for Business and Economic Development (AWE)
- Alliance for Rural Electrification (ARE)
- Association for Supply Chain Management, Procurement and Logistics (BME)
- Association of German Engineers (VDI)
- Baden-Württemberg International
- Bayern International
- Bundesverband mittelständische Wirtschaft (BVMV)
- China International Investment Promotion Agency in Germany (CIPA)
- Cluster of Environmental Technologies Bavaria
- Cluster of Environmental Technologies NRW
- Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ)
- Deutsche Investitions- und Entwicklungsgesellschaft mbH (DEG)
- Energieagentur NRW
- Eurosolar e.V.
- EZ-Scouts - Network of German Development Advisors
- Federal Ministry for Economic Cooperation and Development (BMZ)
- German Agricultural Society (DLG)
- German Eastern Business Association (OAOEV)
- German Energy Agency (DENA)
- German Energy Solutions – BMWi Exportinitiative Energie
- German Global Compact Network (DGCN)
- German-African Business Association (AV)
- Germany Trade & Invest (GTAI)
- Global Business Network (GBN)
- Global Impact Investing Network (GIIN)
- Help e.V.
- Hessen Trade & Invest
- Import Promotion Desk (IPD)
- KfW Development Bank
- Messe München
- National Designated Entity (NDE) of the Technology Mechanism of the United Nations Convention to Combat Desertification (UNCCD)
- Network of German Chambers of Commerce and Industry (DIHK, IHK, AHK)
- NRW International

- Permanent Mission of the Federal Republic of Germany to the United Nations, Vienna
- Private Financing Advisory Network (PFAN)
- Senior Expert Service (SES)
- Sino-German Center for Sustainable Development (CSD)
- United Nations Framework Convention on Climate Change (UNFCCC)
- United Nations High Commissioner for Refugees (UNHCR) Kenya
- UNESCO- UNEVOC International Centre for Technical and Vocational Education and Training
- World Association of Investment Promotion Agencies (WAIPA)
- World Health Organisation (WHO) – European Center for Environment and Health

### Selected partners and stakeholders:





08

## Communications Activities Overview



### Website

In December 2019, ITPO Germany launched its official website ([www.itpo-germany.org](http://www.itpo-germany.org)) in two languages: German and English. The website provides information on UNIDO, the ITPO network and gives an overview of the activities, services and news of the ITPO. In 2020, ITPO Germany will launch an Investment and Technology Promotion Platform (ITPP) – an online-based platform that will connect German investors and technology providers with projects and partners in developing countries and economies in transition.

### Media coverage

In 2019, UNIDO ITPO Germany had two important media publications: one in the online version of the “Frankfurter Allgemeine Zeitung” (FAZ.NET) and one in “Business & Diplomacy”.

The FAZ is one of the leading newspapers in Germany and has the second-largest circulation nationwide. It maintains the largest number of foreign correspondents of any European newspaper (53 as of 2002). The online version of the “Frankfurter Allgemeine Zeitung” ranks as the 129th most visited website in Germany. The article on UNIDO ITPO Germany was published on 21 September 2019.

Business & Diplomacy is aimed at businesses, trade associations, business clubs, embassies and consulates, associations promoting investment and trade, state-level organisations within Germany, and decision-makers in the various German ministries and in the media. Among the regular readership are also many members of both foreign and domestic chambers of industry and commerce, the German Bundestag, and the European Parliament, as well as internationally active business consultants and lawyers. The magazine is published quarterly and provides information in both German and English on events, developments, and decisions pertaining to foreign economic policy; it also introduces successful players and companies. The article on ITPO Germany was published in the autumn issue 2019.

### Social Media Insights

Multi-channel promotion is important to ITPO Germany and was implemented in 2019. In order to ensure that the target audiences is reached, ITPO Germany created and maintained an effective presence on multiple social media platforms throughout the year. Up-to-date content was shared on Twitter, Facebook, Instagram and LinkedIn, and was adjusted accordingly.







09

## Companies and Project examples

### Companies and Project examples

In 2019, ITPO Germany developed a portfolio of over 50 companies and technology providers and adopted a demand-oriented approach to providing services to these companies.

Companies include SMEs, larger corporations and innovative start-up companies that are implementing inclusive and sustainable business projects in developing countries and economies in transition.

Projects are prioritised according to their developmental impact and the competencies and existing networks available at UNIDO ITPO Germany to support these projects.



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UNIDO ITPO Germany is a trustworthy and efficient broker for the exchange of knowledge and information.





## Project Example: Bringing clean water and increased crop yields to Burani Village Kenya

In 2019, ITPO Germany forged a connection between two companies, Boreal Light GmbH and the Cleanshield Group. As a consequence, they started to cooperate in Burani Village, Kenya, leading to increased crop yields. In September 2019, Boreal Light launched a new WaterKiosk system in Burani village with the funding of atmosfair. The machine delivers up to 20,000 litres per day at four different qualities (drinking, irrigation, fish farm and sanitation water).

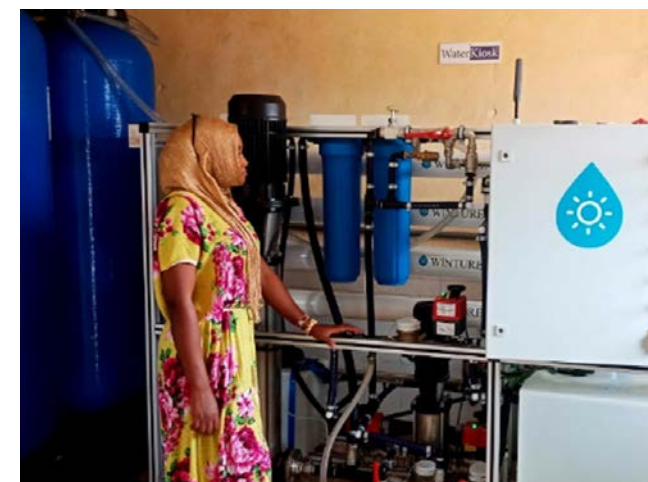
This water is used for the farming of 'Burani farming' which cultivates 7-8 different crops such as okra, tomatoes and onions on 8-9 hectares of land. The purified water also allowed the establishment of a fish farm and a vertical farm with a drip irrigation system. The Burani project has created two fixed jobs on drinking water sales, one job on the fish farm, and 15 people on the vertical farm, out of which 13 of them are women.



At the same time, the farmers started to apply organic fertiliser from Cleanshield to their fields. Since then, the harvest has increased by 40-50% without any harm to the environment. Furthermore, the quality of the crops has improved.

**Boreal Light GmbH** is specialised in renewable energy solution for water treatment facilities. The KfW Development Bank awarded company designs and manufactures affordable solar water desalination systems for off-grid communities. One of their solar-powered plants can provide clean water for at least 4000 people. It brings down the cost of a 20-litre drinking water bottle from 4 USD to 10 cents. The system is as small as a container and self-sufficient because of solar technology.

**CleanShield Group** produces 100% organic and biodegradable bio-stimulant and disinfectant for plants, crops and animals. It enhances plant growth and health without the use of any chemical.





10

## Outlook 2020

### Outlook into 2020

In 2020, ITPO Germany will further broaden and deepen the scope of its projects and services. Most of our work will continue to be in the area of technology transfer to Sub-Saharan Africa. Further activities will involve Asia, notably China. In these countries, environmentally friendly technologies - as well as the technologies of “Industry 4.0” - are important fields of activities. Due to the budget expansion, we will be able to welcome two or three new colleagues to the office during the year. This will enable us to provide our partners with comprehensive and useful advice. It will also help us to take care of the upcoming projects successfully.

At this point, we would like to mention some of the key events and activities that we have planned for the coming year. In addition to the Investment Management Exhibition 2020, the first half of the year will include the Hanover Fair 2020 and the ITPO Heads Meeting, which will take place in Hanover.

We will actively support the Global Manufacturing and Industrialisation Summit (GMIS) at the Hannover Fair and look forward to the side event of our colleagues from ITPO Japan. Another lighthouse project is our involvement in the countries of Garissa and Turkana, and the cooperation with UNHCR in Kenya. For this purpose, a trip with German companies to Kenya (including field visits to refugee camps in Kakuma and Dadaab) is planned for June 2020. As part of the delegate programme, we will continue to invite delegates to Germany and give advice and support to their programmes. Additionally, we also want to roll out UNIDO's advisory programme in selected countries in Africa. We will continue to expand our network in Germany. In close contact with the BMZ, the AWE, the GIZ and other stakeholders, we will further strengthen our position within the development cooperation network.

#### Planned activities of the ITPO Germany for 2020 include:

<b>March:</b>	Investment and Management Exhibition (IME), Frankfurt on the Main, with delegations from 10 African countries
<b>April:</b>	Hanover Fair, Global Manufacturing and Industrialisation Summit (GMIS), ITPO Heads Meeting, Hanover
<b>May:</b>	IFAT Fair for Environmental Technologies, Munich
<b>June:</b>	Private Sector Mission to Kenya jointly with UNHCR to Garissa and Turkana County and Kakuma and Kalobeyei refugee camps and host communities
<b>June:</b>	Global Social Business Summit 2020 (GSBS), Munich
<b>June:</b>	Vienna Energy Forum (VEF), Vienna
<b>September:</b>	Global Cleantech Summit, Amsterdam
<b>November:</b>	Off-Grid Expo and Conference, Augsburg



UNIDO ITPO Germany supports investors and companies in promoting the technology transfer from Germany to developing countries and economies in transition.



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