Ladies and Gentlemen,

it is with great excitement that we would like to introduce a new initiative that will be jointly implemented by HANNOVER MESSE 2025 and ReThinking Africa Foundation. We believe that there is a lack of public attention and awareness when it comes to business and investment opportunities in Africa.

HANNOVER MESSE is the world's largest industrial trade fair and committed to promoting international business relations. The ReThinking Africa Foundation's objective is to enable German investment on the African continent. We have now decided to join forces in an initiative that will put African-German business success stories in the spotlight.

On occasion of the 2025 edition of HANNOVER MESSE, which will take place from **31 March to 4 April**, we will present successful African-German businesses to the public and recognize the most successful ventures with a special award. We think this will be a great opportunity for your country to present itself as an attractive business destination to approx. 100,000 visitors from all over the world.

HANNOVER MESSE and ReThinking Africa are now seeking nominations of successful business activities. We will consider any type of business success story: Projects under development, under construction or completed. Major trade activities, contributions to infrastructure projects, startups, industrial, technology, or the service sector. You are also welcome to forward this letter to any member of the business community that you would consider helpful in identifying or nominating business success stories.

Successful projects will be presented at the

Trade & Invest Stage
HANNOVER Exhibition Center, Hall 12
Wednesday, 2 April 2025
02:00 p.m. – 3:30 p.m.

and will be offered the first HANNOVER MESSE Africa Leadership Award. We also expect this to lead to positive media coverage not only about the project but also about the host country as an investment destination.

For this ceremony, we would be honored to welcome both project partners from Africa and from Germany as well as political leaders and investment promotion agencies. Applications or any questions can be sent to the ReThinking Africa Foundation team at info@rethinking-africa.com.

We appreciate your support for this new initiative.

Sincerely,

Dr. Jochen Köckler
CEO Deutsche Messe

Prof. Dr. Stefan Liebing
Chairman ReThinking Africa