



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

UNIDO BRUSSELS *Report*

UNIDO side events to the EU Industry Week 2021 (March 2021)

Strategic partnerships for Investment & Technology Promotion

The banner features a blue header with the UNIDO logo and text on the left, and the ITP Network logo on the right. The main content area has a large, stylized 'E' graphic on the left composed of various colored geometric shapes (blue, orange, green, white). The text 'EU INDUSTRY WEEK 2021' is prominently displayed in the center, followed by a description of the event and the hashtag #EUIndustryWeek.

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

ITP
INVESTMENT AND TECHNOLOGY
PROMOTION
NETWORK

EU INDUSTRY WEEK 2021

Local event organised in partnership with
the European Commission.

#EUIndustryWeek

Photo credit: UNIDO

May 2021

All rights reserved.

DISCLAIMERS This document has been produced without formal United Nations editing. The designations employed and the presentation of the material in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations Industrial Development Organization (UNIDO) concerning the legal status of any country, territory, city or area or of its authorities, nor concerning the delimitation of its frontiers or boundaries, or its economic system or degree of development. Designations such as “developed”, “industrialized” and “developing” are intended for statistical convenience and do not necessarily express a judgment about the stage reached by a particular country or area in the development process. Mentions of firm names or commercial products do not constitute an endorsement by UNIDO. Although great care has been taken to maintain the accuracy of the information herein, neither UNIDO nor its Member States assume any responsibility for consequences which may arise from the use of the material.

The information and views set out in this report are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union’s institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.

Acknowledgements

This report was prepared under the overall guidance of Patrick J. Gilabert, Head of the UNIDO Liaison Office and Representative to the European Union Institutions and OACPS secretariat, by the UNIDO Brussels Office.

Co-authors: Gökem Türer and Hyunjeong Jin

Graphic Design: UNIDO Liaison Office in Brussels. This document may be freely quoted or reprinted but acknowledgment is required. The full report is available online at www.unido.org Original: ENGLISH

Executive Summary

EU Industry Days is Europe's flagship annual event on industry, organized by the European Commission Directorate General of Internal Market, Industry, Entrepreneurship and SMEs (DG GROW). It serves as the main platform to discuss industrial challenges and co-develop opportunities and policy responses in an inclusive dialogue with a wide range of partners. Following the high-level session of the EU Industry Days which took place on 23-29 February 2021, several hundreds of local events took place throughout Europe between January and March under the umbrella EU Industry Week.

The EU Industry Week 2021 local events focused on the implementation of the new EU industrial strategy in the post-COVID economic and social reality, with a specific focus on the challenges and needs of European industrial ecosystems. The purpose was to ensure that policies in Europe help European industry to deliver jobs, growth, and innovation in Europe. It focused on 3 key themes: 1) shaping Europe's digital future, 2) making Europe's industry climate-neutral by 2050, and 3) EU competitiveness in the changing global competitive landscape.¹ Against this background, EU Industry Week 2021 provided important inputs for the update of the EU industrial strategy announced by European Commission President Ursula von der Leyen.²

The UNIDO Brussels Office, in partnership with UNIDO Investment Technology Promotion (ITP) Network in Vienna and ITP Offices (ITPOs) in Germany and in Italy, organized three local events during the EU Industry Week 2021, under the third theme "EU competitiveness in the changing global competitive landscape". Considering the accelerated transformation of the global economic architecture due to the current pandemic situation, UNIDO events explored how an enhanced competitiveness of industry can lead to greener, more digital, sustainable, and resilient economies in Europe and in developing countries.

In a series of multistakeholder dialogues with representatives from the private sector, international organizations, academic institutions and other relevant stakeholders, our roundtables successfully provided a platform to highlight investment and technology promotion as an essential element to achieve an inclusive and sustainable future. Above all, the discussions stressed the importance of partnerships in achieving Inclusive and Sustainable Industrial Development (ISID) and the Agenda 2030.

¹ "EU Industry Week 2021: Local events - Internal Market, Industry, Entrepreneurship and SMEs - European Commission", 2021.

² *Ibid.*

The first UNIDO kick-off event (March 4th) showcased UNIDO's work in partnership with other international organizations, in particular with the European Union and the Organisation of African, Caribbean, and Pacific States (OACPS), but also with partners from the private sector with an emphasis on UNIDO's investment and technology promotion activities.

The second session (March 10th) explored the shift of the Italian manufacturing sector to a digital economy and the significance of promoting innovation and strategic partnerships in the new industrial strategy of the EU for a resilient, inclusive, and sustainable digital future in the post-COVID era.

The third and final debate (March 24th) focused on the role of private sector cooperation between Europe and Africa. The multi-stakeholder discussion explored opportunities to establish effective and fruitful business collaborations between Europe (especially Germany) and Africa for green growth and sustainable development. It highlighted the role of private sector cooperation in sustainable technology transfer, successful entrepreneurship and innovative financing.

The key conclusions from UNIDO events in the framework of EU Industry Week 2021 follow as:

- **Investment and Technology Promotion (ITP)** is a significant driver for increasing competitiveness, promoting sustainable development, digitalizing industries and strengthening economies to recover from the COVID-19 pandemic.
- **Strategic partnerships** between the EU, OACPS and UNIDO and the private sector in Europe and in Africa are providing unique opportunities to address current and future global challenges.
- **UNIDO's technical tools** and ITP Offices and networks are providing industries in Europe and in developing countries relevant prospects to strengthen competitiveness and progress towards ISID.

Abbreviations

AI	Artificial Intelligence
COMFAR	Computer Model for Feasibility Analysis and Reporting
COVID-19	Coronavirus Disease 2019
CIRP	COVID-19 Industrial Recovery Programme
EC	European Commission
EFSD	European Fund for Sustainable Development
EU	European Union
ESOF 2020	Euro-Science Open Forum 2020
FDI	Foreign Direct Investment
4IR	Fourth Industrial Revolution
GDP	Gross Domestic Product
ISID	Inclusive and Sustainable Industrial Development
ITC	International Trade Centre
ITP	Investment and Technology Promotion
ITPOs	Investment and Technology Promotion Offices
MSMEs	Micro, Small and Medium Enterprises
OACPS	Organization of the ACP states
PPPs	Public-Private Partnerships
SDGs	Sustainable Development Goals
SMEs	Small and Medium-sized Enterprises
UNIDO	United Nations Industrial Development Organization

CONTENTS

AGENDAS	1
<i>SESSION 1: INVESTMENT PROMOTION AS DRIVER OF COMPETITIVENESS AND SUSTAINABLE DEVELOPMENT</i>	1
<i>SESSION 2: THE DIGITAL FUTURE OF SUSTAINABLE INDUSTRIAL MANUFACTURING IN ITALY AND BEYOND</i>	2
<i>SESSION 3: INVESTMENTS AND TECHNOLOGY TRANSFER FROM GERMANY AS DRIVER FOR ECONOMIC DEVELOPMENT IN EUROPE AND AFRICA</i>	3
1ST SESSION:	4
THE ROLE OF PARTNERSHIPS FOR INVESTMENT PROMOTION	4
2ND SESSION:	9
THE DIGITAL FUTURE OF SUSTAINABLE INDUSTRIAL MANUFACTURING IN ITALY AND BEYOND	9
3RD SESSION:	13
INVESTMENT AND TECHNOLOGY TRANSFER BETWEEN EUROPE AND AFRICA.....	13
REFERENCES	16
ANNEX - BIOGRAPHIES OF SPEAKERS	17

AGENDAS

Session 1: Investment Promotion as Driver of Competitiveness and Sustainable Development

Date: 4 March 2021

Co-organizers: UNIDO ITP Network Secretariat (Vienna) and UNIDO Brussels Liaison Office

Moderated by Ms Yoshie Fujiyama

- 1) Welcome remarks and introduction
Mr Weixi Gong, ITP Network Coordinator, Chief, ITP Division, UNIDO HQ Vienna
Patrick Gilabert, UNIDO Representative, UNIDO Office Brussels
- 2) Presentations and Guided discussion
 - *UNIDO – EU cooperation*
Mr Bernardo Calzadilla-Sarmiento, Managing Director, Directorate of Digitalization, Technology and Agribusiness, UNIDO HQ Vienna
Ms Cécile Billaux, Head of Unit E2 – Micro-economic analysis, investment climate, private sector, trade and employment, DG INTPA
 - *Keynote speech: OACPS-EU-UNIDO partnership to address the developmental challenges in the six ACP regions*
Mr Escipi3n Joaqu3n Oliveira G3mez, Assistant Secretary-General of the Department of Structural Economic Transformation and Trade at OACPS
 - *UNIDO Investment and Technology Promotion flagship programmes*
Mr Stefan Kratzsch, Industrial Development Officer and Project Manager, UNIDO Project ACP Business-friendly: Supporting value chains through inclusive policies, investment promotion and alliances
Mr Umesh Menon, UNIDO COMFAR trainer
Mr Miguel Campo Llopis, Policy Officer Unit E2 – DG INTPA
 - *UNIDO ITP Network*
Ms Theresa Rueth, Project Associate, ITP Division, UNIDO
- 3) Q&A session
- 4) Conclusion

Session 2: The Digital Future of Sustainable Industrial Manufacturing in Italy and Beyond

Date: 10 March 2021

Co-organizers: UNIDO ITPO Italy (Rome) and UNIDO Brussels Liaison Office

Moderated by Mr Dino Fortunato

- 1) Welcome remarks and introduction
Ms Diana Battaglia, Head of UNIDO ITPO Italy

- 2) Presentations and Guided discussion
 - *EU efforts to foster the diffusion of advanced technologies in the context of SMEs digitalization and innovation processes*
Ms Ulla Engelmann, Head of Unit for Advanced Technologies, Clusters and Social Economy, DG GROW

 - *The evolution of digital transformation in Italian factories as a driver for boosting production and growth*
Mr Marco Taisch, Professor of Advanced & Sustainable Manufacturing, Politecnico di Milano

 - *Focus on the transfer of the new technologies*
Mr Franco Scolari, Director of Alto Adriatico Technological Pole

 - *Policy focus*
Ms Cinzia Guido, Chief Operating Officer & Senior Digital Adviser at Confindustria - Brussels Delegation

 - *New technologies applications*
Mr Fabio Golinelli, Advanced Processes and Technologies Manager at ABB S.P.A

- 3) Virtual tour digital factory ABB S.P.A

- 4) Q&A session
Facilitated by UNIDO ITPO Italy

- 5) Conclusion
Mr Patrick Gilabert, UNIDO Representative, UNIDO Office Brussels

Session 3: Investments and Technology Transfer from Germany as Driver for Economic Development in Europe and Africa

Date: 24 March 2021

Co-organizers: UNIDO ITPO Germany (Bonn) and UNIDO Brussels Liaison Office

Moderated by Ms Lea Spoercke

1) Introductory remarks

Mr Patrick Gilabert, UNIDO Representative, UNIDO Office Brussels

Ms Vanessa Voelkel, Deputy Head, UNIDO ITPO Germany

2) Presentations and guided discussion

- Mr Daniel Schoenwitz, Journalist and Author, and Martin Schoeller, Managing Director of the Schoeller Group GmbH, presented their book "[Afrika First!: Roadmap for a joint future](#)"
- Mr Martin Schoeller, Managing Director of the Schoeller Group GmbH and Honorary Consul of the Republic of Togo in Bavaria, Baden-Württemberg and Saxony
- Mr Jaco Maritz, Founder of How We Made It in Africa and Author presented his book "[How we made it in Africa: Learn from the stories of 25 entrepreneurs who've built thriving businesses](#)"
- Ms Nthabiseng Mosia, Co-Founder and Chief Commercial Officer at Easy Solar
- Ms Raphaela Egger, Co-Founder of plasticpreneur

3) Interactive Q&A with the audience

- Facilitated by UNIDO ITPO Germany

SESSION 1: THE ROLE OF PARTNERSHIPS FOR INVESTMENT PROMOTION



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

ITP
INVESTMENT PROMOTION
NETWORK

EU INDUSTRY WEEK 2021

Local event organised in partnership with the European Commission.

#EUIndustryWeek

UNIDO n°1 Session: Vienna Local Event 04/03
« Investment Promotion as driver of competitiveness and sustainable development »



ESCIPION JOAQUIN OLIVEIRA GOMEZ
Assistant Secretary General of the Department of Structural Economic Transformation & Trade Organisation of African Caribbean & Pacific States (OACPS)



CECILE BILLAUX
Head of Unit E2 – Micro-Economic Analysis, Investment Climate, Private Sector, Trade & Employment, DG INTPA



BERNARDO CALZADILLA-SARMIENTO
Managing Director, Directorate of Digitalization, Technology & Agribusiness, UNIDO HQ Vienna



PATRICK GILIBERT
Head of UNIDO Brussels Office, UNIDO Representative to the European Union & OACPS



WEIXI GONG
ITP Network Coordinator, Chief, ITP Division, UNIDO HQ Vienna



YOSHIE FUJIYAMA
Moderator, Associate Expert, ITP Division, UNIDO



THERESA RUETH
Project Associate, ITP Division, UNIDO



MIGUEL CAMPO LLOPIS
Policy Officer Unit E2 - DG INTPA



STEFAN KRATZSCH
Industrial Development Officer, ITP Division, UNIDO



UMESH MENON
UNIDO COMFAR Trainer

“UNIDO is an essential partner for the EU and we jointly implement projects on topics such as circular economy, TVET and regional value chains, while supporting business friendly policies. We need to work together to meet the challenges of today.”

Cécile Billaux
Head of Unit E2 –Micro-economic analysis, investment climate, private sector, trade and employment
DG INTPA



In his introductory remarks, **Weixi Gong**, ITP Network Coordinator and Chief of UNIDO ITP Division, addressed that the first session aimed to explore the role of **investment and technology promotion for increased competitiveness in developing countries**. Considering the utmost importance that UNIDO gives to **partnerships** with diverse development partners including governments, UN agencies, DFIs, or the business sector, Mr Gong further highlighted the importance of the cooperation between UNIDO, the EU and the OACPS for investment promotion in developing countries.

Patrick Gilabert, UNIDO Representative in Brussels, expressed that UNIDO was pleased to partner with the EU for this series of events during the EU Industry Week 2021. Recalling the **investment and industry** as the “powerhouse of world economic growth”, he highlighted their significance to the EU and all over the world. Around 500 million jobs are directly generated from manufacturing and more than two billion jobs come from related services to manufacturing. However, this engine of world economic growth is pressured by the global pandemic as global FDI flows were expected to decrease by up to 40% in 2020 and are expected to further decrease in 2021.

Although the COVID-19 pandemic has disrupted international economic and social reality, Mr Gilabert reminded UNIDO’s determination to deliver together with its partners to achieve **inclusive and sustainable** as well as **green and digital industrial development**. He noted that the current challenges faced by developing countries, especially the new COVID reality, make the cooperation between the EU, OACPS and UNIDO even more essential. He stressed that UNIDO values **its strong collaboration with the EU institutions and OACPS** and considers its international partnerships as paramount to strengthen the private sector and ITP in developing countries.

Bernardo Calzadilla-Sarmiento, UNIDO Managing Director, Directorate of Digitalization, Technology and Agribusiness, emphasized that UNIDO events at the EU Industry Week 2021 focused on opportunities in building **greener, more digital, resilient industries**. This is a highly relevant focus considering the social and economic impacts of the COVID-19 crisis and how they could be turned into opportunities to promote inclusive and sustainable development. With this goal, UNIDO is helping its member countries to respond, adapt and recover from the COVID-19 crisis.

In his speech, Mr Calzadilla-Sarmiento presented how UNIDO is contributing to making the COVID-19 crisis an opportunity for ISID in developing countries. To begin with, UNIDO is contributing to the transformation of the current crisis into an **opportunity for the fourth Industrial Revolution**. For example, UNIDO ITPOs in Tokyo and Shanghai are mitigating the impact of the current pandemic through **technology transfer** from developed countries to

developing countries and becoming a bridge between different stakeholders in the field. Additionally, **UNIDO's Gender Responsive approach** has proven to effectively address the COVID-19 policy challenges. Additional UNIDO programs such as **guidance for MSMEs and CIRP** also played a significant role in supporting countries to recover from the economic crisis. As a result, UNIDO is contributing to increasing prosperity in the world.

He finally stressed that a continued collaboration between UNIDO, the EU and the **OACPS** in investment promotion and technology adoption, where priority agendas particularly match, was key to achieve **digital transformation and inclusive and green growth** in the context of the COVID-19 crisis.

Cécile Billaux, Head of Unit E2 (Microeconomic analysis, investment climate, private sector, trade and employment), at the Directorate for International Partnerships (INTPA) at the European Commission, pointed out at the **strategic partnership between the EU and UNIDO** based on shared objectives of promoting ISID and supporting the private sector to avoid leaving anyone behind in the green recovery from COVID-19 crisis. The EU and UNIDO are collaborating in **green recovery and digital transformation of the industries** among other policy areas. She emphasized the necessity of strengthening and building new international partnerships for promoting ISID by stating “we are facing challenges we have never faced before, but we need to continue to move ahead with the SDGs in mind, trying to make as much progress as possible and to avoid at all costs to move backwards. More than ever, we need to build and strengthen partnerships”. Regarding the EU vision on strengthening multilateralism as a response to common challenges of the world, the OACPS is another important partner to the EU in addressing the challenges of the COVID-19 crisis such as increasing inequalities in the developing countries because of the lack of digital skills and infrastructure.

Escipi3n Joaqu3n Oliveira G3mez, Assistant Secretary-General of OACPS, presented the development challenges in ACP countries and how a **collaboration between the OACPS, EU and UNIDO** can help address them and provide a “better life for people”. He noted the importance of **leaving no country behind** in the recovery efforts from COVID-19 and that “we must foster social, economic and cultural inclusion to ensure the personal development and wellbeing of those targeted as well as a more prosperous, peaceful and fair society”. He also highlighted that new development policies in ACP countries had to address the needs and challenges confronted by MSMEs, vulnerable social and economic groups, and rural and ethnic populations. Based on their needs, it is necessary to adopt new policies that put quality and specificity at the core.

To give a concrete example of the successful partnership between UNIDO, the EU, and OACPS, **Stefan Kratzsch**, Industrial Development Officer and Project Manager, introduced UNIDO's flagship programme the "**ACP Business-Friendly Programme**: supporting value chains through inclusive policies, investment promotion and alliances". This programme is supporting business-friendly inclusive national and regional policies that strengthen productive capacities and value chains in ACP countries. The programme is intra-ACP, covering 8 countries, funded by the European Union and co-implemented by World Bank Group and ITC. In this framework, implementing partners work together with a regional approach to trigger new investments and improve the investment climate. Through solid partnerships with the business sector including with multinational companies, SMEs, industry associations and chambers of commerce, this program is making ISID a reality in ACP countries.

From an EU perspective, Miguel Campo Llopis, Policy Officer at INTPA (EU), noted that there have been opportunities and challenges in the cooperation between the EU and UNIDO in ACP countries. Highlighting **the significance of partnerships in response to the COVID-19 pandemic**, he welcomed the dialogue among UNIDO-ITC-World Bank at the three levels to bring a bigger impact for the Business-Friendly platform. Since 2017, the EC has been working on a new approach so-called the [EU External Investment Plan](#). It was a change in mindset as the EU was trying to ally financial instruments with climate reforms to support investment. The purpose is to combine instruments that attract private investments with policy and regulatory reforms, that would allow the EU to have a bigger impact on agenda 2030. This logic has been replicated in this Business-Friendly Programme in order to create change based on the strengths of different actors.

To introduce UNIDO practical solutions, **Umesh Menon** presented [UNIDO's Computer Model for Feasibility Analysis and Reporting \(COMFAR\)](#), UNIDO's digital software for knowledge creation. COMFAR empowers users to make high-quality pre-investment decisions and serves as an **additional driver of competitiveness, technological transformation and sustainable development**. According to Mr Menon, COMFAR complements investment-profiling efforts for the development of bankable projects and offers feasibility analysis support of large infrastructures or Public-Private Partnership (PPP) projects for leveraging financial instruments. The key users of COMFAR include UN agencies, investment promotion agencies (IPAs), consulting firms, private equity, and national governments.

Finally, **Theresa Rueth**, Project Associate at UNIDO ITP Division in Vienna, presented the work of [UNIDO's Investment and Technology Promotion Network \(ITP Network\) and individual ITP Offices \(ITPOs\)](#). She highlighted ITPOs pivotal roles in reducing development imbalances by brokering **mutually beneficial investment and technology transfer** projects between developed and developing countries. Furthermore, ITPOs provide professional support to enterprises for partnership and business negotiations through the Delegate programme for investment and technology promotion. ITPOs also have significantly contributed to UNIDO's **response to the COVID-19 pandemic** by building bridges between the public and private sectors for targeted technology transfer. Several examples of ITPOs activities were provided, such as the promotion of the use of high-tech in the fight against COVID-19 pandemic by ITPO Beijing, or the study on the impact of COVID-19 on agribusiness and the food industry in African and Asian Markets by ITPO Germany.

To conclude, speakers shared the view that **investment** and **technology transfer** are the cornerstone of industrial development and should be put at the centre of the UNIDO-EU-OACPS partnerships, especially in post-Covid19 recovery efforts.

The summary and the recording of the session can be viewed [here](#).

SESSION 2: THE DIGITAL FUTURE OF SUSTAINABLE INDUSTRIAL MANUFACTURING IN ITALY AND BEYOND



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

ITPO
INVESTMENT AND TECHNOLOGY PROMOTION OFFICE
ROME, ITALY

The digital future of sustainable industrial manufacturing in Italy and beyond

10 March 2021 - 10:30, Online Conference

 DIANA BATTAGLIA Head of UNIDO ITPO Italy	 ULLA ENGELMANN Head of Unit for Advanced Technologies, Clusters and Social Economy, DG GROW
 MARCO TAISCH Professor of Advanced & Sustainable Manufacturing - Politecnico di Milano	 FRANCO SCOLARI Director of Alto Adriatico Technological Pole
 CINZIA GUIDO Chief Operating Officer & Senior Digital Adviser at Confindustria - Brussels Delegation	 FABIO GOLINELLI Advanced Processes and Technologies Manager at ABB S.P.A
 PATRICK GILIBERT UNIDO Representative, UNIDO Office Brussels	#EUIndustryWeek EU INDUSTRY WEEK 2021

"With a contribution to the EU competitiveness in a changing global landscape, UNIDO together with its network of ITPOs supports developing countries to build their capacity for Industry 4.0."

Diana Battaglia
Head of UNIDO ITPO Italy



"Sustainability and digitalization, Green and Blue, have to be merged; digitalization is the strongest enabler for going towards a sustainable economy, circular economy and circular manufacturing."

Marco Taisch
Professor of Advanced & Sustainable Manufacturing at Politecnico di Milano



The second session addressed the shift of the Italian manufacturing sector to a digital economy with an important role of Industry 4.0 for the new industrial strategy of the EU in the changing global landscape.

In her opening remarks, **Diana Battaglia**, Head of UNIDO ITPO Italy, drew attention to the increasing importance of **digital technologies** and the impacts of **Industry 4.0** transforming production and shaping the future of manufacturing in Italy, Europe, and the entire world. Emphasizing the necessity to identify and use the right tools and capabilities, she urged to tackle the challenges and take on the opportunities brought by Industry 4.0. Above all, Ms Battaglia stressed the instrumental role of UNIDO and its ITP Network to shape the digital future both in Europe and the developing world. This work is done by assisting local organizations and SMEs in creating PPPs with international stakeholders for Industry 4.0, formulating innovation management standards to facilitate industrial transformation, as well as establishing global knowledge-sharing platforms and events.

In her keynote speech, **Ulla Engelmann**, Head of Unit for Advanced Technologies, Clusters and Social Economy, at the EU Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), presented the EU efforts to foster the diffusion of **advanced technologies** for the digital transformation of SMEs. She drew attention to the strategic importance of PPPs to shape a green, resilient and digital post-Covid Europe. In this context, the **European industrial clusters program** can contribute to promoting innovation projects as a key platform to connect SMEs and large companies, research for development and execution of innovation projects. She also noted that **PPPs between industries and the European Commission** allowed Europe to tackle environmental as well as societal challenges. In this regard, Europe should strengthen its industrial competitiveness and sustainability via research and innovation in new production technologies and systems.

Marco Taisch, Professor of Advanced and Sustainable Manufacturing at Politecnico di Milano, addressed the COVID-19 pandemic as an accelerator of digitalization especially for SMEs. He argued that being fully digitalized is inevitable to be more resilient and productive in the globalized market. He suggested several directions for SMEs to exploit more industrial smart working to run the factories, adopt technologies and invest in skills of workers to better connect machines with people in factories. In response to the concerns about the possible social risks associated with Industry 4.0, he argued that this new shift in production could in fact lead to job creation since people become more competitive. According to his studies, there is a positive trend between increased competitiveness and job creation. Mr Taisch also highlighted that sustainability and digitalization, “green and blue”, have to be merged since **digitalization is the strongest enabler for a sustainable economy**.

The COVID-19 pandemic has accelerated the pace of digitalization across many industrial sectors. The differences in the severity of pandemic effects are to some extent explained by the ability of businesses to go digital. In this respect, **Franco Scolari**, Director of Alto Adriatico Technological Pole, acknowledged that the pandemic has exacerbated inequalities in many parts of the world. He noted that **SMEs** are moving faster in terms of **digitalization and innovation**, and new business models and firms are inevitably forced to exploit **new technologies** more than before. He urged that there is a need for measures for digital re/upskilling as a way to increase the resilience and competitiveness of EU businesses. Thus, it is imperative for SMEs to educate and work with the young generation equipped with the necessary digital skills to foster EU competitiveness.

In her intervention, **Cinzia Guido**, Chief Operating Officer and Senior Digital Adviser at Confindustria - Brussels Delegation, stressed the significance of industry to Europe's recovery for a resilient, inclusive and sustainable digital future in the post-COVID-19 era. She noted that **new partnerships and collaboration** are an important way forward especially for the manufacturing sector. Referring to the **cooperative work between the EU and [Confindustria](#) for digital transformation**, she appreciated the EC's announcement of the Industrial Policy Strategy as it should help cope with the impacts of the COVID-19 pandemic on the European economy. Ms Guido urged that there is a need to reorient the EU industry priorities to protect Europe's competitiveness and tackle the shocks in the future. She also encouraged technology-neutral legislative frameworks, more investments in digital technology such as AI, global data economy as well as digitalizing public services.

Fabio Golinelli, Advanced Processes and Technologies Manager at ABB S.P.A, outlined the successful experience of digital transformation at [ABB S.P.A](#) in Europe. As a leader in industrial digital technologies, it is an advocate of Industry 4.0 with innovative solutions in its production plants. The Dalmine facility is one of ABB's Lighthouse Plants producing medium-voltage switchgear, disconnectors, and switchboards and was selected by the Intelligent Factory Cluster on behalf of the Italian Ministry of Economic Development as a model for companies aiming for digital transformation following Industry 4.0. As Golinelli presented, ABB S.P.A is a successful model which directly applies **digital solutions to improve EU industrial competitiveness**. Producing power and automation technologies, ABB S.P.A works closely with utilities, industry, transportation, and infrastructure customers for a more productive and sustainable future of industrial digitalization. A virtual tour of the Italian factory allowed all participants to get a more concrete understanding of what digitalized manufacturing processes look like and how they work.



In his closing remarks, **Patrick Gilabert, Head of UNIDO Brussels Office**, reiterated the importance of industry in the EU. Given the current challenges facing the world due to the COVID-19 pandemic, UNIDO promotes inclusive, green industrial development, providing technical assistance and partnerships with the EU. UNIDO also works with the field offices and ITPOs. Italy is a long-standing partner of UNIDO. This session demonstrated that Italy has a lot to contribute to the development of Europe and developing countries.

The summary and the recording of the session can be found [here](#).

SESSION 3: INVESTMENT AND TECHNOLOGY TRANSFER BETWEEN EUROPE AND AFRICA



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



INVESTMENT AND TECHNOLOGY
PROMOTION OFFICE
BONN, GERMANY

Investments and Technology Transfer from Germany as Driver for Economic Development in Europe and Africa

March 24, 2021 | 2:00 p.m. (CET)

 RAPHAELA EGGER <small>Co-Founder of plasticpreneur</small>	 PATRICK J. GILBERT <small>Head of UNIDO Office in Brussels UNIDO Representative to the European Union</small>	 JACO MARITZ <small>Founder of How We Made It in Africa</small>	 NTHABISENG MOSIA <small>Co-Founder and Chief Commercial Officer at Easy Solar</small>
 MARTIN SCHOELLER <small>Co-Founder and Co-Chairman of the Schoeller Group Honorary Consul of the Republic of Togo</small>	 DANIEL SCHOENWITZ <small>Business Journalist and Columnist</small>	 LEA SPOERCKE <small>Assistant Expert at UNIDO ITPO Germany</small>	 VANESSA VOELKEL <small>Deputy Head of UNIDO ITPO Germany</small>

“The European private sector can play a pivotal role in unlocking the huge potential of green technologies in Africa.”

Vanessa Voelkel
Deputy Head of UNIDO ITPO Germany



“In the new COVID reality, EU and UNIDO are partnering to enhance green transition, digital transformation, and sustainable growth. Germany's Investments and Technology Transfer capacities are instrumental for the benefit of all, in Europe, in Africa.”

Patrick J. Gilbert
Head of UNIDO Office in Brussels
UNIDO Representative to the European Union



The third session explored opportunities to establish effective and fruitful business collaborations between Europe, especially Germany, and Africa for green growth and sustainable development. The session started with an introduction of the two books on the topic and then presented two business cases.

In his introductory remarks, **Patrick Gilibert**, Head of UNIDO in Brussels and expert in investment promotion, stressed that this session was about strengthening EU-Africa friendship. Considering the importance of investment and technology transfer for EU-Africa relations, the special trade relationship, and the economic integration of the African continent through the AfCFTA, it is timely to put forward some success stories and showcase business opportunities between Europe and Africa.

Vanessa Voelkel, Deputy Head of UNIDO ITPO Germany, highlighted the role of UNIDO and ITPO Germany in supporting **European and African private sectors** to advance sustainable industrialisation. Africa is a regional focus of UNIDO ITPO Germany in line with the German development cooperation priorities. In this context, she noted that African partners could play a pivotal role especially in the energy market that opens up **new business opportunities for the European private sector** but also in various promising sectors related to **green technologies**. Priority sectors for UNIDO ITPO Germany include renewable energy, energy efficiency, environmental technologies, sustainable agribusiness, mobility, and – especially since the COVID-19 pandemic – health and sanitation. Working closely with the European private sector, UNIDO ITPO Germany aims to mobilize and promote **impact investments and green technology transfer from Europe to developing countries** and economies in transition. Throughout the session, she questioned who the main drivers of economic development in Africa are and whether German investments can help create new business opportunities.

Daniel Schoenwitz, Business journalist and columnist, pointed out **the necessity of infrastructure programs** in investment promotion in Africa. African infrastructures can be platforms on which entrepreneurship, private investment and broad-based prosperity can increase the competitiveness on both continents. Mr Schoenwitz highlighted positive impact that Europe could have through private capital on the acceleration of infrastructure development, and on attracting more European entrepreneurs to invest in Africa.

Martin Schoeller, Co-Founder and Co-chairman of the Schoeller Group, Honorary Consul of the Republic of Togo GmbH, shed light on the dynamics and potential growth of Africa. In his view, it is necessary to mobilize a substantial **budget for infrastructure programs** in Africa from European Development Banks to encourage European companies to invest in African infrastructures.

In his speech, he presented a **hybrid financial proposal** that does not involve the European taxpayer. For him, “the current low-interest rates are the opportunity of the century to build up Africa with the capital of European investors and to defeat poverty and hunger”.

Jaco Maritz, Founder of How We Made It in Africa and Author of the book “How we made it in Africa”, shared his insights on **entrepreneurship** in Africa, providing some examples of outstanding African entrepreneurs, such as Jesse Moore at [M-KOPA Solar](#), and Mossadeck Bally at the Azalaï hotel chain which shows the “success of new businesses in frontier economies”. It is important to acknowledge these **success stories, the entrepreneurial spirit and ideas made in Africa**, and address the untapped opportunities for business development between Germany and Africa.

Nthabiseng Mosia, Co-Founder and Chief Commercial Officer at [Easy Solar](#), presented her innovative solar distribution start up in Sierra Leone. She stressed that “in the 21st century, access to reliable energy should no longer be a barrier to any individual or country achieving its full potential”. In this regard, Easy Solar enhances the lives of people across West Africa by providing access to **affordable and clean solar energy** and other transformative sustainable goods. To do so, her company is using a range of flexible financing options, empowering local communities with its pay-as-you-go technologies and making them accessible through an extensive network of agents and shops. “As there are huge areas where there is a market-need and many untapped opportunities, I feel like the business model of the future is to look at **technology and innovation** by thinking differently and **engaging these countries** not as sole beneficiaries in the need of support but **as consumers** who just might have a supply-side problem and need a company for their own development,” said Ms Mosia.

Raphaela Egger, Co-Founder of plasticpreneur, stated that **innovative technologies can drive local socio-economic development** while having an important socio-ecological impact. She presented the [Plasticpreneur](#) initiative, one of the start-ups that won the **UNIDO Global Call for Innovative Ideas and Technologies vs. COVID-19 and beyond**. This initiative contributes to enabling grassroots access to turn plastic waste into innovative products and to set up new income-generating projects and social businesses around the world. **The circular economy approach to sustainable development** describes a new way of creating value, and ultimately prosperity through extending product lifespan and relocating the waste from the end of the supply chain to the beginning – in effect, using resources more efficiently by using them more than once.

The summary and the recording of the session can be found [here](#).

REFERENCES

- De Vet, J.M, et al. (2021). *Impacts of the COVID-19 pandemic on EU industries*, Publication for the [committee on Industry](#). Research and Energy, Policy Department for Economic, Scientific and Quality of Life Policies. European Parliament, Luxembourg.
- EU Industry Days. (2021). Retrieved 29 April 2021, from https://ec.europa.eu/info/policies/business-and-industry/eu-industry-days_en.
- EU Industry Week 2021: Local events - Internal Market, Industry, Entrepreneurship and SMEs - European Commission. (2021). Retrieved 29 April 2021, from https://ec.europa.eu/growth/content/eu-industry-week-2021-local-events_en.
- Pinzone M., Fantini P., Perini S., Garavaglia S., Taisch M., Miragliotta G. (2017). *Jobs and Skills in Industry 4.0: An Exploratory Research*. *IFIP International Conference on Advances in Production Management Systems (APMS)*.
- United Nations Conference on Trade and Development. (2020). *World Investment Report*. New York, NY: United Nations.

ANNEX - BIOGRAPHIES OF SPEAKERS



Bernardo Calzadilla-Sarmiento is Managing Director in the Directorate of Digitalization, Technology and Agribusiness at UNIDO. He holds a Master's degree in Industrial and Process organization and a PhD in economics, from the University of Business Management and Economics of Vienna.



Weixi Gong is Chief of the UNIDO Investment and Technology Promotion Division and Coordinator of the ITP Network. Mr Gong holds a Bachelor of Technology from the Beijing University of Aeronautics and Astronautics, a Master of Advanced International Studies from the Diplomatic Academy of Vienna and a PhD in numerical analysis from the Vienna University of Technology.



Patrick J. Gilabert is Head of the [UNIDO Office in Brussels](#) and representative to the European Union institutions and OACPS Secretariat. Before his appointment in Brussels, he was UNIDO Dep. Representative to the UN in New York, and Representative in Hanoi, Vietnam and Antananarivo, Madagascar. He holds a Master in Technology Management and a PhD in Scientific Information - Tech Foresight from the University of Aix-Marseille, complemented by the Trium Executive MBA from HEC Paris, London School of Economics (LSE), New York Stern Business School.



Escipi3n Joaqu3n Oliveira G3mez is Assistant Secretary-General of the Department of Structural Economic Transformation and Trade at [OACPS](#). He has over 30 years of experience in evaluating multi-donor programs and projects for the creation and strengthening of MSMEs and Business Support Organisations in developing countries.



C3cile Billaux is Head of Unit E2 Micro-economic Analysis, Investment Climate, Private Sector, Trade and Employment, Directorate-General for International Partnerships ([DG INTPA](#)), European Commission. She has more than 10 years of experience inside the European Commission, including at the cabinet level.



Miguel Campo Llopis is Policy Officer in Unit E2 at DG INTPA – European Commission. He has more than 10 years of experience in managing donor’s relations and international development.



Stefan Kratzsch is Industrial Development Officer in the UNIDO ITP Division and Project Manager of the UNIDO Project ACP Business-friendly: Supporting value chains through inclusive policies, investment promotion and alliances.



Umesh Menon is UNIDO COMFAR trainer. Mr Menon is a former Sr. Faculty Member of Entrepreneurship Development Institute of India, an International Expert for UNIDO, UNDP, World Bank, USAID and European Union. He has an overall work experience of 22 years.



Theresa Rueth is Project Associate in the ITP Division at UNIDO. Working with colleagues at ITPO Germany on various project related activities, Ms Rueth also supports the ITP Network Secretariat. She is experienced in investment promotion and Industry 4.0.



Diana Battaglia is Head of UNIDO Investment and Technology Promotion Office ([ITPO](#)) in Italy. She has developed her career holding political and leadership roles as a member of the Italian Parliament and a top advisor for economic and institutional affairs for a wide range of Italian and European companies and institutions.



Ulla Engelmann is Head of Unit for Advanced Technologies, Clusters, and Social Economy within [DG GROW](#), the Directorate General being responsible for Internal Market, Industry, Entrepreneurship and SMEs at the European Commission. From 2018, Advanced Technologies including AI and Digital Transformation for the industry have been added to her responsibility.



Marco Taisch is a full professor at the Manufacturing Group of the School of Management of [Politecnico di Milano](#). As a member of many international associations and editorial boards on international journals, he focuses on research with a strong industrial relevance and international partnerships.



Cinzia Guido is Chief Operating Officer and Senior Digital Advisor at the EU's Delegation of [Confindustria](#), the main Italian Business Federation. She is responsible for advocating Confindustria's position on the Digital Economy vis-à-vis the EU institutions and within the EU business community.



Fabio Golinelli is Advanced Processes and Technologies Manager at [ABB S.P.A.](#) With more than 20 years of experience in ABB S.P.A, he has professional experience in the operations and supplies chain world, developing and applying industrial engineering skills, lean manufacturing, as well as smart manufacturing and purchasing.



Giovanni Francesco Scolari is Director at [Alto Adriatico Technological Pole](#). With 40 years of experience, he has been CEO of big multinational manufacturing companies as Electrolux. As a chartered engineer, he is a professional qualified to draw up appraisals and technical reports related to Industry 4.0.



Vanessa Voelkel is Investment and Technology Promotion Expert and Deputy Head of UNIDO [ITPO Germany](#). She has more than 10 years of experience in SME development, technology transfer, investment promotion, vocational education and training and media development. Vanessa holds a master's degree in economics from LMU Munich.



Nthabiseng Mosia is the co-founder and Chief Commercial Officer at [Easy Solar](#), one of the fastest-growing off-grid solar companies in Africa. She has taken centre stage at the UN's Sustainable Energy for All, Skoll World Forum, and the Forbes Under 30 Meet Up Africa.



Raphaela Egger is a designer, creative director, co-founder of [plasticpreneur](#) and lecturer based in Austria – working worldwide. Ms Egger and her team strive to close the loop and foster the transition from a linear (take-make-dispose) to a circular economy.



Martin Schoeller is Managing Director of the Schoeller Group GmbH and Honorary Consul of the Republic of Togo in Bavaria, Baden-Württemberg, and Saxony. He is the author of *Afrika first!* He is the initiator and member of the board of trustees of the “Stiftung Initiative Mehrweg” and member of the board of the Bavarian section of the Family Entrepreneurs.



Daniel Schoenwitz is a business journalist and co-author of *Afrika first!* He is currently an editor-in-chief of [GermanBoardNews](#).



Jaco Maritz is Founder of [How we Made it in Africa](#) and CEO of media company [Maritz Africa](#). He is a resourceful and ambitious entrepreneur, investor, writer and speaker. Jaco is a co-author of [How we made it in Africa](#), providing the insights into the African continent’s business opportunities.