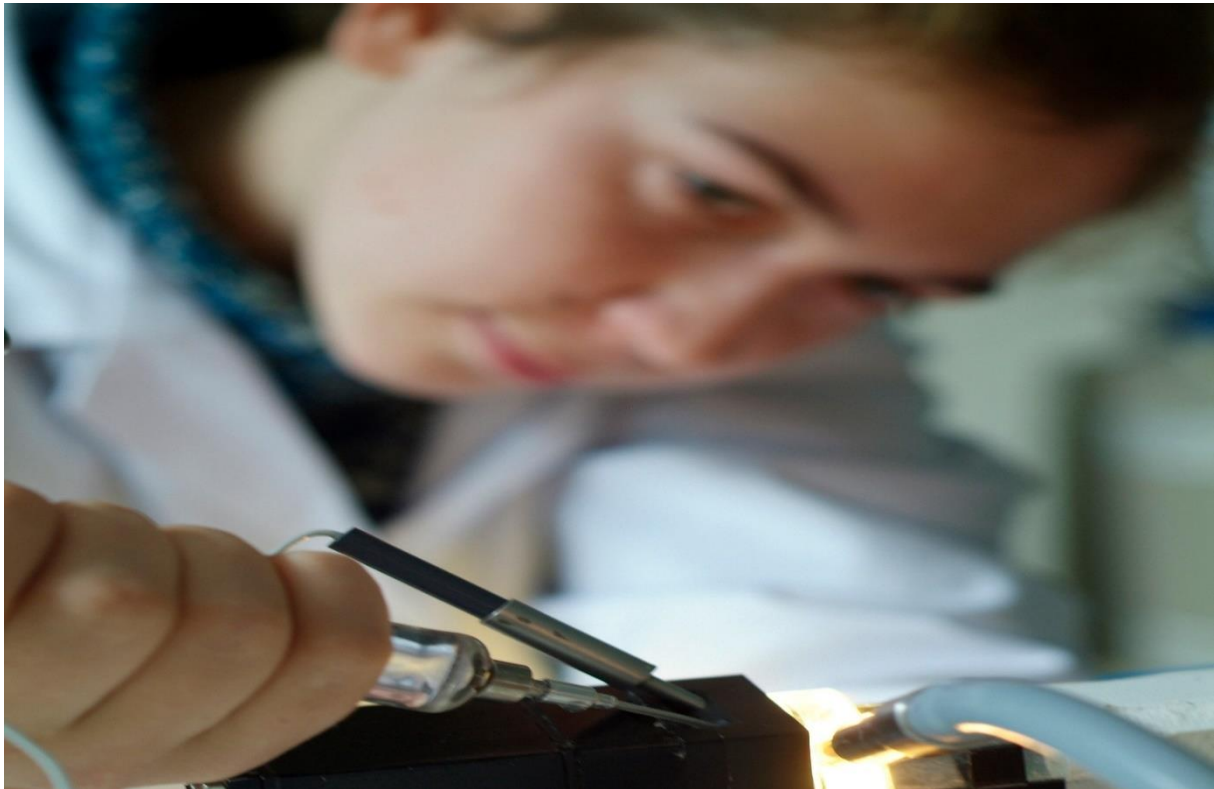


Join the DAAD Event
"Industry meets Academia: Industrialization of the African Continent - Prospects and Challenges from the Perspective of the Automotive Industry".



Location	Four Seasons Giza Hotel (Address: 35 Giza St., Giza, Cairo)
Date	Tuesday, 14 th November 2023
Guests	Business economists Engineers specializing in mobility/vehicle manufacturing. Urban planners Logisticians
Time	5:00 pm to 7:15 pm
Coordination and Contact Person	Miram Mahmoud (m.mahmoud@daadcairo.org)
Organiser	DAAD Regional Office Cairo German Academic Exchange Service 11 El Saleh Ayoub St. Zamalek, Cairo, Egypt URL: https://www.daad.eg/en/

Concept Note

The well-established partnership between the African Association of Automotive Manufacturers (AAAM) and the German Association of the Automotive Industry (VDA) aims to support the development of the partner associations and to jointly improve the framework conditions for the automotive industry on the African continent.

Whether vehicle financing, alternative drive systems, trade and logistics, location search or political frame-work conditions, the VDA and AAAM are cooperating in a wide range of areas. Working groups have been jointly initiated on these topics, in which representatives of the VDA, AAAM and member companies work together. Since Africa is home to around half of the 20 fastest-growing economies, the continent is becoming increasingly important – especially with regard to geopolitical changes, commodity partnerships between Africa and Europe and the diversification of supply chains. Areas such as the digital economy or sustainable mobility also have high development potential. The automobile and logistics sector has a key position due to its sustainable value creation in supplier networks, assembly plants, distribution structures and pan-African trade relations, and offers great innovation, growth and job potential.

Mr. Marius Ochel and Ms. Victoria Backhaus-Jerling of the VDA will discuss in their presentation prospects of industrialization of the African continent from the perspective of the automotive industry. Their intervention will be followed by a panel discussion with representatives of industry and academia.

By arranging this event, the DAAD Regional Office in Cairo aims at initiating and strengthening exchange and cooperation between industry/business and universities which is of great importance for further economic growth and development.

!!Don't miss out on this insightful event!! Mark your calendars for Tuesday, November 14th. Please register here <https://www.daad.de/surveys/129284?lang=en>

For further information about the expert session, please visit: [Home - DAAD Ägypten](#)

Agenda

5:00pm – 5:30pm Registration

Opening

Greeting Words
5:30pm – 5:45pm

Dr. Carsten-Michael Walbiner
Director, DAAD Regional Office Cairo

Ms. Lorena Mohr
Head of Science and Protocol, German Embassy in Cairo

Keynote

Keynote
5:45pm – 6:30pm

Ms. Victoria Backhaus-Jerling
Head of Project Office South Africa VDA-AAAM, German Association of the Automotive Industry (VDA)

Mr. Marius Ochel
Head of Cluster International Association Partnerships Africa & India, German Association of the Automotive Industry (VDA)

Panel discussion

6:30pm – 7:15pm

“Industry meets academia: Industrialization of the African Continent - Prospects and Challenges from the Perspective of the Automotive Industry”

Panel Discussion and Q&A

7:15pm

Dinner and Networking

Biography of the Speakers



Ms. Victoria Backhaus-Jerling is an accomplished professional who currently serves as the Head of the South African Project Office for the German Association of the Automotive Industry (VDA) and the African Association of Automotive Manufacturers (AAAM). In her role, she plays a vital part in facilitating the development of a sustainable automotive industry across the African continent.

Prior to her current position, Ms. Backhaus-Jerling gained valuable experience working for the German Parliament and serving as the Head of the Chancellery and Federal Minister for Special Affairs in Berlin. With this background, she brings a wealth of knowledge and expertise to her current role in South Africa.

Residing in Johannesburg, South Africa, Ms. Backhaus-Jerling holds an impressive educational background. She earned a Bachelor of Arts degree in English language and literature & Economic Law, underscoring her strong foundation in language and legal studies. Additionally, she holds a Master of Arts degree in European Studies, which further enhances her understanding of the complexities and dynamics of the European Union.

Through her unique combination of professional experiences and academic qualifications, Ms. Backhaus-Jerling possesses a comprehensive skill set that allows her to effectively support the growth and sustainability of the African automotive industry. Her dedication to the development of a sustainable auto industry in Africa through the collaborative efforts of VDA and AAAM is evident in her work.

Ms. Victoria Backhaus-Jerling's diverse background, knowledge, and commitment to the automotive industry make her a valuable asset to the South African Project Office of VDA and AAAM. Her contributions to the growth and sustainability of the African automotive industry are crucial as the industry looks toward a prosperous and sustainable future.



Mr. Marius Ochel, based in Berlin, Germany, is a leading figure in the VDA-inhouse cluster responsible for the international association partnerships of VDA. This includes managing the Indo-German Association Partnership Program involving the Automotive Component Manufacturers Association of India (ACMA), the Society of Indian Automobile Manufacturers (SIAM), and the German Association of the Automotive Industry (VDA). Additionally, Marius oversees the "Partner Africa Project" in collaboration with the African Association of Automobile Manufacturers (AAAM). Both programs, supported by the German Ministry of Economic Cooperation and Development, aim to deepen discussions and initiatives on topics of mutual interest, such as electric mobility and renewable fuels in the automotive industry across three continents.

Marius's responsibilities include organizing and coordinating conferences, workshops, joint re-search papers, and bilateral delegations



within the scope of these projects. With a Bachelor's degree in International Business from DHBW Mannheim and a Master's degree in International Economics & Governance from the University of Bayreuth, he possesses a strong academic background. Moreover, his extensive international experience gained from working and studying in Palestine, the USA, and Peru enriches his expertise in Indo-German and Indo-African business relations.

Since joining VDA in 2016, Marius has been instrumental in driving collaboration and knowledge exchange between these industry associations. His expertise, combined with his international perspective and academic qualifications, contributes significantly to the success of the association partnerships and promotes sustainable business development in the automotive industry.
