

# MANUFACTURING AFRICA – ETHIOPIA

Manufacturing Africa aims to reduce poverty in Africa by attracting £1.2 billion of foreign direct investment into manufacturing and creating 90,000 jobs over 7 years (2019-2026). The programme is funded by the UK government through the Foreign, Commonwealth & Development Office (FCDO)



## GREEN BUSINESS BUILDING ACCELERATOR – Cohort 1

*Accelerating the growth of green businesses through strategic support on core business problems, leading to the development of an ecosystem for green manufacturing and green jobs in Kenya*

From November 2024 to April 2025, Phase 1 of Manufacturing Africa’s **Green Business Building** effort in Ethiopia designed and implemented a **startup accelerator**, graduating a cohort of **7 companies**

Manufacturing Africa’s Green Business Building accelerator is an effort to **rapidly scale up local companies**. The programme identified a cohort of Ethiopian companies in manufacturing and adjacent sectors with high potential to significantly scale up operations, attract investment, and create jobs. The “field and forum” accelerator provided them with **tailored and hands-on strategic and operational support, expert-led and leadership learning, and access to premier business and investor networks** to achieve their growth ambitions

### THE CHALLENGE



Large private companies contribute significantly to economic transformation: growth, innovation, employment, exports, productivity, taxes. Ethiopia does not have a significant number of such companies.

While Manufacturing Africa’s commercial deal advisory and technical assistance, and the Africa Green Industrialisation Initiative have been supporting established companies attract funding to grow, there is a **market failure around the ability for start-ups to access the support they need to be fundable propositions**, and a **lack of structured way for investors to meet early-stage companies**. A targeted scale up program could address this and develop a high probability pipeline for Manufacturing Africa transactions.

# OUR SUPPORT APPROACH



Supported a first **cohort of 7 companies**, across a range of sectors and technologies preparing for investment rounds, increasing production, accelerating sales, etc.



FORESTED

HKBusiness Group



## “Field”

### Individual advisory

- Tailored **strategic advisory** (e.g., Go-to-market, ), individualized market and customer **research** (e.g., market sizing), and hands-on **operational business building support** (e.g. Manufacturing Walkthrough) from expert teams to solve company-specific challenges and accelerate growth
- **Coaching and mentorship** with senior industry experts and business leaders
- **Preparation for investment rounds**



## “Forum”

### Cohort learning & networking events

- **Expert-led interactive cohort events** on prioritized topics (e.g., Investor’s Perspective, Organizational Excellence, Sales Excellence) over a **3-month leadership growth journey**
- **Networking opportunities** with exposure to potential financing partners (e.g., Nairobi 2025 GBB Forum)
- **Access to a network of partners** offering professional services and talent sourcing

## PRELIMINARY IMPACT

**100%** of cohort companies see **clear & meaningful impact** improving / accelerating their business or readiness to raise investments<sup>1</sup>

**9.85** /10 **Highly recommended**<sup>2</sup>  
avg. score

“ ” *The program helped us **focus our efforts** and **prioritize our investments effectively***

“ ” *The support we are **receiving** is **directly aligned with our most important needs** — refining our 3–5-year expansion strategy, clarifying our investment requirements, and strengthening our investor-readiness*

“ ” *As a new business, this program has **been instrumental in refining our strategic direction***

1. Based on survey of cohort companies 2. Average score in response to “How likely are you to recommend this program to other founders”

*This programme is funded by UK aid from the UK government; however, the views expressed do not necessarily express the UK government’s official policies.*

## CONTACT US

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