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DESTINATIONS
BY GERMAN OUTSOURCING ASSOCIATION

RWANDA

OUTSOURCING DESTINATION GUIDE

ICT SECTOR INSIGHTS & CONTACTS

INDEPENDENT PUBLICATION BY GERMAN
OUTSOURCING ASSOCIATION

DIGITAL HUB IT, BPO & SHARED SERVICE CENTER LOCATION

RWANDA

Outsourcing Destination Guide Rwanda

We present with the Outsourcing Guide Rwanda the capabilities and actors of the Rwandan ICT and BPO sector. We showcase unique solutions by Rwandan industry experts in the form of case studies and project reports.

As a result, we help decision-makers to understand better the advantages and conditions in working with Rwandan IT- and business process service providers.

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Independent information guide by Deutscher Outsourcing Verband e.V. (German Outsourcing Association) as a joint initiative with Digital Skills Accelerator Africa e.V. and GIZ.

KIGALI PENSION PLAZA CITY CENTRE



Public Initiatives For Employment and Digital Sector Development In Africa

Convinced that Africa offers countless business opportunities that can be transformed into employment, the German Federal Ministry for Economic Cooperation and Development (BMZ) has launched the Special Initiative on Training and Job Creation offering various measures to support investment activities that have a high impact on employment in Africa.

The Special Initiative, which also operates under the brand Invest for Jobs, thus contributes to the implementation of the G20 investment partnership Compact with Africa and the Marshall Plan with Africa, with Rwanda being one of the compact countries.

As one of the implementing agencies of the Special Initiative, GIZ is

developing and realizing projects in the African partner countries leading to the creation of jobs and trainings and improved working conditions. As the division „Economic and Social Development and Digitalisation“, we are especially focusing on approaching German and European companies and developing impactful projects together that will be put into practice on the ground in Africa.

With Rwanda being regarded as one of the economically most stable countries in Africa and its very good macro-economic conditions, the country is becoming increasingly attractive for international investment. One of the small, landlocked countries' growth sectors is the digital economy which is also particularly fostered by the Rwandan government. Invest for Jobs is supporting and promoting this sector in cooperation with the Rwanda Development Board and other Rwandan partners.

As one of the lighthouse projects of the Special Initiative on Training and Job Creation, the Digital Skills Accelerator

Africa e.V. (DSAA) offers companies a great platform to get a soft entry into the world of development cooperation while at the same time providing networking opportunities and exploration of synergies with other IT companies active in Africa.

The DSAA was founded in 2019 in cooperation with the Special Initiative to contribute to its main goal: the creation of new jobs in the African partner countries. In Rwanda, the Special Initiative is currently supporting three DSAA training programmes for young software development talents implemented by German IT companies setting up or expanding their operations in Rwanda.

After successful completion of the training programmes, the trainees receive a job offer from the DSAA member company but are also free to pursue a different career path.

I hope you enjoy reading the Outsourcing Destination Guide

Rwanda and learn more about Rwanda as a potential investment destination. If the insights piqued your interest in an expansion to Rwanda but you are not yet sure how to approach your investment, the Special initiative and the DSAA can help you harness the promising investment opportunities that exist in Rwanda in the digital sector. More information about our broad range of offerings can be found in the contacts section of the guide. We are looking forward to making an impact together!

Axel Klaphake, Director Economic and Social Development, Digitization at Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Germany



Welcome to Rwanda ICT

Africa has enormous potential. With rapid developments in business and ICT-related sectors, African countries have the necessary pre-requisites to deliver excellent digital services to the international market.

Aware of these unprecedented opportunities, companies have started investing their resources into providing digital training programmes to the African youth – building digital talent and driving employment in selected countries.

As board of the Digital Skills Accelerator Africa e. V. (DSAA), it is my pleasure to present our involvement in a top outsourcing destination, like Rwanda, contributing to the acceleration and growth of the digital sector in Africa.

The DSAA is an independent association with the goal of creating sustainable jobs in Africa. The DSAA is supported by the Special Initiative on Training and Job Creation of the German Federal Ministry for Economic Cooperation and Development (BMZ).

By coming together, bonds are strengthened, collaboration is promoted, and a web of local support, knowledge, and best practices is created, allowing the establishment of efficient and effective programmes in the respective countries. Subsequently, DSAA members offer employment opportunities to the upskilled youth of Africa. As some of our members work closely with international clients, African youth is provided with the opportunity to collaborate with companies on a global level.

I firmly believe Rwanda to be among the countries with great opportunities to offer high-quality digital and business services to the global market.

This Outsourcing Destination Guide does a great job in highlighting the potential within the country, with its fast-growing ICT and BPO sector and large bi-lingual talent base.

The Outsourcing Destination Guide offers a comprehensive overview of Rwanda's capabilities, making it a great guide for everyone who is interested in outsourcing or expanding their business to Africa. I wish you

great enjoyment in reading about Rwanda – a top outsourcing destination for international companies to consider.

**Martin Hecker, Board of the Digital Skills Accelerator Africa e. V.,
Germany**



THE RWANDAN ICT & DIGITAL SERVICES SECTOR

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Development Board

A market and sector overview

Rwanda ICT

By Stephan Fricke, CEO & Head Of Advisory Board
German Outsourcing Association, Outsourcing
Journal

Introduction

The Republic of Rwanda or the “land of a thousand hills” because of its elevated geographic position, is a landlocked country in the African Great Lakes region. It is one of the smallest countries on the African continent, neighbored by Uganda, Tanzania, Burundi, and the Democratic Republic of the Congo.

Rwanda’s population counts over 12.6 million people and is with a size of about 26,338 km² the most densely populated country on the African mainland.

Our impression is that Rwanda is 6th fastest growing economy in Africa (7.5% p.a. since 2007), tackling successfully key areas of the economy and society, like health-care with an increased spending of 6,5% of the country’s gross domestic production in 2013. In comparison the budget was only 1.9% in 1996 with a comparably lower economic output. Another area of accelerated development is education. Since 2012 Rwanda provides free education for 12 years mainly in English language. Private schools usually also offer education in French language.



University of
Rwanda

In 2013 the country took a further step to modernizing higher education, forming the Public University of Rwanda (UR) by merging the National University of Rwanda and the country's other public higher education institutions. In 2013, the enrollment ratio for higher education was with 7.9%, about 4,3% higher than in 2006.

Demographics and languages

Rwanda's population is about 12.663.116 million (NISR 2020 <https://www.statistics.gov.rw/statistical-publications/subject/population-size-and-population-characteristics>), of which are 43,3% 15 years and younger and 53,4% between 16 and 64 years old (numbers from 2012).

The official languages of Rwanda are Kinyarwanda, English, French, and Swahili. Kinyarwanda is the national language, but English is the primary language in secondary and higher education. Due to the colonial era German, French and Dutch were partly widely used in Rwanda, of which French remained an official language after independence in 1962.

Economy and trade

Rwanda's per-capita GDP (PPP) was about USD 819.65 (IMF DataMapper, October 2020) compared with \$416 in 1994 (IMF, 2012). Major export markets include China, Germany, and the United States (The CIA World Factbook Rwanda, 11/2015).

Rwanda is member of the East African Community since 2007, whose members are working on a common market, a customs union, monetary union and political federalization (www.eac.int).

Rwanda is #2 in Africa for Ease of Doing Business, and #29 worldwide

Doing business has been improved via a number of changes in the public administration such as:

Improved online registration one-stop shop and streamlining post-registration (e.g. VAT registration online)

Easier registration of property due to more effective time limits and increased transparency of the land administration system

Easened trading across borders by removing the mandatory pre-shipment inspection for imported products

Improved enforcement of contracts via an electronic case management system for judges and lawyers

Office space and infrastructure

Kigali offers 8 major business office locations, with Soras Tower, AP Plaza, Career Center, M Peace Plaza, Kigali Business Center (KBC), Fair View, Kigali Hights and M&M, that currently provide together more than 46,700 sqm of available office. Soras Towers is by far the

largest center with currently more than 9,000 sqm available office space. The rental prices range from 15 to 20 USD per sqm (Rwanda Development Board, 2018).

Rwanda maintains a 7,000 km fiber optic cable network to ensure internet connectivity in the country and is connected via three main fiber optic

Overview prime office space in Kigali:

Building	Available office space (sqm)	Location	Rent (USD, sqm/month)
Soras Towers	1,957	City Centre (Marriott)	20
I&M Building	3,800	City Centre (Marriott)	20*
Career Center	848	Kimihurura	18
M Peace Plaza	8,000	City Centre (City Hall)	18
Kigali Business Center (KBC)	4,298	Kimihurura	20
Fair View	260	Kimihurura (Lemigo Hotel)	15
Kigali Hights	4,253	Kimihurura (Convention)	20
M&M	806	Gishushu	16

Source: Century Real Estate, Dec 2020, prices after RDB, *estimate price, graphic: 5com media

MARKET OVERVIEW



Flag of Rwanda

cables (2x Kenya and 1x Tanzania) on land and connected via sub-marine cables by Seacom. The mobile network standard LTE has a coverage of 95% of the country's territory.

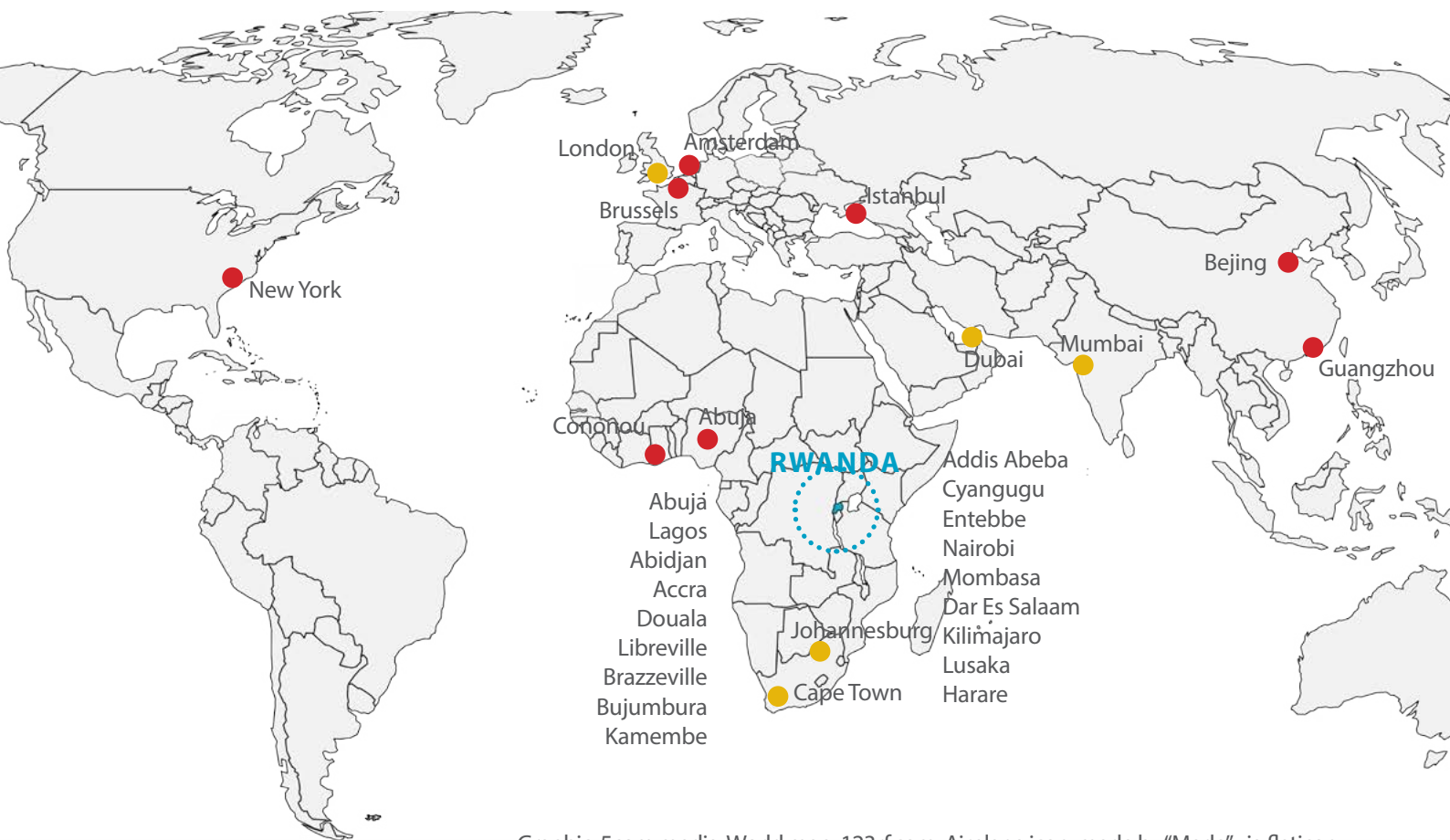
The Rwandan Civil Aviation Authority pushes to include more destina-

tions on the flight map from and to Rwanda. While the country maintains a number of flight routes within the region and the continent, more international and regional routes are planned to be added, also in Europe. (Rwanda Development Board, Rwanda Civil Aviation Authority).



Existing and planned direct flight connections to Rwanda,

Source: Rwanda Civil Aviation Authority, Expedia via RDB



Graphic: 5com media, World map: 123rf.com, Airplane icon: made by "Made" via flaticon

The ICT and BPO Sector

The ICT sector has shown exponential annual growth rates in the period between 2000 and 2015 with over 21% gross value addition (GVA) for Rwanda's economy. In comparison, other major sectors, like agriculture, services and industry showed an annual GVA growth rate for the same period of only 5 – 8%.

The goal of the government to develop Rwanda into a major digital HUB in Africa seems, measured on the activities and frameworks in place, realistic, however the sector still faces many challenges, especially when compared to other African countries. For instance, Rwanda still has a lot to do in the development of digital skills, where South Africa is leading the benchmark and Rwanda is ranked far away, only showing noticeable skills in mobile application development, software

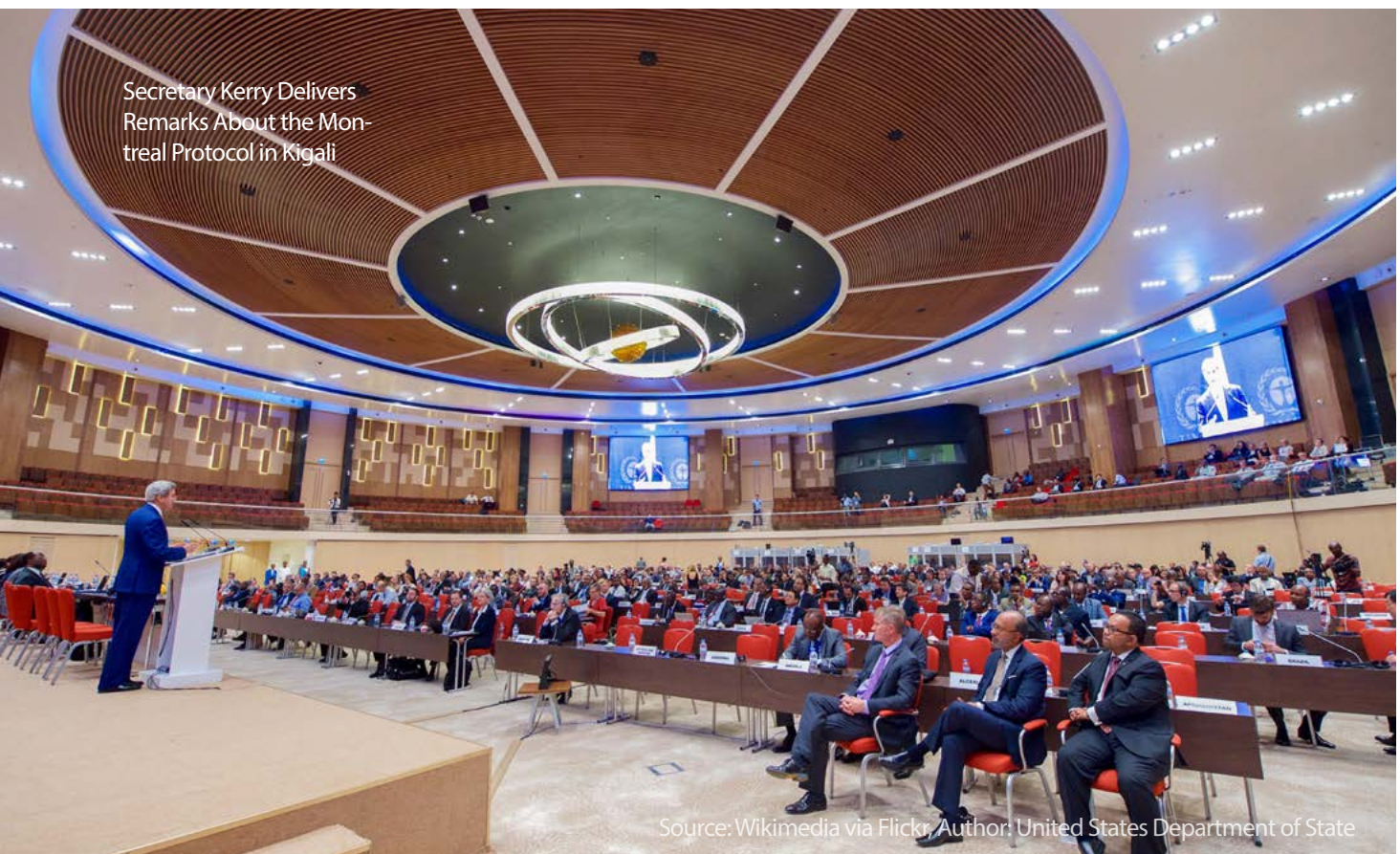
development life cycle, data science, web development, networking and social media (Rwanda Economic Update 2020, Worldbank Group).

While the government – and this is an important aspect – is the main facilitator of growth in the ICT sector via public investments in infrastructure and digital public services, the private sector contributions are subject to more stabilization and an accelerated growth.

The government and the executing agencies, like the Rwanda Development Board seem to be aware of it and have initiated programs to support the private sector through extensive investment acquisition and support efforts as well as through international cooperation with public and private sector organizations, that provide jobs, trainings and importantly international exposure.



Examples of international companies with presence in Rwanda



In 2017 Rwandan startups were able to raise USD 36,7 million, almost as much as startups in Egypt whose ICT sector then was in an accelerated phase of growth (Rwanda Economic Update 2020, Worldbank Group).

However Tsuyoshi Kano, School of Information, University of Michigan, Ann Arbor, MI USA and Kentaro Toyama,

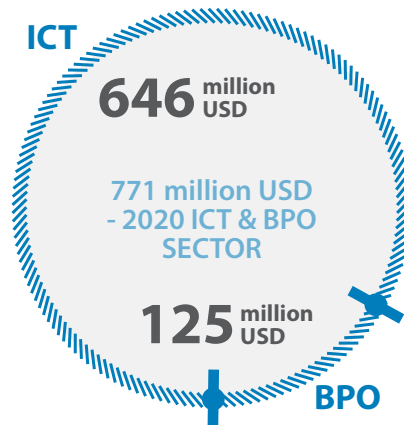
School of Information, University of Michigan, discuss in their 2020 paper *"Bottlenecks of ICT Innovation in Rwanda"* the areas that need attention in further initiatives, such as availability of start-up financing, and the strengthening of entrepreneurial ambitions (<https://dl.acm.org> - *Bottlenecks of ICT Innovation in Rwanda*).

MARKET OVERVIEW

Rwandan GDP has grown at a robust annual average of 9%, since 2003. During that time, the ICT sector has grown twice as fast, reaching USD 282 million by 2015. In 2020 the Rwandan ICT sector was expected to be worth USD 646 million.

Within the ICT-sector, BPO services which have grown with 33% between 2015 and 2020, is expected to be the fastest growing segment in the next decade (Rwanda Development Board). The BPO sector, incl. mostly finance & account-

ing services as well as contact center services, is projected to reach about USD 125 million in 2020, from USD 30 million in 2015. This demonstrates the



exponential growth and that the support the sector has received seems to have sparked

high interest in establishing BPO operations in Rwanda with a significant output.

The Rwandan government provides strong support for the ICT and BPO sectors. The special incentive packages provided to ICT firms, include import duty exemptions, corporate income tax holiday of up to 7 years, capital gains tax exemption, prompt VAT refunds (within 15 days), VAT exemptions for a range of IT equipment, depreciation allowance of 50% in the first year (RDB).



Picture: Placide Irandora via unsplash.com

MARKET OVERVIEW

Labor market

According to the National Institute of Statistics and its 2019 Labor Force Survey, the working age population (16 years and above) was 7,231,536 of which 3,862,799 persons (53.4%) were in the labor force, while 3,368,737 were outside the labor force. For those in the labor force, 3,273,921 were employed, while 588,878 were unemployed. The unemployment rate is about 15.2% (Labor Force Survey, Annual Report 2019, March 2020)

Employment by related sectors in 2019:

- 11,515 - information and communication
- 27,111 - professional, scientific and technical activities
- 60,099 - administrative and support service activities

Rwandan labor law allows up to 45 working hours per week with 21 paid holidays and a 15 days' notice for employments under 1 year and 1 month for employments of 1 year and longer.

There are about 1 million Rwandans that speak fluently English and 750,000 that speak fluently French.

The government has introduced measures to increase those numbers by supporting the use of English in the classroom with a Mentor program introduced in 2012 and a teacher's foreign studies program in the United States, established in 2014.

The 2018-2024 Strategic Plan of the Ministry of Information Technology and Communications shows that Rwanda should provide 12,000 elite IT professionals by 2023/24 and create 100,000 jobs in ICT related areas. Further the plan constitutes that 100+ ICT companies will be established by 2030 with a market capitalization of 50 million USD or more per company.



Photo: David Olubaji via unsplash.com

Labor cost

The cost of employment in the sector are significantly lower than in Mauritius, Morocco or Romania for instance.

Salaries in the **customer service** sector start at about 155 EUR / month, while the highest average is after Salaryexplorer EUR 855 / month. Examples:

- Call Center Representative: EUR 210 / month
- Call Center Team Leader: EUR 340 / month
- Call Center Manager: EUR 702 / month

Salaries for **IT jobs** in Rwanda start at an entry level at around EUR 299 / month and are for Management positions about EUR 994 / month. Examples:

- Help Desk Support: EUR 392 / month
- Software Engineer: EUR 549 / month
- Technical Director: EUR 872 / month

There is a significant gender pay gap in the customer service and in the ICT sector, meaning women earn about in both sectors 12% less than men in comparable positions. After Salaryexplorer, the increment rate is about 6% every 27 months. About 39% of employees in ICT in Rwanda received a bonus in 2020 of between 2% and 7%. A masters degree pays about 29% more compared to a bachelors degree across all sectors.

Customer service salaries per month



ICT salaries per month



Numbers on salaries is based on data via Salaryexplorer.com and should be seen as general indicators.

MARKET OVERVIEW

Education

In Rwanda, people can enroll in 44 higher education institutions of which are 12 public and 32 private. The number of enrolled students in tertiary education from 2015 - 2018 in Rwanda across all sectors is about 89,160 (University of Rwanda), of which about 13,000 are enrolled in private higher education institu-

tions (US Embassy, data from 2017/18). In 2015/16 about 39% of the enrolled students were female (Wikipedia Rwanda Education).

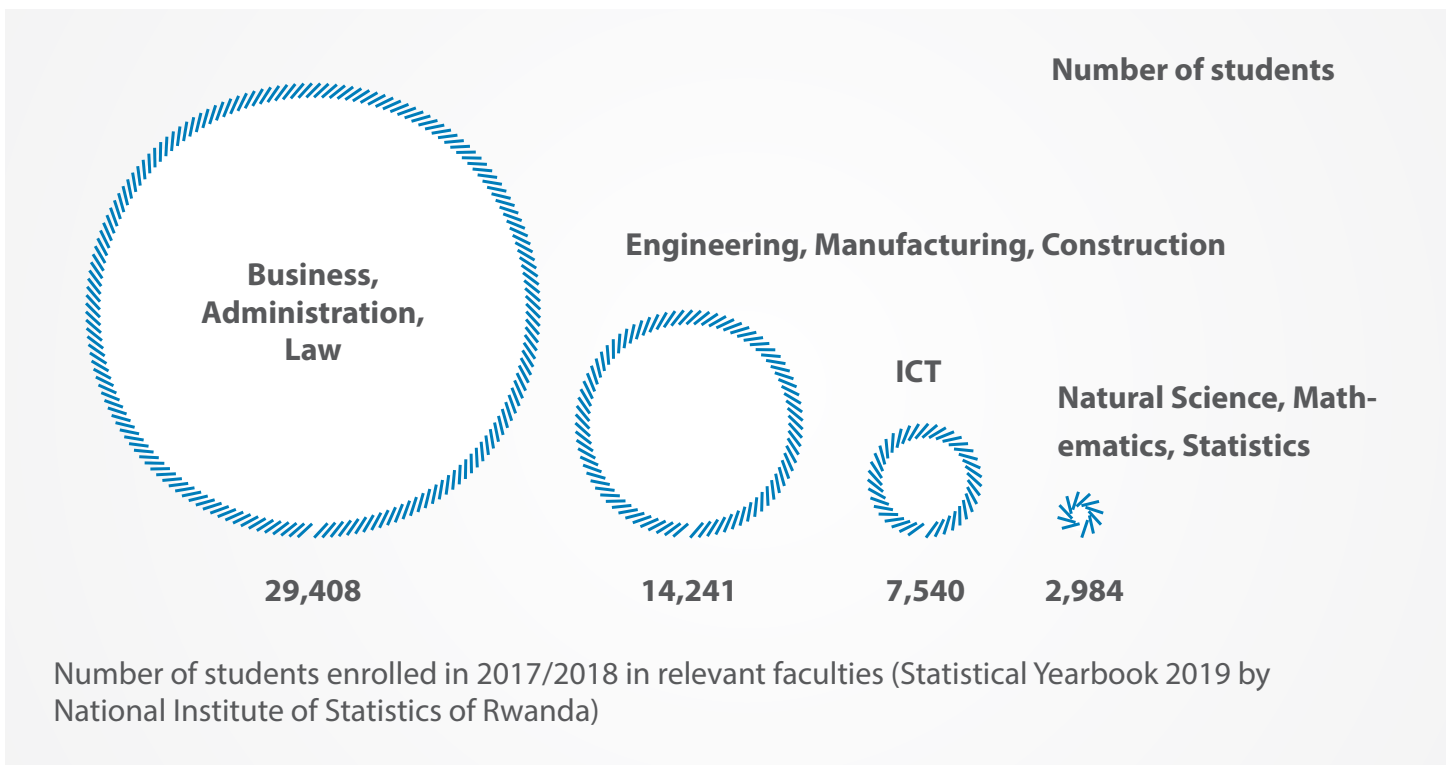
For ICT related education, 2 institutions are primarily involved: The Kigali Institute of Science and Technology and the Kigali Institute of Education (Wikipedia Rwanda Education). The number of stu-

dents in ICT was in 2017/18 about 7,540 students (8.5%), in Business, Administration and Law during the same time 29,408 students (33%), in Natural Sciences, Mathematics and Statistics 2,984 students (3.4%), and in Engineering, Manufacturing and construction 14,241 students (16%). (Source: Statistical Yearbook 2019 by National Institute of Statistics of Rwanda)



National University of Rwanda in Butare

Photo by Antoinetorrens via Wikipedia.com



Positive is that Rwandan authorities have realized the benefits of introducing access to computer technologies and training programs at an elementary school level. We see similar activities in very technology focused countries like Armenia for instance. Both, the public e.g. Rwanda Utilities Regulatory Authority and the private sector with Microsoft for instance are supporting such activities. Examples here are the Rwanda Coding

Academy (CNBC Africa May 2020) or other programs such as the one laptop per child initiative.

Elvis Melia, a consultant specialized on digital sector development, researcher and lecturer with focus on African economies states that *“by comparison, the Humanities & Arts and Social sciences are with 1,72 % and 5,61% together below 8% of the total number of students (Statistical Year-*

book 2019 by the National Institute of Statistics of Rwanda). When compared to the above “hard” degrees, this proportion of “soft” degrees is significantly lower in Rwanda than in other African countries – i.e. these proportions are more comparable to East Asia.”

The Rwanda Economic Update by the Worldbank Group comes to the conclusion that traditional approaches to address the skill gap may not

be sufficient enough. Alternative training models and a more consequent inclusion of the private sector in the digital skill agenda in Rwanda could result in a closer link between public education and the sector and the expansion of more hands-on training and a more demand-focused curriculum.

Organizations like Microsoft, the Digital Skills Accelerator Africa (DE) or the Westerwelle Foundation (DE)

already provide such alternative training models and orientated with that very closely on the demand from the business side.

The role of the Rwanda Development Board

With the Rwanda Development Board (RDB), the government merged in 2008 eight government agencies with private sector focus. This includes key agencies responsible for business registration, investment promotion, environmental clearances, privatization and specialist agencies which support the priority sectors of ICT and tourism as well as SMEs and human capacity development in the private sector. The purpose of the merge was to:

- Streamline institutions to enhance synergies, prevent duplication and enable pooling of resources
- Harmonize strategies and interventions for strong private sector growth
- Create a strong and centralized institution to provide a 'One Stop Center' for all investor needs

International recognitions in recent years

1st globally in ICT promotion (World Economic Report 2015)

1st for Continental Social Media Award (Social Media Awards Africa-SMAA Report 2015)

2nd in Africa for ease of doing business (World bank Report 2015)

3rd among Competitive Economies (World Economic Report 2015)

1st in Open Data in Africa (Open Data Institute Report 2016)

2nd in Africa in Cyber Security (ITU Report Global Cyber security Index 2017)

The Rwanda Development Board is evidence that Rwanda follows an open policy in regards to globalization and foreign partners. It is truly a one stop shop that provides support to investors throughout their entire investment journey and is ready to integrate foreign partners into the local economy.

RDB states: *“RDB’s central focus is with enabling the private sector to achieve 2 key goals: 1st Helping create more jobs, especially those that can transition population from subsistence agriculture and 2nd Enabling more investments and exports regionally and globally and/or substituting imports with local goods.”*

Therefore, RDB offers various services, such as Investment and support services, skill development, and providing resources for analysis and to support decisions. More information and investors support contact at www.rdb.rw.



The author: Stephan Fricke is CEO and Head of the Advisory Board of the independent

Deutscher Outsourcing Verband (German Outsourcing Association) and of the German Process Automation Association. In this functions, he works with leading organizations from buyer, provider, and consulting side and also with industry associations and government organizations, concentrating on improving market conditions for IT, BPO and SSC services as well as for Process Automation in Germany and Europe. He is a regular speaker and author on markets, their

states and actors as well as the impact on economies. He is also Editor in Chief for the Outsourcing Journal focusing on shared knowledge from experienced industry experts from Germany, Europe and other countries. He is advising companies on their strategies and activities on the German market, as well as economic support organizations on development and growth of local ICT and BSS sectors. You can connect with Stephan via [LinkedIn.com](https://www.linkedin.com/in/stephanfricke) and [Xing.com](https://www.xing.com/profile/stephanfricke).



Accelerating Digital Growth

Interview with Tim Gengnagel,
Head of Deal Accelerator
Division at Rwanda
Development
Board

The government is very ambitious to develop and position Rwanda as a knowledge society and gain regional and international recognition as location for ICT services in Africa. Could you please give us some insights into the strategy and how local companies benefit from it today?

Tradable services will have to play a key role in Rwanda's ambitious economic transformation. As a government, we therefore strive to continuously improve the attractiveness of the sector, focusing on 3 pillars:

1st - Business environment & safety: Rwanda offers a remarkable investment climate.

According to the World Bank it is the second easiest place to do business in Africa (after Mauritius) and 38th globally, placing it before countries like the Netherlands, Portugal and

Belgium. It is safe to walk at night and corruption virtually non-existent.

2nd - High quality infrastructure:

Rwanda offers high-quality infrastructure, from well maintained roads and reliable electricity to a country wide fiber network and an LTE network covering 95% of Rwanda.

3rd - Growing talent base:

With 70% of its population under the age of 30, Rwanda has a fast growing talent base. Due to its unique history, Rwanda has plenty bi-lingual (English and French) talent. The bold investments that the government made in education over the last years are also starting to show results and with Carnegie Mellon's Africa campus, the Africa Leadership University and the African Institute for Mathematical Science Rwanda hosts some of the continent's best universities.

Beyond those 3 pillars, there are also several synergies with other key initiatives. Through its growing conference tourism (Kigali is now ranked the second preferred city for conference tourism in Africa by the ICCA) and its increasing pan-african and

international flight connectivity, it becomes ever easier and convenient for clients to visit Rwanda and see their operations.

Where do you see the biggest opportunities for a) clients of Rwandan ICT service providers and b) companies that consider investments in own delivery centers in Rwanda?

I believe that the greatest opportunity for sourcing companies and delivery centers lie in the strategic diversification that Rwanda can offer. Bi-lingual in English and French, it can serve as an alternative location for operators already present in countries like South Africa and Morocco.



The recent covid crisis revealed the location concentration risk that many companies face. Rwanda's impressive management of the crisis has not only allowed it to keep its death toll relatively small but Rwanda is also one of the few countries that have continuously been on the EU's list of safe countries. Combined with an infrastructure and regulatory environment that enables reliable delivery even from home office, many companies have shown renewed interest in Rwanda. In terms of sectors we see a lot of interest in generic call centers as well as tech support and niche sectors such as app testing and AI.



The author: Tim leads RDB's Deal Accelerator Division, which is responsible to iden-

Could you give us some examples of local ICT or BPO services companies / projects and or foreign investments in the ICT sector?

The recently announced establishment of a new, 1,000 people tech support center by Tek Experts is properly the most important foreign investment that we have seen in that sector over the last year. What makes this project particularly exciting to me is the partnership with the government and universities to further build a suitable talent pipeline.

tify investment opportunities, structure strategic partnerships with the private sector and improve sectoral competitiveness of Rwanda's priority sectors.

Tim first moved to East-Africa in 2008 to develop sustainable business models for renewable energy applications, work-

There are also several local firms that are offering exciting IT solutions mainly for the domestic market but with increasing traction across the continent. For example, Irembo is a platform that offers all online access to a wide array of government services, AC group offers solutions for public transport operators and already scaled to Cameroon and is testing its solutions in several other countries and Awesomity Lab developed a mobility platform for Volkswagen, which is piloting their mobility services in Rwanda.



ing with the Tanzania Renewable Energy Association, the Lawrence Berkeley National Laboratory and his own company, which he led until 2014. He holds a Bachelor in Philosophy and Economics from Bayreuth University and a Master in International Development from Harvard University.

Be part of DSAA

We're looking for leading other digital businesses to join us in our mission to create sustainable value across Africa. Becoming a member of DSAA could help to extend your reach across the continent by tapping into our business network, training resources and local know-how. And, you'll be playing an essential role in building digital talent for a growing Africa.

DSAA Membership Benefits

GET UNIQUE LOCAL INSIGHTS

- Insights about upskilling, talent and digital job creation in Africa
- Access to contacts, studies and research regarding the different African markets
- Access to the collective knowledge base of DSAA members (e.g., approaches to inclusion and gender diversity)

ESTABLISH A LOCAL PRESENCE – FAST!

- Access to our existing training facilities
- Information regarding cultural sensitivities and other local challenges
- DSAA internal assessment regarding market strength

LEVERAGE OUR RESOURCES AND TRAINING CAPABILITIES

- Sourcing and recruitment channels
- Potential cooperation partners, organisations and companies, locally, and internationally
- Training programmes

Contact us

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Follow us on social media





Country:	Republic of Rwanda
Government	Unitary dominant-party presidential constitutional republic
Independent	Since 1962 (from Belgium)
Population	12,1 million (2019)
Official languages	Kinyarwanda, English, French, Swahili
Capital	Kigali
Currency	Rwandan Franc (RWF)
GDP per capita	USD 819.65 (IMF 10/2020)
Time zone	UTC + 2

LOCATION &

KEY FACTS



Egypt

Saudi Arabia

Oman

Sudan

Eritrea

Yemen

South Sudan

Ethiopia

al African
blic

Uganda

Somalia

RWANDA

Kenia

m. Rep. of
e Congo

Tanzania

Zambia

Malawi

Zimbabwe

Madagascar

Botswana

Mozambique

South Africa

move WiredIn

ERICSSON motorola

CODE of AFRICA

BDO BDO ESNAD HUAWEI

mazars

Some companies from the tech and consulting sector, active in Rwanda

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DESTINATIONS
BY GERMAN OUTSOURCING ASSOCIATION



Contributing to job creation, education and a positive perception of Africa in Europe.

Building a business bridge between tech talents

By Anja Schlösser, Co-founder & Managing Director
at Code of Africa

Image: Code of Africa

Code of Africa's journey started in 2017/18 when two of our Co-founders were mentoring young entrepreneurs – most of them based in Rwanda.

The rising eco-system in the ICT sector pushed and accompanied by the government, with educational institutions like the African Leadership University (ALU), Carnegie Mellon University or Andela on-site in Kigali, Rwanda showcased what most of us Europeans don't have on the radar: A tech ecosystem on the move, nurtured by the individual eagerness to achieve something great, world-class academic institutions and highly supported by the government in one of the safest countries on the continent.

The idea behind our company is generating positive social and economic impacts while accelerating these through a profit motive – by making the tech talent hub East Africa (with focus on Rwanda and Kenya) available to the demand market in the DACH region.

We bootstrap CoA because we believe in sustainable growth and want to maintain the freedom to make our own decisions - even if that means going a slower pace. Each new project pays the salaries of the next talents we take on board, while we provide reserve funds for training measures, health insurance or individual saving schemes. The experience since our start in March 2019 confirms our assumptions and concerns. We continue to grow "organically" - through our cash flow.

To create a sustainable pool of software developers we do not stop with creating a physical location in Kigali that meets modern work environment standards for the young professionals of our domestic entity.

To offer a broad service portfolio as well as to have excellent talent market access, we teamed up with Rwandan tech startups Awesomity Lab & Octan Group at first - forming mutually beneficial partnerships. We got to know the team of Awesomity Lab when supporting them during their contract initiation and negotiation with Volkswagen Group

Our Rwandan partners have a special passion for training and upskilling young tech enthusiasts, giving back to the local tech community and elevating it.

South Africa - resulting in the development of the first application ("Move") for the Rwandan integrated mobility concept, launched in 2018.

Similar to Octan Group the young software developers from Awesomity have been mainly focusing on developing tech solutions addressing domestic challenges in diverse industries such as Education, Health or Business Management. Their focus is not only to enable the local society to actively take part in the digitisation by the products and services they develop.

For us, it was key that both our Rwandan partners have a special passion for training and upskilling young tech enthusiasts, giving back to the local tech community and elevating it – this 100% matches to Code of Africa's goal to foster the East

African ecosystem by developing the sector and contributing to overall economic growth and job creation.

In our partnership, we jointly strive to build a valuable Developer-as-a-Service talent pool by utilizing respective contacts of our partners on-site and to find and attract the best potential developers to populate it. At the same time, CoA will build an ecosystem that is not only attractive to IT-professionals but also contains the right incentives to retain them over time such as exciting projects from the European client market and knowledge transfer.

We base our collaboration on sharing the same values and will continue in training and mentorship of new recruits. This is resulting in a viable pool of skilled and talented IT professionals. Together with

Awesomity Lab, we ran a 3-months Bootcamp in early 2020, not only focusing on programming- but also soft skills-training such as intercultural communication and how to best work in a remote set up – with the result to bring 85% of the interns into fulltime contracts with domestic companies, both from inside and outside of our partner network.

Our remote work approach enables talent to stay in East Africa

We are a geographically diverse team that collaborates. We make our Developer-as-a-Service set-up beneficial for everyone by providing unparalleled freedom to work in the most productive way for each party - and avoiding 'talent drain' at once.

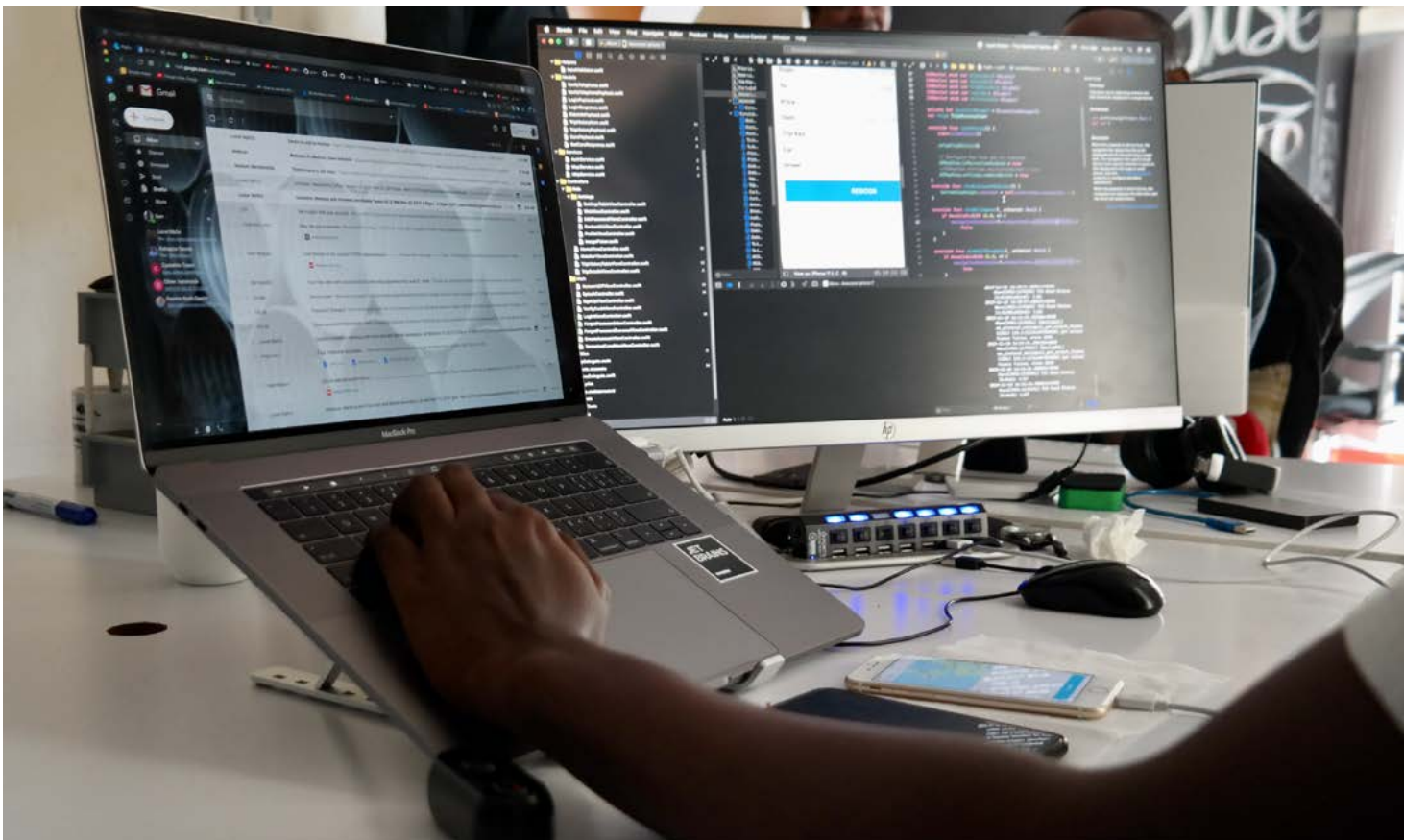


Photo: Code of Africa



Bootcamp

Photo: Code of Africa

The world is moving closer together. What was natural for us since the beginning, got a huge push due to Covid-19: Virtual collaboration is finally the most normal thing in the world!

Almost no CO2 footprint, effective time management and above all, supply meets demand: The large surplus demand for IT specialists in Europe encounters a qualified supply in East African countries. All in the same time zone and the same (English) language.

With our genuinely positive-thinking attitude and a passion to learn and grow, we continue to do great things together. We spark a great sense of camaraderie along the way – not just important for our internal team vibe, but even more when working with clients in a distributed team set-up.

Innovation and technology for social change

With Code of Africa's vision for social change through innovation and technology, we are aiming to create a win-win scenario for all parties involved:

1st Win - For the young coders and entrepreneurs who benefit from their new jobs and gain insights into exciting new technologies of the highly competitive DACH region.

2nd Win - For clients as they get convenient access to affordable developers, enabling successful tech projects while contributing to the SDGs.

3rd Win - For local partners by building a powerful pool of skilled professionals for mutual benefits and increased agility.

The author: Anja is a buying expert with more than 15 years of management background in the Apparel Industry. During this time, she established successful international business partnerships and setup strategic supplier portfolios. Anja is used to creating robust performing networks and negotiate complex partner agreements with a distinct cross-cultural sense due to her extensive experience with partners in Asia, Eastern Europe and Northern/Eastern Africa. She brings intuition and excellent feeling for consumer requirements and market trends.

After many years in the corporate world, she decided to step out and set up her boutique advisory firm - focusing on business enablement in emerging countries. During that time, she was lucky to discover the innovative and creative spirit in East Africa, especially when it comes to Software Development. The idea of Code of Africa was born!

4th Win – For African nations by creating multi-national teams with Kenyan and Rwandan IT-talents working side by side.



Startup Haus Kigali By The Westerwelle Foundation

By Sarah Rukundo, Senior Manager, Westerwelle Startup Haus Kigali,
Westerwelle Foundation

The Westerwelle Foundation

The Westerwelle Foundation in cooperation with its partner the Evonik Stiftung opened the Westerwelle Startup Haus Kigali powered by Evonik Stiftung in 2018 to foster economic growth for the region by supporting young entrepreneurs and creating new economic opportunities. The Westerwelle Foundation

for International Understanding with headquarters in Berlin, Germany was established in 2013 by Dr Guido Westerwelle, former German Minister for Foreign Affairs, and Ralph Dommermuth, CEO and Founder of United Internet AG. The Foundation supports collaboration that transcends borders: between young entrepreneurs, executives and decision-makers from around the world. The Foundation

globally connects people and ideas and creates spaces for interaction and innovation. We believe that entrepreneurship plays a key role in a country's economic development and can be the main driver of job creation and income growth.

The Westerwelle Startup Haus Kigali

Westerwelle Startup Haus Kigali opened in August 2018 intending to strengthen the entrepreneurial ecosystem in Rwanda by providing a place where different startups and stakeholders of the entrepreneurial ecosystem can meet, exchange ideas, collaborate and expand their skill sets. Through partnerships and in-house programs, we offer a variety of services, workshops and events directly aimed at entrepreneurs and their needs to help them further grow their businesses. Partners include Evonik Foundation who are financing the project, Liquid Telecom who are providing fibreglass internet

and Make IT Africa - GIZ who are financing the WSH Entrepreneurship Program.

Services

Open Work Space, Private Offices, a Makerspace, Skill Workshops & Trainings, Networking Events, the WSH Entrepreneurship program among others.

Activities

As of January 2020, we had over 178 members and over 54 startups and companies at the Westerwelle Startup Haus Kigali. Currently, due to COVID measures, we can only host 50% of those startups. Additionally, we host also several startup tailored events, any networking events that promote synergies for the startups.

We launched the Westerwelle Startup Haus Entrepreneurship program (EP) where we already have three cohorts and 40 startups that have been part program, and the 4th cohort will start next month. The Program aims to assist start-ups operating in Rwanda by providing access to quality infrastructure as well as

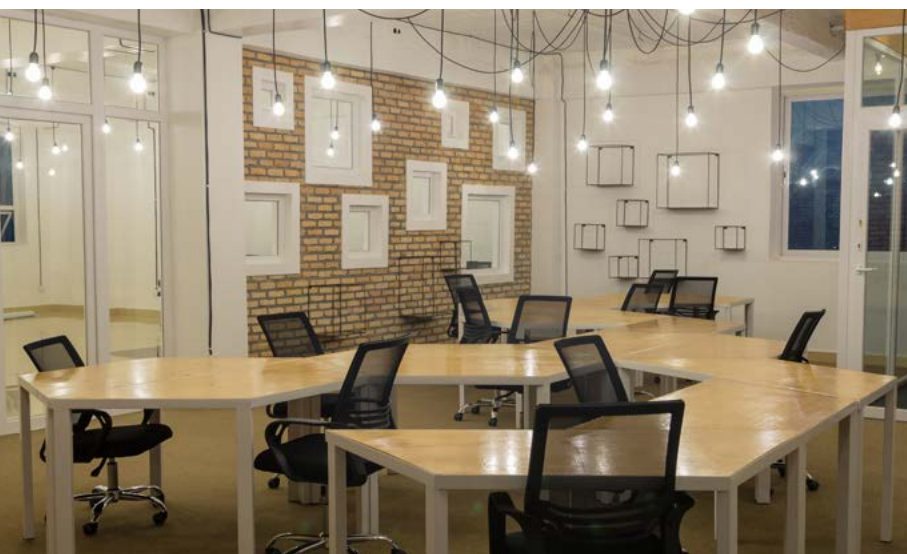


Photo: Westerwelle Startup Haus Kigali, Westerwelle Foundation

tailor-made services to support their business growth through business Diagnostics, workshops in business & financial management, corporate governance, market research and leadership skills, market segmentation, competitor

analysis, sales and marketing, and many other Team building events. The Westerwelle Startup Haus Entrepreneurship Program is financially supported by Make IT Africa / GIZ.



The WSH Makerspace is a state-of-the-art collaborative workspace for learning, exploring, sharing and creating prototypes with high tech tools. It has targeted at Start-ups, Entrepreneurs, Innovators, Designers, Engineers and National / International Institutions in Rwanda

& East Africa. Giving access to 4.0 Industry-standard digital fabrication equipment to help develop industrial standard prototypes, products and lean production diagram systems, space enriches the goal of achieving Rwanda's Industry, Innovation and Manufacturing economy growth

targets. Additionally, workshops and trainings in Design Thinking are taking place regularly. The Makerspace is divided into five departments: Textile, Electronics, 3D printer, CNC and Design.

Location

Our offices are located at the 4th and 5th floor of Fair view Building Opposite Lemigo Hotel with a great view of the city of Kigali and the KCC from our rooftop terrace.



The author: Sarah Rukundo, Senior Manager at Westerwelle Startup Haus Kigali. Sarah holds an MBA In Project Management from Oklahoma Christian University.

Facilities

We offer 170 desks, social & lounge areas, two kitchenettes, three meeting rooms, a large conference room, two call booths and a roof terrace overlooking the Kigali city.

Westerwelle Haus Kigali

www.kigali.westerwelle.haus

Photo: Martin RADUKUNDA via unsplash.com



Photo: Rowan Simpson via unsplash.com



Photo: One zone Studio via unsplash.com

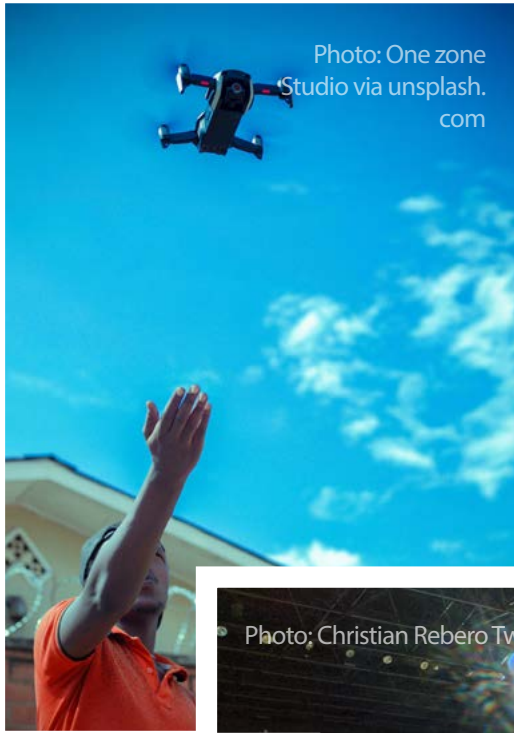


Photo: One zone Studio via unsplash.com

Photo: Stuart Isaac Harrier via unsplash.com

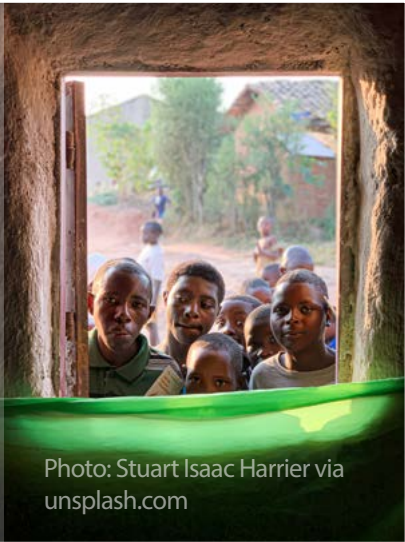


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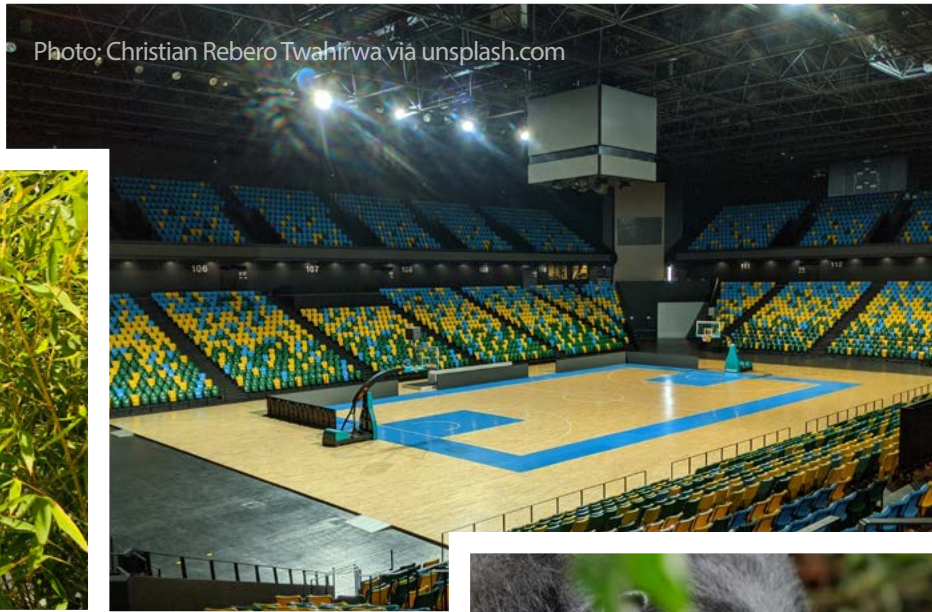


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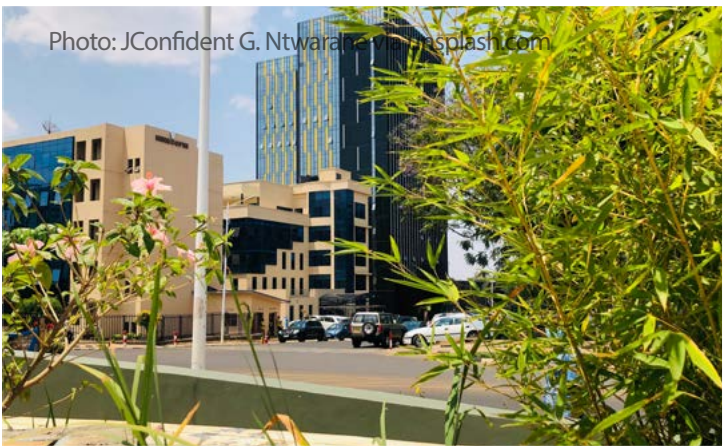


Photo: Jannik Skorna via unsplash.com



Photo: Bob Brewer via unsplash.com



Strategy and quality

Africa's Tech Hub and IT Talent Pool

By Alain Kajangwe, Founder and CEO of WiredIn Ltd.



Rwanda has, in recent years, been working on a “Digital Exports strategy” that would see it become one of Africa’s Technology Hub. To achieve this strategy it is understood that positioning Rwanda as a dependable and reliable destination for offshore business, mainly in ITES - BPO and KPO.

Because of this strategy, the BPO sector in Rwanda can be assured full support from the government of Rwanda, which has invested heavily in Education, especially in IT and Science related programs, as well as investments in critical infrastructure required for the making Rwanda an attractive destination for ITES-BPO jobs from offshore clients. Among the heavy investments made so far in infrastructure is the availability of good and reliable Internet connectivity, paramount for any business conducted online.

Team-work



Photos: WiredIn

With this strategy, Rwanda has some solid basis for growth. As one of the fastest-growing African countries in the field of ICT, Rwanda provides some key conducive facts that make it an ideal destination for ITES - BPO:

- 2,500 km of fiber optic cable laid out and covering almost the whole country
- State of the art Tier 3 Data Center
- Innovation Labs (KLab and FabLab)
- International Universities (CMU, AIMS, ALU)
- Ranked number 2 in Doing Business in Africa (WB, 2019)

- Ranked number 4 most transparent government in Africa by Transparency International

These facts above make doing business and running a business in Rwanda easier with relatively predictable results, and very few unwelcome surprises.

Generally, the recruiting landscape in Rwanda is very rich and diversified. From world-renowned universities locally established, such as Carnegie Mellon University, Africa Institute of Mathematical Sciences (AIMS) and the African Leadership

University (ALU), to competent and regionally acclaimed local universities and regional universities.

The software developer talent can also be found from a high number of software

developers that have studied and worked in developed countries in the US, Canada, Europe, China, India, Russia and Japan. On top of this, each year locally-based institutions are graduating over one thousand students in Engineering,

Computer Science and Information Technology related fields.

Of these 1,000 engineers, many have thought long and hard and have, in many cases set up small startups to imple-



Office at WiredIn

Photos: WiredIn

Generally, the recruiting landscape in Rwanda is very rich and diversified.

ment some of the ideas geared towards serving their communities. Because of this, many would-be software developer candidates already possess a relatively complete view of the software development cycle and usually tend to hit the ground running when first hired and assigned to a particular project.

On top of the technical skills available locally, most Rwandan engineers tend to fully be bilingual in English and French, making communication with clients relatively easy, and assuring that not much would be lost in translation, especially during the early stages of development, when the general understanding of the project is not yet fully grasped.

WiredIn is a Rwandan IT firm that specializes in software development and is an early pioneer in IT outsourcing and off-shore software development business in Rwanda. Since

2014, the company has offered a wide range of high-quality services in the design, development, delivery and maintenance of software products in many countries around the world, mainly in Japan, Rwanda, Benin, Mozambique, the USA, Germany, the Netherlands, France. Our key market advantage is the ability to leverage a wealth of experience in this sector, a network of local and international partners, and a very competitive pricing strategy to deliver quality software solutions.

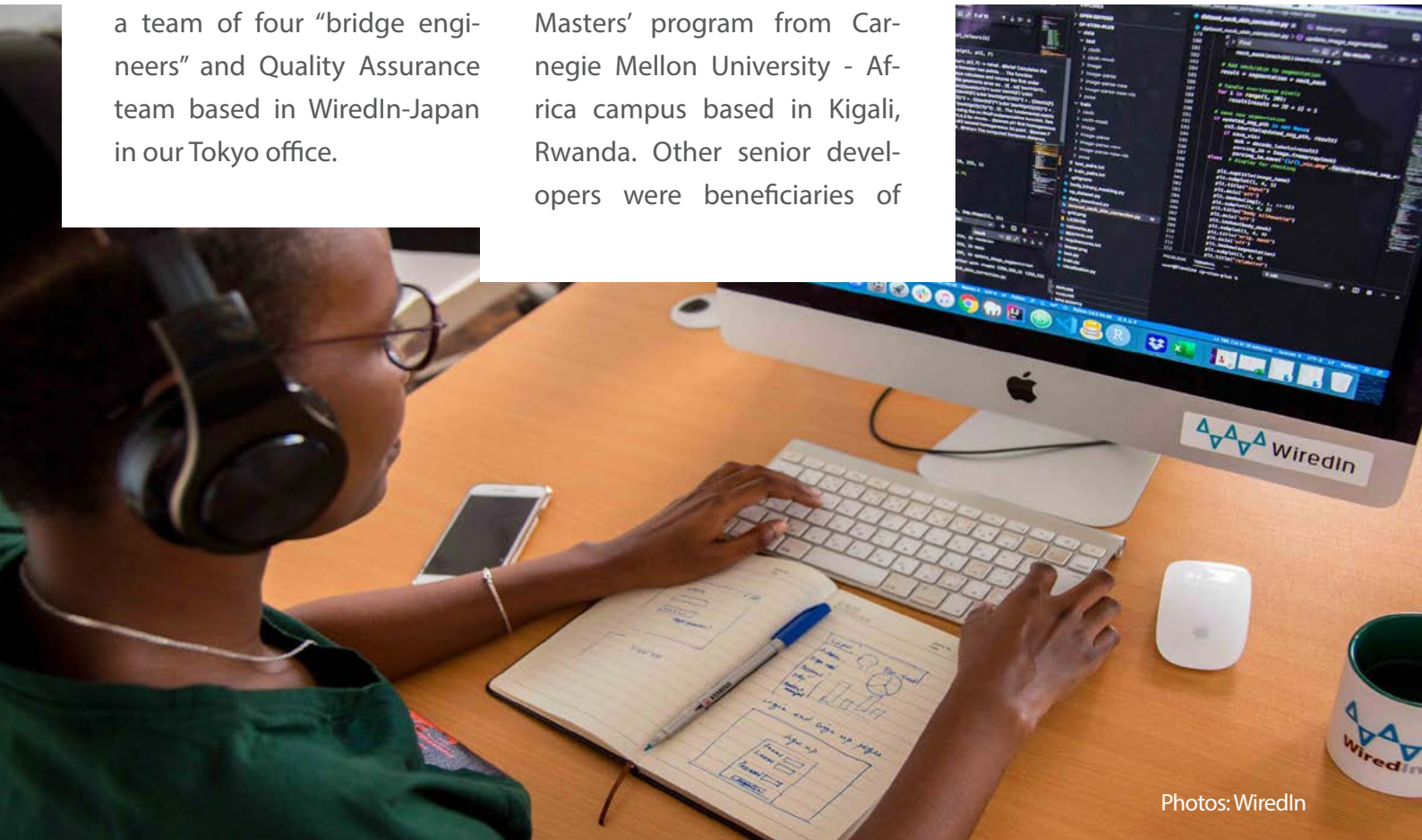
WiredIn as a company was incorporated in Rwanda in January 2014 by two like-minded founders, one Rwandan and the other Japanese, both software engineers by training and profession. The founders had been collaborating on many software projects for several clients in Japan, since 2011. And as the number of projects increased it was quickly apparent that more developers would be

needed to continue supporting the growing number of clients that were starting to trust outsourcing to Rwanda, as a viable and sustainable way to meet their software development needs.

Fastforwardto2020,todayWiredIn is almost seven years and prides itself with a competent group of 15 software developers and software testers all based in Rwanda, alongside a team of four “bridge engineers” and Quality Assurance team based in WiredIn-Japan in our Tokyo office.

WiredIn recruits most of its software developers from Rwanda, but has a few developers from other countries on the African continent, mainly from Ethiopia, Burundi and Uganda. Most of our developers have Masters’ degrees in Computer Science and Software Development or related IT degrees.

Some of our most senior developers have completed their Masters’ program from Carnegie Mellon University - Africa campus based in Kigali, Rwanda. Other senior developers were beneficiaries of



Photos: WiredIn

SECTOR INSIGHTS

the Abe Initiative Scholarship program, which provides a two year Masters' program at selected universities in Japan. The need for recruiting from highly skilled candidates is so that WiredIn can maintain the

highest level of quality for our clients around the world.

WiredIn's clients come mainly from Rwanda, Benin and Mozambique in Africa. In Europe, we have clients in the Neth-

erlands, Germany and France, and we also have clients in the United States of America, while the bulk of our sales still comes from our existing and new clients in Japan.

The author: Alain Kajangwe is an experienced Software Engineer, Founder and CEO of WiredIn Ltd, a Rwandan Software Development company specializing in offshore software development services. Alain has worked as a

Principal Software Engineer on several financial and electronic payment systems with leading financial institutions in Germany and Rwanda. Alain holds a Master's of Science degree in Information Technology/Mobility Track from Carnegie Mellon University (2008 - 2010), in Pittsburgh, PA, and a Bachelor of Science degree in Applied Mathematics and Computer Science from La Roche College (2001 - 2003), in Pittsburgh, PA. He started his undergraduate studies in Aeronautical Science with Flight Option at Florida Institute of Technology (1999 - 2000), in Melbourne, Florida, and holds a Private Pilot License.



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Marketing, ITO, BPO, SSC, RPA*

By Ernest Kayinamura, Founder and CEO at
Hexacomb, Rwanda

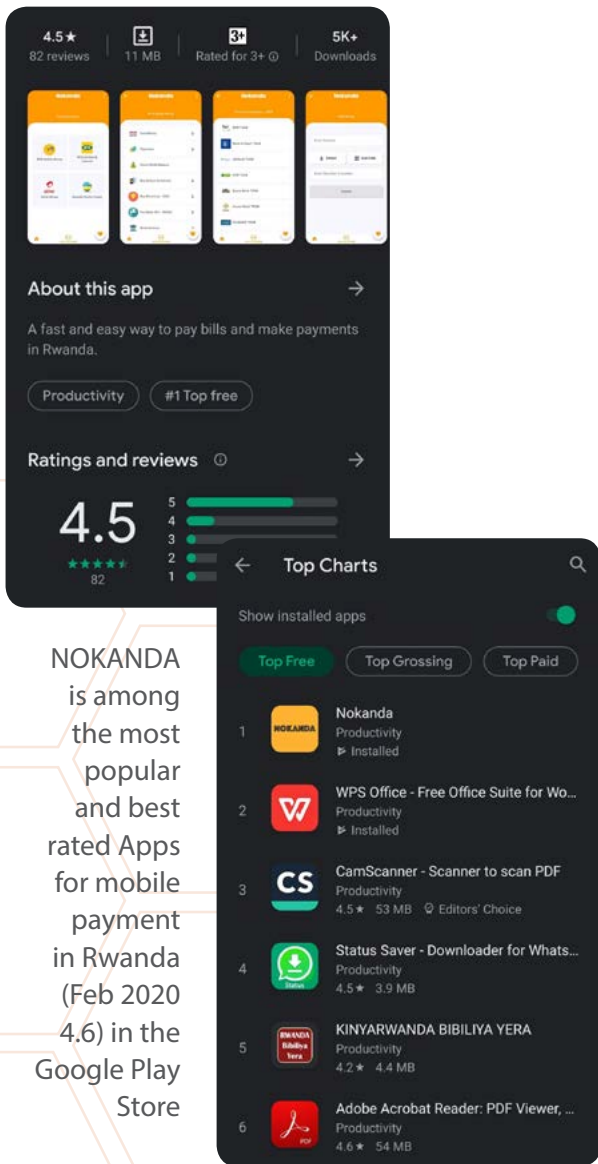
The Development Process of the NOKANDA App



“Nokanda” is a mobile money aggregator which allows smartphone users to perform mobile money transactions in just a few clicks.

In the recent years, mobile money payments transactions have strongly increased in the Rwandan market however the payment processes remain cumbersome and long. Indeed, for each transaction be it person-to-person payments, utilities or merchant’s payments users had to memorize a series of short codes. Memorizing USSD short codes for each and every transaction is time-consuming and inefficient and using a USSD menu when having a smartphone feels like using outdated technology.

CASE STUDY



NOKANDA is among the most popular and best rated Apps for mobile payment in Rwanda (Feb 2020 4.6) in the Google Play Store

Hexakomb software engineers wanted to solve this problem for themselves first, they thought that there could be a better way to do it. They first developed a prototype and used it internally in the company for about 3 months from June 2019 to August 2019.

Soon after, friends and clients started noticing this new tool and requested to use it as well. In September 2019, Hexakomb enrolled its first early beta users who were willing to use the app and provide constructive feedback. This first pool of users validated its functionality, usability, reliability and user friendliness. In addition to mobile money payments, users requested the addition of useful shortcuts such as emergency and police numbers, health and hospital emergency numbers.

The name of the App “Nokanda” is a mix of English “No” and Kinyarwanda “Kanda” which means to press or to click, meaning that users no longer need to click so many times to perform a transaction.

The app is available in English, French and Kinyarwanda which are the official languages in Rwanda.

“Nokanda” can work completely without internet after the initial download. In a market where data bundle are still costly for the everyday users, this is a unique characteristic which makes “Nokanda” appealing to users.

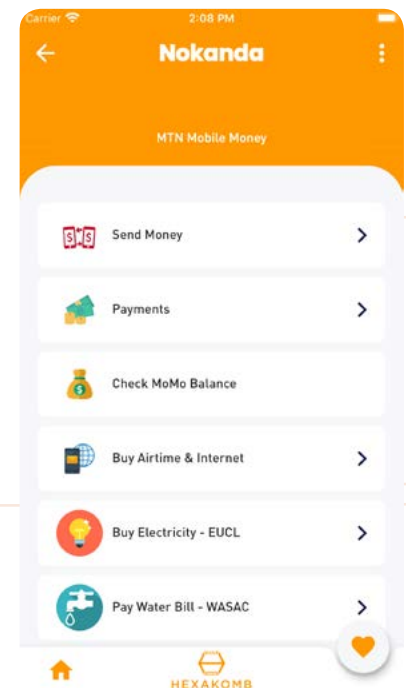
The App was developed with Flutter, a Google open source framework, that uses DART; a client-optimized language for fast apps on any platform (Android, IOS, Linux, Google Fuschia, macOS, Microsoft Window, Web Platforms). The choice of Flutter was primarily based on the fact that it is a cross-platform using one code base for both Android and IOS systems and allowing fast development, expressive and flexible User Interface design and native performance.

Prior to Nokanda, Hexakomb had already done two projects using Flutter ; “The Transform Africa Summit App” (A continental tech Summit organized every two years by smartafrica.org (www.smartafrica.org), an organization set up by African Heads of State to fast-track the tech development of the African continent) and the “Buy from Women Platform” for UN Women Rwanda (an e-commerce agricultural platform

to connect women farmers in rural areas with markets and potential buyers).

Flutter has been made available by Google to App developers for about two years now, it is still a relatively new technology and a powerful tool. Hexakomb has been one of the first users of Flutter in Rwanda. The company stays up to date with the latest technology and constantly push the boundaries to offer the most efficient tools to its customers.

Experimenting, taking risks and challenging the status quo are in the DNA of Hexakomb. The start-up has been present in the Rwanda market since 2013 and it is with constant innovations and excellence in project execution that they have placed themselves as one of the IT leaders in the Rwandan market and in East Africa. Hexakomb’s developers intend to keep using Flutter for the next three years at least



In October 2019, the app was uploaded on Google and Apple Store.

CASE STUDY

as there is a lot of investment happening in this open source platform, more resource -updates and a growing community of users around the globe.

As of today, the Nokanda App has 20,000 users and has performed more than 1 million financial transactions.

With a total addressable market of 3 million mobile money users in Rwanda, there is still room to grow and create greater value for the customers. In additions to MNOs (Mobile Network Operators); Hexakomb is seeking to work with financial institutions such as banks, savings groups and

microfinance institutions to leverage their platforms and improve their customer experience. There are also plans to expand to other countries, beyond Rwanda.

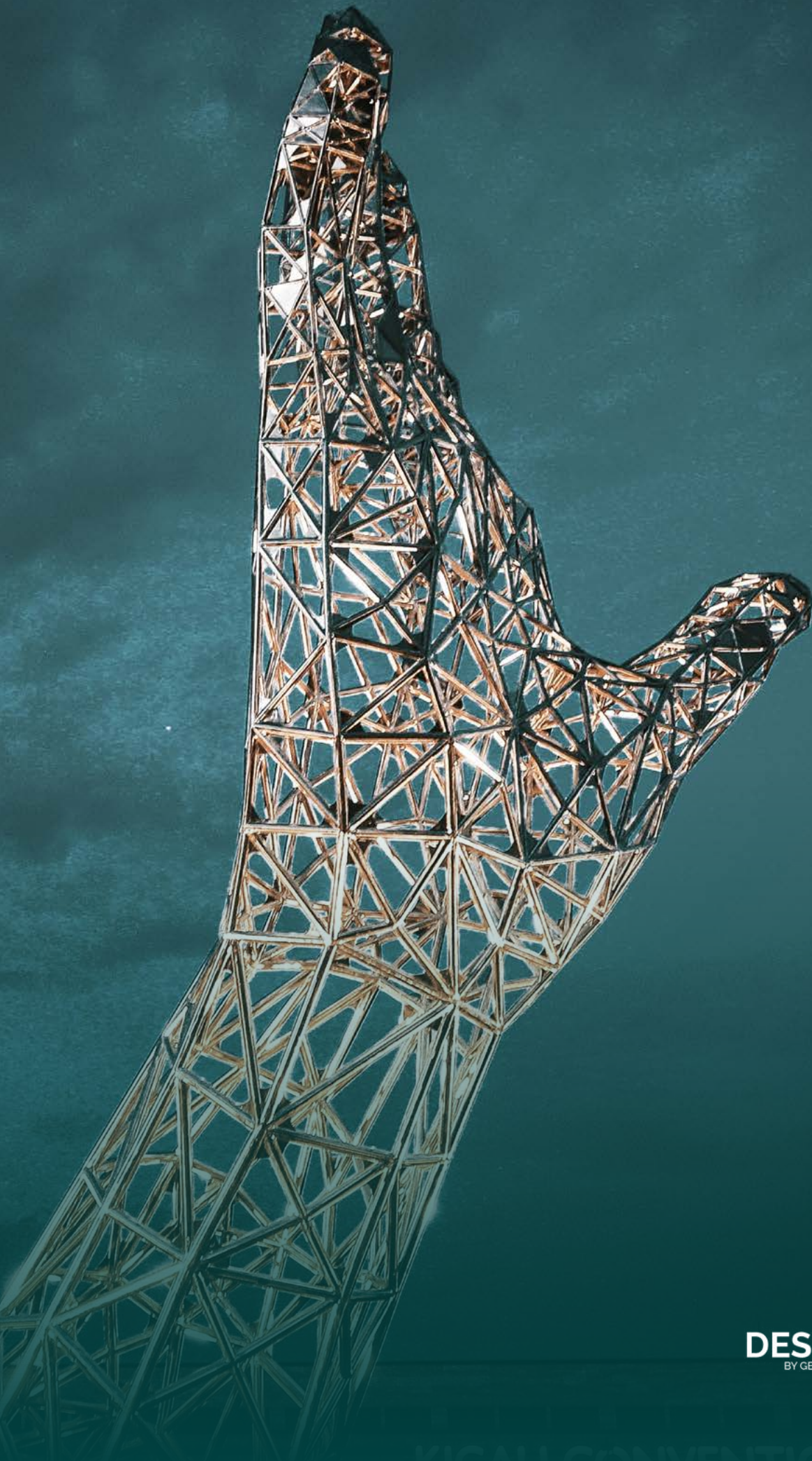


About the author: Mr. Ernest Kayinamura is the founder and CEO of Hexakomb LTD. An ICT specialist with more than 18 years of experience in the field in USA, Europe and Af-

rica. He graduated from MIT Sloan School of Management with an Executive Certificate in technology operations, an MBA from the Babson College School of Business and a Bach-

elor of Science in Management Information Systems from the University of Connecticut. Ernest was the Director of ICT for 10 years at Enel North America, one of the world's leading integrated electricity and gas operators with over 65,000 employees and operations in 35 countries. Upon his return in Rwanda in 2013, he founded Hexakomb LTD, and has since then established the company has one of the leading software development firm in the country. Hexakomb's list of clients include government institutions, international organizations, and major corporations.

Picture: Reagan M. via unspalsh.com



DESTINATIONS
BY GERMAN OUTSOURCING ASSOCIATION

LOCAL COMPANIES, ORGANIZATIONS & CONTACTS

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Digital Skills Accelerator Africa e. V. (DSAA) is an independent organisation supported by the Special Initiative on Training and Job Creation of the German Federal Ministry for Economic Cooperation and Development (BMZ). It is an association of digital leaders, with pilot projects in Ghana and Morocco. Founding members are AmaliTech, getINNOtized and Majorel.

DSAA aims to promote the potential of the growing Impact Sourcing industry in order to drive employment in Africa and create sustainable value across the continent.

The association strengthens bonds and promotes collaboration between international partner companies, creating a web of local support, knowledge, and best practices:

Training and Education - DSAA supports the promotion of training and further education in the fields of IT, digital and customer experience management in Africa.

Facilitating Employment - DSAA creates potential opportunities for employment in partner companies.

Digital Development - DSAA enables trained professionals in the IT and customer experience management service sector to contribute to the long-term development of the digital industry.

The training and educational programmes offer both general and specialised content that can easily be adapted towards company specific IT needs. By including a substantial practical training component, young professionals are fully prepared to perform

in their future jobs. Trainees who have successfully completed training are given the opportunity to be employed by international DSAA partner companies. This approach will contribute to the future development of the digital industry in African countries.

DSAA e.V. also focuses on the economic empowerment of women as well as the inclusion of persons with disabilities and their equal participation in the labour market. Member companies aim to create a diverse and inclusive environment, with the ambition to work towards a shared vision as well as integrating different perspectives for progressive growth.

About the Special Initiative on Training and Job Creation

Under the Invest for Jobs brand, the German Federal Ministry for Economic Cooperation and Development (BMZ) has put together a package of measures to support German, European and African companies in investment activities that have a high impact on employment in Africa.

The Special Initiative on Training and Job Creation – the official title – offers comprehensive advice, contacts and financial support to overcome investment barriers.

The objective is to create good jobs and apprenticeships and

to improve working conditions in the following African partner countries: Côte d'Ivoire, Egypt (in preparation), Ethiopia, Ghana, Morocco, Rwanda, Senegal and Tunisia.

Our Partners - Combined expertise in international development cooperation.

In order to create sustainable jobs, apprenticeships and good working conditions, we bring together the private sector, academia and public administration.

The Special Initiative on Training and Job Creation works together with companies and investors

as well as with universities and vocational schools, chambers of commerce, associations and civil society.

The two largest organisations implementing Invest for Jobs are Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ) and KfW Development Bank (KfW).

Other important partners are the development organisation sequa, the German Academic Exchange Service (DAAD), Engagement Global and the Physikalisch-Technische Bundesanstalt (PTB).

For more information please visit: www.invest-for-jobs.com/en/

On behalf of



Implemented by



As a service provider in the field of international cooperation for sustainable development and international education work, we are dedicated to shaping a future worth living around the world. We have over 50 years of experience in a wide variety of areas, including economic development and employment promotion, energy and the environment, and peace and security.

The diverse expertise of our federal enterprise is in demand around the globe – from the German Government, European Union institutions, the United Nations, the private sector, and governments of other countries. We work with businesses, civil society actors and research institutions, fostering successful interaction between development policy and other policy fields and areas of activity. Our main commissioning party is the German Federal Ministry for Economic Cooperation and Development (BMZ).

Together with our partners in national governments worldwide and cooperation partners from the worlds of business, research and civil society, we work flexibly to deliver effective solutions that offer people better prospects and sustainably improve their living conditions.

In Rwanda, GIZ works in three priority areas on behalf of the German Government:

Economic development and employment - Work in the area of economic development and employment is aimed primarily at reducing unemployment and underemployment and creating better-paid jobs. We are therefore helping to improve the quality and range of vocational training on offer. In addition, existing businesses and company founders are receiving needs-based support.

Governance and democracy - In the area of governance and democracy, we are supporting our Rwandan partners in implementing decentralisation

and building a well-organised civil society.

Digitalisation - With regard to digitalisation, Rwanda's goal is to transition quickly to a digital knowledge and service society. Our support for Rwanda's digital transformation focuses mainly on areas where it can help to achieve the Sustainable Development Goals set by the United Nations. This support ranges from developing digital knowledge platforms to providing support with setting up a digital transformation centre and advisory services for central public institutions involved in ICT.

The registered offices of GIZ are in Bonn and Eschborn. In 2019, we generated a business volume of around EUR 3.1 billion. Our 22,199 employees, almost 70 per cent of whom are national staff, work in around 120 countries.*

More information is available on our website at: www.giz.de

**Personnel figures as at 31st of December 2019*

COMPANY INFORMATION



AKM Consultants Ltd is a firm of certified public accountants incorporated and domiciled in the Republic of Rwanda in 2018. The firm is registered with the Institute of Public Accountants of Rwanda (iCPAR), and its partners have over 15 years of professional experience in Audit, Advisory, Accounting, Taxation, Secretarial and Consultancy. Given its vast relevant experience and expertise, the firm can provide the

highest quality and value-added services to its clients. The firm has a team with highly relevant skills and experience in auditing, technical accounting, tax consultancy, enterprise risk management and other related fields. We have an ardent zeal for progress, strive to surpass our clients' expectations and provide opportunities to our team to grow personally and professionally. Our mission is to provide appropriate advisory

to our clients to succeed in their business in a cost-effective way. We are currently serving clients in Manufacturing and Trading Industry, Engineering and Construction Sector, Energy Sector, Non-Governmental Organizations, Information Technology Sector, Hospitality and Tourism, Printing and Publishing Sector, Agricultural and Horticultural Sector, Transport Sector and Electronics.

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Website: <https://akmconsultantsltd.com>

DESTINATIONS

BY GERMAN OUTSOURCING ASSOCIATION



BM & Associates CPA Ltd is a registered firm of Certified Public Accountants in Rwanda, with affiliates in Kenya, Uganda, Tanzania, Burundi. We are working hard to provide seamless and tailor-made solutions to our clients. Our firm has developed strategic procedures that assure our clients value for their money and enhance their compliance, thorough understanding of their operations, culture and business activities.

We specialize in the following services, among others: Auditing and investigations, Accounting and Bookkeeping, Budgeting and budgetary controls, Tax Consulting, Human Resource Consulting, Asset Management, Company Secretarial, Project Management, Training, and Financial Consulting.

We are Licenced by the Institute of Certified Public Accountants of Rwanda (ICPAR) to carryout Public

Accounting Practice in Rwanda and also accredited by the Rwanda Revenue Authority for the review and Certification of Financial Statements.

We uphold confidentiality and independence, quality assurance and control and continuing professional education of our team.

BM & Associates CPA Ltd
CPA Boniface Mutua, Managing Director

Telephone: +250 788 713 619

Email: bm@bmcpa.rw

Website: www.bmcpa.rw

COMPANY INFORMATION



Code of Africa GmbH

Anja Schlösser, Managing Director

Mobile RW: +250 789 334 404

Email: anja@codeofafrica.com

Website: <https://www.codeofafrica.com>

IT outsourcing based on a sustainable Developer-as-a-Service offering: Access to distributed teams at internationally competitive rates with the contracting party based in Germany while supporting the SDGs (goals 8/9/17).

You have IT-projects planned but not enough resources to implement them? We analyze your need and suggest matching developers from our portfolio in Ki-

gali to extend your team and work with them remotely. We support the most common languages & frameworks for developing Software & Dashboards, Mobile & Web Applications or integrating APIs.

We are starting with a test project to give you a feeling for what it is like to work with us - usually, we are to kick off in 1-3 days.

We have learned that an agile approach works best for most of our clients and prefer shorter feedback cycles over longer ones. The benefit of physical & cultural proximity - not only working from similar time zones but also utilizing our understanding of the cultural heritage of East Africa & DACH with one foot in both regions with Code of Africa acting as your face-to-face contact in a remote delivery process.



CrimsonLogic PTE Ltd

Mathew Mbiyu, Sales Manager – SS-Africa

Phone: +254 722 514 546

Email: mathewvh@crimsonlogic.com

Website: <https://www.crimsonlogic.com>

About CrimsonLogic: For over 30 years, governments & businesses around the world have entrusted us to deliver innovative and sustainable solutions, products & services that meet diverse needs. Together, we enable digital transformation in communities to positively impact lives. In Rwanda, we spearheaded the iREMBO project as the Government's strategic partner, assisting the country's digital transformation. We contin-

ue to engage across Africa, developing customised and intuitive eService solutions. Example of such customization is the access of the eService(s) through both feature & smartphones.

About GeTS: A CrimsonLogic subsidiary, GeTS is a global leading trade company shaping the future of trade and supply chain with its innovative use of technology and deep G2B and B2B do-

main expertise. GeTS enables the orchestration of physical logistics, compliance and financial requirements of trade and supply chain seamlessly and securely, powering global trade by making it accessible & easier to fulfil. The company has linkages to 60+ Customs nodes across the world, with more than 175,000 connected parties, conducting more than 24 million transactions annually. Connecting Africa to the World.

COMPANY INFORMATION



DATARWANDA

Fred Rwamushaija, Business Development Manager

Phone: +250 788 770 123

Email: fred.rwamushaija@datarwanda.com

Website: www.datarwanda.com

Founded in 2006 in Tanzania as DATAHOUSE, 2016 in Rwanda as DATARWANDA, and 2019 in Uganda as DIGIHOUSE, we are a leading provider of Enterprise Content Management, Automated Data Capturing, Scanning Services, Integrated Mobile Shelving Systems, and Document Archiving Outsourcing. The company specializes in document life cycle solutions for businesses of all sizes across every industry.

We bring a fresh and innovative approach to consulting services, acting as a liaison between the end-user and the software/hardware providers.

Our goal is to exceed the expectations of every client by offering outstanding customer service, increased flexibility, and greater value, thus optimizing system functionality and improving operation efficiency.

The secret to our success? Having the best products on the market certainly helps. However, the key advantage lies in our people. Many of our Senior Subject Matter Experts and System Designers have extensive ICT experience themselves. Moreover, they will bring that knowledge and skill to bear when designing a solution to your particular problems.

DESTINATIONS

BY GERMAN OUTSOURCING ASSOCIATION



DNR PARTNERS CPA

Dieudonne Ngirimana, Managing Partner

Phone: +250 788 306 057

Email: info@dnrpartners.com

Website: www.dnrpartners.com

DNR Partners CPA is a Rwandan audit firm registered with RDB on company code no 108729761, and we are licensed by Institute of Certified Public Accountants of Rwanda (ICPAR) and approved by Rwanda Revenue Authority, to carry out audit, accounting, tax advisory, Management consulting and other related business advisory services.

Our clients are from various industries like NGOs, Business traders,

Manufacturing companies, Universities, Coffee & Tea export, Financial services, etc.

At DNR Partners CPA, our values are summarized into TRIP2C Values (Trust; Respect; Integrity; Professional competence; Confidentiality; Customer value) to make our people live the Firm culture in pursuit of customer satisfaction.

Our team is composed with high calibre professionals qual-

ified with and member of CPA®, CPA(K) and ACCA with vast experience in Audit and assurance services, tax advisory services, Management consulting, outsourced accounting and other related advisory services Our daily endeavour is to help our client make next step of business growth and we are trusted Partner for growth.

COMPANY INFORMATION



Edes & Associates Consultants Ltd
Frank Sebaziga, Director Rwanda Office

Tel : +250 788 312 335

Email: Kigali@edesassociates.com

Website: www.edesassociates.com

Edes & Associates Consultants Ltd is a professional services firm, providing quality, tailored and innovative audit, assurance and advisory, human capital solutions and capacity building services in specified areas of expertise to both private and public sector institutions at local and international level.

The Firm is licensed by the Institute of Certified Public Accountants of Rwanda to practice in Rwanda as Certified Public Ac-

countants. With five (5) Directors who are all qualified accountants and their combined extensive regional experience, the Firm has established strong leadership on which its country team has built. The pioneer affiliate firm, Edes & Associates, in Uganda was established in 2003 and has since expanded to register in other countries including The United Kingdom, Nigeria and South Sudan.

As a Firm and also drawing from extensively experienced Senior staff, we have developed strong working relationships with professional services firms and individuals in the region, Africa as a whole and Asia.

Our services include Audit and Assurance Services, Management Support and Advisory Services, Corporate Recovery and Insolvency Solutions.



www.fast-global.com

Financial Advisory Services and Training Ltd
Lindsay Hodgson, Managing Director & Founder

Phone: +250 788 302 895

Email: lhodgson@fast-global.com

Website: www.fast-global.com

FAST has provided a suite of bespoke financial services to a range of profit and non-profit clients since its inception in 2009. Almost all our Rwandan clients have international shareholders or donors, who highly appreciate having a trusted partner to guide them.

Our founder and Managing Director has over 20 years' experience in financial and corporate secretarial services, including 15 in the East African region. FAST is one of

only 40 firms approved by Rwanda Revenue Authority and the Institute of Certified Public Accountants of Rwanda (ICPAR). Our MD is also a Fellow Chartered Accountant (FCA) of the Institute of Chartered Accountants of England and Wales (ICAEW) and has held various positions of responsibility for ICPCAR (Inspections Commissioner; Education Commissioner; Tax Working Group; etc).

FAST offers ongoing monthly support or 'one-off' tailored guidance. Our services include tax advisory and filings; book-keeping; corporate secretarial/registration/labour law guidance; recruitment; training; etc. We pride ourselves on the dedicated and high-quality advice we offer; and on our ability to respond to each client's needs quickly and expertly.

COMPANY INFORMATION



We are a Rwandan professional services firm that provides industry-focused assurance, tax, advisory and business processing services to build public trust and enhance value for clients and their stakeholders. We provide our clients with audit and assurance services to strengthen the trust and transparency of information shared with various stakeholders.

We help our clients to deal with tax complexity and reduce tax ex-

posures that could lead to losses and bankruptcies.

We help our clients to be different through the application of relevant and up-to-date expertise in various fields. These may include the design of core processes, data analytics, human resource optimization, strategy development, process engineering, organisational design and digital optimisation.

Garnet Partners
Felicien Muvunyi, Managing Partner
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Email: Felicien.Muvunyi@garnetpartners.rw
Website: www.garnetpartners.rw

We help our clients to handle non-core activities such as accounting and payroll processing so that they concentrate on what they do best.

We aim to be a firm of choice in Rwanda and beyond, attracting the best talent and providing our clients with quality services that make them better and different.

DESTINATIONS

BY GERMAN OUTSOURCING ASSOCIATION



GorillaTech Ltd established in 2017, is a young and dynamic company specialized in trusted home and business IT-security services based in Kigali, Rwanda. GorillaTech is a comprehensive one-stop solution provider in IT-Security and Web development application and website. We ensure the satisfaction of clients as our focused goal of success.

During past years, GorillaTech Ltd delivered numerous works, and we competed proudly on different projects. We did many CCTV installations, and as minor services, we created several UI/UX Designs and websites for our clients.

Engen Rwanda, C&D Pink Mango Ltd, Kabak productions Ltd, BARAKA Properties Ltd, TRADELINE Ltd, IKWIMPETROLGATE Ltd, Amigos

Images Ltd, Kivu Live Investment Ltd, chose us to work with, to name a few.

We have partners like RECTRONICS from China, JF TECH, MIA Telecoms, ROUTEMobile and other more to make our goals successful.

GorillaTech Ltd
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Email: reneuwumuhire@gmail.com
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COMPANY INFORMATION



Established in 2013, Hexakomb is a software development firm based in Rwanda. Hexakomb specializes in the software development of web and mobile applications (Android and iOS). The key technologies we use are Java, Python, Flutter, Dear, and VueJs.

A start-up with a lean team of 10 developers, Hexakomb currently

serves customers in Rwanda, East Africa and the USA. Hexakomb combines a management consulting approach and a technical expertise.

With their expertise in business, strategy and operation management they build solutions that are tailored for the client and solve the problem for the

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long-term. Hexakomb philosophy is based on efficiency and maximizing the use of intelligent software solutions. Specialized in B2B with a list of clients including Government Bodies, UN offices, NGO and the private sector, the company has recently started to develop in-house B2C products, among which the Nokanda App.



Impact Technologies Limited was established in Kigali in 2013. We provide integrated information technology and IT support services – specifically to the private sector, NGOs and government offices. Every customer is unique with their own business needs, and we pride ourselves in understanding the African market dynamic.

The Impact team has a wealth of experience, affiliation with highly reputable brands, and of-

fer competitive prices with our guaranteed on-time delivery. All technology is imported through official sourcing channels to deliver highest quality original hardware and consumables. Solutions include server hardware, SAN and NAS storage, laptops, printers and network equipment; and bespoke sourcing (e.g for medical practices, enterprises). Our services range include nationwide delivery, onsite installation, and post-sales maintenance. We assist in

configuring networks, supplying software licenses, and managing SaaS subscriptions. Customer satisfaction is the most important measure of our success.

We have over the years gained a credible reputation for supplying and supporting known brands including Crystal Ventures and Ruliba Clays, Toyota and MTN, Chemonics USAID, Inyange, Akagera Game Lodge; to name a few recognized names.



Impact Technologies Limited
Feroz Shaikh, Managing Director
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COMPANY INFORMATION



Nambiar Associates, CPA
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We are a top professional service provider in Rwanda and one of the oldest audit firm in the country with a large and varied client base. We have a great team in our organization comprising of talented people.

Our clients include publicly listed companies, privately owned businesses, not-for-profit and public organizations. We tailor our services to suit your culture.

Our firm has the support of the latest methods and technologies in applications and software, compliant with standards and tools used worldwide. We work closely with many international firms around the world as part of a cohesive global organization to provide exceptional client service to a client base across diverse sectors of industry.

All our partners and directors have been with the firm for an average of fifteen years. Their experience and expertise help to serve our clients with in-depth knowledge and understanding of their businesses and the country, combining it with international experience derived from our associates. They work with passion and professionalism.

DESTINATIONS

BY GERMAN OUTSOURCING ASSOCIATION



Rwanda Development Board (RDB)
Benita K. Mugabo, Sector Specialist - BPO/ICT Investments
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Email: info@rdb.rw
Website: <https://rdb.rw>

In 2008, GoR made the decision to merge eight government agencies with private sector focus to create the Rwanda Development Board. This includes key agencies responsible for business registration, investment promotion, environmental clearances, privatization and specialist agencies which support the priority sectors of ICT and tourism as well as SMEs and human capacity development in the private sector.

The purpose of the merge was to streamline institutions to enhance synergies, prevent duplication and enable pooling of resources, harmonize strategies and interventions for strong private sector growth, and create a strong and centralized institution to provide a 'One Stop Center' for all investor needs.

The RDB is evidence that Rwanda is open for business. It is truly a

one-stop-shop that provides support to investors throughout their entire investment journey and is ready to show you that it is better to do business in Rwanda.

COMPANY INFORMATION



Volkswagen Mobility Solutions Rwanda Ltd is a mobility company registered in Rwanda since July 2018, offering a unique set of application enabled transport solutions. Volkswagen Mobility Solutions Rwanda (VWMSR) aims to effectively improve the movement of people in the country, while also providing access to new locally assembled VW vehicles. VWMSR is a 100% owned subsidiary of Volkswagen Group South Africa.

Our product portfolio includes Polo, Teramont, Passat, Tiguan, Amarok, Caravelle, Caddy and e-Golf.

We offer a wide range of mobility services. Ride-hailing; this is an application-based on-demand service that facilitates movement at the client's convenience. Corporate car share; under this business have access to a fully managed Volkswagen fleet with options of either self-drive or being driven.

Volkswagen Mobility Solutions Rwanda
Serge Kamuhinda, Chief Executive Officer
Phone: +250 788 309 596
Email: serge.kamuhinda@vw.rw
Website: <https://www.move.rw/>

Airport and Hotel shuttle service; this service provides both airport and hotel pickups and dropoffs at the convenience of the client. E-shuttle service; this is a new product that facilitates eco-friendly mobility through defined routes thus improving the city's carbon footprint and also encourages ride-sharing, promoting decongestion through carpooling.



The Westerwelle Foundation in cooperation with its partner the Evonik Stiftung opened the Westerwelle Startup Haus Kigali powered by Evonik Stiftung in 2018 to foster economic growth for the region by supporting young entrepreneurs and creating new economic opportunities. The Westerwelle Foundation for International Understanding with headquarters in Berlin, Germany was established in 2013 by Dr. Guido Westerwelle, former German Minister for Foreign Affairs,

and Ralph Dommermuth, CEO and Founder of United Internet AG.

Westerwelle Startup Haus Kigali opened in August 2018 with the aim to strengthen the entrepreneurial ecosystem in Rwanda by providing a place where different startups and stakeholders of the entrepreneurial ecosystem can meet, exchange ideas, collaborate and expand their skill sets. Through partnerships and in-house programs, we offer a va-



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Email: info@westerwelle.haus
Website: www.kigali.westerwelle.haus

riety of services, workshops and events directly aimed at entrepreneurs and their needs to help them further grow their businesses. Partners include Evonik Foundation who are financing the project, Liquid Telecom who are providing fibreglass internet and Make IT Africa - GIZ who are financing the WSH Entrepreneurship Program.

COMPANY INFORMATION



WiredIn is a Rwandan IT firm that specializes in software development and is an early pioneer in IT outsourcing and offshore software development business in Rwanda.

Since 2014, the company has offered a wide range of high-quality services in the development, delivery and maintenance of software products in Rwanda, Be-

nin, Mozambique, Japan, the USA, Germany, the Netherlands, and France. Our key market advantage is the ability to leverage a wealth of experience in this sector, a network of local and international partners, and a very competitive pricing strategy to deliver quality software solutions. In 2015, WiredIn registered a subsidiary company in Tokyo Japan, WiredIn Japan K.K. to house its

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Alain Kajangwe, Founder & CEO
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Website: <https://www.wiredin.rw>

sales and marketing, as well as its QA team in Tokyo, Japan. Our mission is to build a pool of Rwandan and African software engineers whose skills and experience can be leveraged by offshore customers anywhere in the world while positioning Rwanda and Africa as a dependable destination for offshore business and local innovation.

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Other ICT companies in Rwanda

- ABC Consultants Ltd.
- AC Group Ltd.
- AD Finance
- Africa Smart investment Distribution Ltd.
- Awesomity Lab
- Babyl
- BeneFactors Ltd
- Bifata Limited
- BkTechHouse
- Charis UAS
- Computer Point SARL
- Cyuda Ltd
- Ericsson
- Huawei
- Imaginetict Services & Consultancy
- ITO East Africa Ltd.
- Kipya Connect Business Solutions
- Kt Rwanda Networks
- Leapr Labs
- Mastercard Foundation
- Medmasoft Ltd.
- Mega Reservations Ltd
- MobiCash
- Motorola Solutions
- MTN
- Munda Professionals Ltd.
- Muraho Technology Ltd.
- Niyox Ltd
- Pascal Technology Ltd.
- RW Digital Solutions Ltd.
- Silver Rwanda IT Professionals
- Skyline Digital
- SPENN.com
- Tigersoft

Other BPO companies in Rwanda

- 250 Media Avenue
- ADFINANCE Ltd.
- AKM Consultants Ltd
- ALGORITHM Inc.
- AMI Africa Rwanda
- BDO EA Rwanda Ltd.
- BIKO & Associates Ltd.
- Blue Ocean
- BM & Associates Ltd.
- Deloitte Rwanda Ltd.
- DNR Partners CPA Ltd.
- EcoBankü
- Ernst & Young Rwanda Ltd.
- Excel Plus Investment Rwanda
- EXCI-MAA
- Finance International Centre
- FJ Consultant Ltd.
- FREIGHT IN TIME (RWD) Ltd.
- Global Green Growth Institute
- GPO Partners RWANDA
- Grofin Rwanda Ltd.
- GTB Bank
- HLB MN Ltd.
- Horizon Group
- INTech Investments
- iSON
- JNN CPA Ltd.
- Jumia
- KCB
- KPMG Rwanda
- Mazars Rwanda
- Millicom/Tigo Rwanda/airtel
- MOBICASH
- Nambiar Associates
- Nambiar Grant Thornton Ltd.
- OA & Associates CPA
- Palladium Rwanda Limited
- PIVOT ACCESS Ltd.
- PKF Rwanda
- PricewaterhouseCoopers Rwanda Limited
- RSWITCH Ltd.
- RUMA CPA
- Rwanda Finance Limited
- Rwanda Online Platform Ltd.
- Startoday Ltd.
- Taxesense
- TORQUE LTD
- Unilever Tea Rwanda Limited
- Visa Inc.

COMPANY INFORMATION



Deutscher Outsourcing Verband e.V.
Stephan Fricke, CEO & Head of Advisory Board
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Website: www.outsourcing-verband.org

The **German Outsourcing Association** is a completely independent member organization, acting as platform for professionals and organizations (national and international) involved or interested in sourcing or providing IT or business process services in/for the D-A-CH markets.

With more than 1,000 members, a reach of more than 300.000 contacts the association represents one of the largest international networks of industry experts, companies, associations and government organizations. The association actively supports the market for co-operations with external service providers in IT, finance, HR, procurement, manufacturing and management.

The management works together with industry experts and organizations on improving the transparency in the sector in Germany, Europe and worldwide, on providing independent information services.

The association maintains active relations to leading and emerging sourcing destinations, such as Poland, Bulgaria, Romania, Armenia, Georgia, Portugal, Egypt and many more.

Interest representation

As independent association we represent the interests of all market attendees. We organize occasions and provide platforms for communication and exchange

between representatives from buyer, service provider, consulting and regulatory side.

Activities

Among the activities of the association are:

- Research and analysis
- Publishing
- Maintaining information platforms
- Advising in aspects around the market for ICT / BPO / SSC / RPA
- Organizing events
- International relations
- General public relations and more.

You can find more information at www.outsourcing-verband.org

Initiatives, platforms, events and services of the association:



EDITOR'S MESSAGE

PUBLISHER & PARTNERS

Editor's message

This guide provides information for professionals and organizations interested and/or involved in buying, providing or advising in ICT, business process and shared services. The information helps to better understand the local conditions and opportunities in the Rwandan ICT sector and to get to know the relevant companies, persons and support organizations in Rwanda.

The Guide is commissioned by the Digital Skills Accelerator Africa e.V. in Germany and has been produced independently without representing commercial interests of the participating companies.

Basis for the information we present are more than 40 different resources ranging from

local organizations and media, over government organizations, local and international sector experts, to international organizations such as the International Monetary Fund or the Worldbank Group.

The articles are written by local sector experts to provide first hand insights into working methods, business mentality and achievements.

We would like to thank all of our partners, especially the Digital Skills Accelerator e.V. (DSAA), the Invest for Jobs Initiative, and the GIZ in Germany, the Rwanda Development Board and the authors for their contributions to the Outsourcing Destination Guide Rwanda.

We especially want to thank the project members for their personal support, Annabell Kreuzer, Katrin Heckler, Tim Gengnagel, Elvis Melia and Lars Wannemacher.

This publication is distributed among more than 300.000 contacts and is

available as free download and as print copy on selected industry events around Europe and Africa.

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Editors, Deutscher Outsourcing
Verband e.V., Germany*

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