



European Union

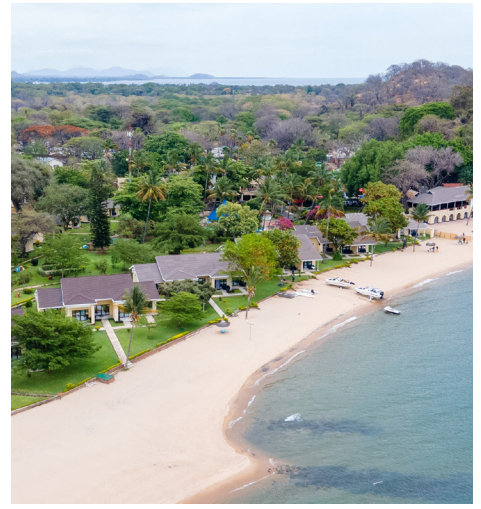
MALAWI-EU INVESTMENT FORUM 2024

26th-28th November 2024

Bingu International Convention Centre
Lilongwe, Malawi

**Global Gateway
Creating Sustainable Investment
Opportunities: Strengthening
EU-Malawi Economic Ties**

Hybrid Event



Global Gateway is the EU's investment strategy aimed at leveraging investments for large-scale initiatives in sectors that are key for sustainable and inclusive growth on the African continent. By pooling resources of the EU, its Member States, and European financial institutions, Global Gateway aims at narrowing the global investment gap, while promoting competitiveness and security of global supply chains.

The Malawi-EU Investment Forum (MEIF) is co-organised by the European Union and the Malawi government in partnership with Malawi's Ministry of Trade and Industry, and the Malawi Investment and Trade Centre.

The MEIF represents the largest meeting for investors and businesses in Malawi aimed at attracting investments into the country and strengthening Malawi's exports, contributing to the partnership between Malawi and the EU.

Through networking, participants learn about policy orientations, identify trade

and investment opportunities, discuss challenges, develop business and investment strategies, and establish durable business partnerships to promote sustainable and inclusive growth in Malawi.

This first edition of the MEIF brings together policymakers, local entrepreneurs, international investors, business support organisations, financiers, industry experts, academics and civil society. The MEIF focuses on three critical sectors for Malawi which have been identified as drivers of growth and sustainable development—namely agriculture, tourism, and energy.

INVESTMENT FORUM OBJECTIVES

The Malawi-EU Investment Forum 2024 is designed to:

Provide a platform

for collaboration between Malawi institutions, the Malawi and the EU private sectors, and Development Financial Institutions.

Offer detailed insights

into regulatory frameworks, market trends, and investment opportunities in agriculture, energy, and tourism.

Facilitate direct discussions

between EU companies, the Malawian authorities, and potential business partners to identify investment opportunities and market entry points.

FOCUS SECTORS – WHERE TO INVEST?

The MEIF aims to boost trade and investment in Malawi in three sectors which are drivers of growth and sustainable development—namely agriculture, tourism, and energy, which offer significant opportunities for European investors to develop beneficial partnerships in Malawi.



AGRICULTURE & AGRO-PROCESSING

Agriculture remains Malawi's economic backbone, employing over 80% of the population and generating 40% of the country's GDP. The EU's expertise in sustainable farming and agricultural technologies presents significant opportunities for investors to modernize Malawi's agriculture sector and enhance productivity. The partnership aligns with Malawi's Mega Farms Initiative, which seeks to boost agricultural output and food security through modern farming techniques, such as irrigation and mechanization.



ENERGY

Malawi's untapped potential in renewable energy, including solar, wind, and hydropower, offers promising opportunities for growth. As Malawi works to meet its domestic energy needs and position itself as an energy exporter through the Southern African Power Pool (SAPP), European investors can play a key role in supporting sustainable energy development aligned with the EU's Green Deal.



TOURISM

Known as the "Warm Heart of Africa," Malawi boasts remarkable natural beauty, from Lake Malawi to its wildlife reserves. However, to compete in the regional tourism market, strategic investments in sustainable tourism and infrastructure development are needed. EU investors can help design unique tourist offerings, preserving natural resources while expanding Malawi's appeal as a premier tourist destination.

WHY INVEST IN MALAWI?

Access to a fast growing country in an interconnected region of the world

Malawi is a country with immense growth potential. Malawi is a member of the Africa Continental Free Trade Area, COMESA Customs Union and the SADC Free Trade Area. It is strategically positioned at the crossroads of Southern and East Africa, with proximity to major regional economies. Furthermore, the government with support from international partners such as the EU, continues to invest in expanding infrastructure, including road, rail, and water transport networks, providing investors with enhanced regional connectivity and logistical advantages.

Malawi is open for foreign investment

Malawi's stable political environment and strong democratic institutions make it a safe and reliable destination for foreign investment. Its stable democracy and peaceful transitions of power provide a strong foundation for long-term investments. Foreign investors are welcome to invest in any sector, without restrictions on ownership, size of investment, source of funds or on exports. The government provides investment incentives in key sectors, such as clean energy generation. The Malawi Investment and Trade Centre (MITC) assists investors and businesses by providing insight and local knowledge to navigate the national regulatory framework to operate a business.



Malawi's agriculture, energy, and tourism sectors offer immense opportunities for European investors seeking to make a significant impact while achieving sustainable growth. The country's emphasis on modernizing agriculture, expanding its energy capacity through renewables, and promoting eco-friendly tourism makes it an ideal partner for investment. The Government prioritizes investment in skills and vocational training to benefit a growing and youthful labour force and matching the needs of the private sector.

MOTIVATION

Why Attend? Are You...

1. **Interested in learning** about EU and Malawi policies and initiatives promoting trade, investment and business?
2. **Looking to invest** in Malawi and learn more about investments opportunities in the sectors of agriculture, tourism and energy?
3. **Ready to enter the Malawian market** but not sure where to start?
4. **A Malawian business** exploring EU market opportunities and seeking EU partners?
5. **Looking to meet** with decision-makers to help move your business forward?
6. **An entrepreneur** seeking the right investor or partner to get you started?
7. **Eager to discuss** opportunities as well as the challenges you are facing with peers and experts in the field?



WHAT CAN YOU EXPECT?

Join us for an enriching experience at the Malawi-EU Investment Forum, and discover the programme highlights:

- **High-level opening ceremony** by the President of Malawi and high-level EU representatives
- **Welcome cocktail** for all participants on Day 1
- **Field visits** for potential investors on Day 3
- **Plenary discussions** as well as sectors dedicated sessions
- **2 full days in-person event**, with possible online participation and live streaming
- **Exhibition space**: around 15 booths for project presenters, financial institutions and partners.

B2B and B2G matchmaking and Deal Rooms

Structured Business-to-Business and Business-to-Government meetings will be held between European investors and local entrepreneurs, and between potential investors and relevant public agencies. Participants seeking these meetings will be able to schedule them in advance via the Investment Forum platform that will be made available to registrants, closer to the forum.

Discover the Deals Room, where entrepreneurs with feasible projects will pitch to financial institutions and equity investors. Entrepreneurs seeking pitching opportunities will be able to complete a profile at a later stage, while financial sector institutions will be able to express their interest in participating in the Deals Room.



REGISTER AS AN ACTIVE PARTICIPANT

Registering as a participant will allow you to boost your visibility within the European and African business community and to unlock exclusive investment opportunities in Malawi's dynamic sectors: agriculture, energy, and tourism.

<https://app.swapcard.com/login/event/1st-malawi-eu-investment-forum/registration>