

深圳市走出去战略合作联盟  
非洲分会简介  
**Shenzhen Outbound Alliance African Branch**

为响应国家“一带一路”倡议，支持企业“走出去”参与国际竞争，抓住机遇，走进非洲投资兴业，深圳市走出去战略合作联盟非洲分会于 2017 年 11 月 21 日在埃塞俄比亚首都亚的斯亚贝巴正式揭牌成立。分会自成立以来，发挥联盟与非洲国家间良好关系,积极开展工作，全力帮助国内企业在非洲国家中寻求发展机会,打造企业与非洲国家之间沟通的桥梁和纽带，着力帮助企业解决落地非洲最后一公里的痛点难点，以点带面，从线到片，逐步形成区域大合作格局。

The Africa Branch of Shenzhen Outbound Alliance was officially inaugurated in Addis Ababa, Ethiopia on November 21, 2017, responding to the "belt and road", and supporting enterprises "go global" so that they can compete internationally and seize the opportunity to invest in Africa. Since establishment, the Branch has helped domestic enterprises establish themselves in, and build bridges and ties with African countries, with especial focus on the final steps of setting up business. It is forming a pattern of regional cooperation that is gradually growing from an initial entry-point to covering a larger area.

非洲分会充分依托总会完善的服务体系和优质的平台资源，积极构建信息共享平台、设施联通平台、贸易畅通平台、风险防范平台、人才培养平台、融资服务平台等六大服务平台帮助企业走出去开拓非洲市场，以传音控股、格兰云天、深能源、海能达等为代表的会员企业，其全球销售网络已覆盖尼日利亚、肯尼亚、坦桑尼亚、埃塞俄比亚、埃及、阿联酋、沙特、印度、巴基斯坦、印尼、越南、孟加拉等 58 个国家。

African Branch draws upon the SOA's comprehensive service system and high-quality platform resources, and is actively constructing six service platforms covering information sharing, facilities interconnection, trade smoothing, risk prevention, as well as talent training and financing, helping enterprises go global and exploit the

African market. The Africa branch is represented by enterprises like Shenzhen Transsion Holdings Limited, Grand Sky Light Hotel, Shenzhen Energy and Hytera. Its global sales network covers 58 countries including Nigeria, Kenya, Tanzania, Ethiopia, Egypt, the United Arab Emirates, Saudi Arabia, India, Pakistan, Indonesia, Vietnam, and Bangladesh.

分会以深圳—埃塞俄比亚投资为先导，逐步辐射整个中国—非洲，持续积极发展深圳联盟总会优势企业资源加入分会，先后走访了埃塞俄比亚中国大使馆驻非盟使团、埃塞俄比亚东方工业园、华坚工业园以及投资当地的中国企业传音控股、格兰云天酒店、深圳地铁集团、中地海外埃塞公司、中联药业等机构和企业；参与了南非国际消费类电子展、全球价值链创新发展峰会等活动；举办非洲主题茶话会邀请在非投资会员企业进行分享及实效探讨。同时，联盟非洲分会还得到埃塞俄比亚政府的高度重视，埃塞俄比亚驻华大使及广州总领馆代表先后到访联盟总部，与联盟分会会员企业进行了深入交流，充分了解企业需求，着力帮助企业解决问题。

Guided by the Shenzhen-Ethiopia investment, the reach of SOA's Africa Branch gradually radiates across all of China and Africa, and is active in the sustained development of the superior enterprise resources possessed by the Shenzhen Outbound Alliance. It has visited the Chinese Embassy in Ethiopia to the African Union, the Ethiopian Eastern Industrial Zone, Huajian Industrial Park, as well as the local Chinese enterprises Shenzhen Transsion Holdings Limited, Grand Sky Light Hotel, Shenzhen Metro. Group, CGCOP Group, China Associate Pharmaceutical Co., Ltd and other institutions and enterprises. It has participated in the South Africa International Consumer Electronics Exhibition, the Global Value Chain Innovation and Development Summit among others; held the African-Themed Tea Fair to invite member enterprises with African investments to share and discuss. At the same time, the SOA African Branch has good relations with the Ethiopian government. The Ethiopian Ambassador to China and the representative of the Consulate General of

Guangzhou have both visited the SOA headquarters, and have communicated in-depth with Africa Branch member enterprises. They fully understand business needs, and are focused on helping enterprises solve problems.

非洲分会企业将涵盖制造业、农业、建筑业、服务业等东道国优先鼓励产业，服务将渗透到各行各业，让“一带一路”建设进一步具体化，为走出去企业的发展保驾护航，最终实现非洲国家和走出去企业合作共赢。

Member companies of the SOA African branch include priority industries in the host country's primary, secondary, construction and tertiary industries. The branch's services are impacting every industry in the country, enabling the realisation of the construction of the "belt and road", assisting with corporate growth, and ultimately achieving win-win cooperation between African countries and enterprises as they go global.

