



# AAAM

African Association of  
Automotive Manufacturers

31 December 2020

## Media release

### African Association of Automotive Manufacturers (AAAM) takes stock

AAAM, the only African body focusing on the expansion and deepening of the automotive industry across the continent, would like to thank all their stakeholders for their support and contribution in 2020 despite the challenges of the COVID Pandemic.

Some good progress was made on several fronts including the recruitment of several new members from across Africa. However, the most notable being the implementation of Ghana's Automotive Development Policy which saw Volkswagen commencing its assembly operation, with both Toyota and Nissan committing to do the same with more announcements to follow in early 2021. First steps were also taken to develop a component supplier industry which will be followed up with a visit to Ghana by a delegation of first tier suppliers in early 2021.

The other being the partnership announced between the German Association of the Automotive Industry (VDA) and the AAAM as part of the "PartnerAfrica" project of the German Federal Ministry for Economic Cooperation and Development (BMZ). As a result of this partnership two project offices have been opened and resourced, one in Accra Ghana and the other in Johannesburg in South Africa; they will support the implementation of the PartnerAfrica project to industrialise and grow the automotive sector in Africa.

"Unfortunately, the pandemic is not going away quickly and 2020 has taught us how to continue working towards our objectives in new ways and I am confident that the groundwork we laid this year will begin to show tangible results not only in Ghana, as we begin to assist in developing a supplier industry, but also in East and North Africa as progressive auto policies and ecosystems are developed in support of regional market integration" said David Coffey, CEO of AAAM. "It is exciting to experience the strong interest in our Pan African Vision from within and outside of Africa; we will be announcing another significant partnership in the first quarter of 2021. I wish you, your families and your organisations all the very best for 2021. Please take care and stay healthy" concluded Coffey.

Ends.

+27 (0)72 323 4916

ceo@aaamafrica.com

www.aaamafrica.com