



AAAM

African Association of
Automotive Manufacturers

Who is the African Association of Automotive Manufacturers (AAAM)?

- AAAM is an Automotive association focused on Africa
- Established in November 2015
- Founding members include global Automotive companies or Original Equipment Manufacturers (OEM)

Leadership Team



Dave Coffey
CEO of AAAM



Mike Whitfield
President of AAAM



Andrew Kirby
Vice-President of AAAM



Dr Markus Thill
Vice-President of AAAM

Developing the Automotive industry in Africa – Promote, Drive & Support

PROMOTE INDUSTRIALISATION IN AFRICA:

- Align global players with an interest in the African continent.
- Develop Automotive frameworks and drive winning strategies that will benefit the continent from an economic perspective, and drive the automotive industrial agenda.
- Consult on inter-regional trade policies to support regional industrialisation plays.

DRIVE THE AFRICAN AUTOMOTIVE INDUSTRY:

- Be the respected, authoritative body that provides Automotive knowledge, insights, and advice considering the full Automotive value chain view.
- Build strong and influential relationship networks (top down approach, starting with country leaders)

SUPPORT FUNDING ACCESSIBILITY:

- Facilitate the required industry investments, and promote industry benefits to unlock funding from Governments, World Bank, G20, and others key funders.

AAAM Vision & Mission

AFRICAN AUTOMOTIVE ECO-SYSTEM:

Work with African governments to unlock economic potential and promote the Automotive sector across the continent. Develop a network of stakeholders committed to achieving the potential of the African Automotive industry.

REGIONAL PLAYS:

Growth in key regions with an alignment and understanding of what different countries could do best within the Automotive industry. Target markets: Nigeria, Ghana, Algeria, Egypt, Kenya, Angola, Morocco, Ethiopia, and South Africa.

NEW AUTOMOTIVE OPPORTUNITIES:

Cater for relevant and robust Automotive technology and appropriate modernisation levels or growth, while considering country maturity and in-country conditions and resources.

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