

AFRO-DIGITAL

Unlocking the Potential
of African societies
through digital ingenuity.



The World around us is changing.

Thanks to digitalization, today's world is faster and much more connected than it once was. Markets are becoming increasingly complex, as new technologies and new competitors disrupt existing business and operating models. Any organization that wants to survive and indeed thrive needs to seize the possibilities of digitalization.

Despite its importance across the world and the impact it is having on societies and economies, digitalization remains a distant topic to many in Africa. So how do we take digital transformation and put an African lens on it in a way that gives Siemens credibility? We must be a company that is authentically invested from a growth and socio-economic development perspective.

With the unique ingenuity that Africa has become known for, these challenges can become opportunities and can have a lasting, positive impact on the world. Business enterprises, no matter what their size or area of focus – whether manufacturing, energy, transportation, infrastructure or beyond – are confronted by digitalization, whether they like it or not.

As we develop as a continent and as a company we will lead African creativity and innovation with ideas from within, for we know that in Africa, ingenuity doesn't live in lab coats and clinical environments - It lives in our streets and through creative necessity.

Why us?

We are a company of women and men from a multitude of cultures and diverse backgrounds. People who not only have the ingenuity to address the electrification, automation and digital challenges of today, but the persistence, experience and commitment to ensure that what we do ultimately benefits society.

So let us charter a new course and showcase the possibilities of a future African society enabled through digital technology and imagine a future that unlocks the potential of Africa.

We call this... *Afro-Digital*.

FABRIC: A brand campaign like no other.

Beneath the chaotic nature of a present day African city lie incredible data patterns that could be collected, coordinated and harnessed by Siemens technology to create digital cities. Underlying data patterns that reveal the very fabric of a city. We will create awareness of this by using something that has defined African culture for centuries. African fabrics.

**FABRIC - Where data, cities and African ingenuity meet.
Coming soon**