



PRESS

Joint Press Release

**By Digital Hub Logistics, VTT,
Friuli Innovazione, Endeava, MEST,
Prototipi, and Bongo-Hive**

DIGILOGIC supports smart logistics innovators striving for efficient and sustainable supply chains in Africa.

Economic growth in sub-Saharan Africa is driving demand for world-class transportation and logistics, critical to the success of businesses, particularly for African entrepreneurs and innovators seeking to ship products and expand their regional footprint. Sub-standard logistics create problems but also present innovators with additional business opportunities. Innovation in logistics can lead to increased financial performance, growth in market share, and the creation of new markets while reducing production costs.

The growth industries of agribusiness, technology, and retail offer great opportunities for entrepreneurs. Challenges such as lack of infrastructure, climatic difficulties, and societal fragmentation exist in Africa. Since global logistics are often affected by extreme weather and social conflicts, analysing emerging logistics solutions in Africa could provide valuable insights into the future of European logistics. Increasing connectivity and emerging technologies are driving digital adoption in African logistics. Blockchain, Intelligent Transport Systems, and Internet of Things (IoT) integration provide unprecedented opportunities to optimise the supply chain.

DIGILOGIC, a project funded by the European Commission under the Horizon 2020 program, aims to transform the African logistics sector digitally. In 2022, a call for proposals was launched, focusing on digital logistics in four phases: warehousing, transportation, point-of-sale, and end-user experience. Innovators, start-ups, and SMEs from Africa and Europe were invited to submit proposals. After a selection process, [12 submissions were chosen](#), with African talents from Zambia, Kenya, Ghana and Nigeria. The selected teams address various challenges in digital logistics, from the local production of more efficient vehicles to the supply of information and energy throughout value networks encompassing urban areas and remote regions. The selected innovators have been mentored and supported by DIGILOGIC partners to develop and scale up their solutions. [Adriano Mauro](#), Managing Director of Prototipi, emphasises the significance of digital technologies for logistics in

Africa, “African innovators with viable solutions often lack networks and communities to develop their solutions efficiently, which is where DIGILOGIC can provide facilitation and support.”

The creators of these innovative logistics solutions attended a 3-day Bootcamp in Europe and received support from DIGILOGIC partners in Europe and Africa for 12 months. In June 2023, supported African smart logistics innovators participated in the DIGILOGIC Demo Day, co-located with the AU-EU Innovation Festival 2023, showcasing their solutions. They also had access to Digital Innovation Hub facilities in Africa and Europe and opportunities to meet with investors and potential customers. DIGILOGIC's partner, Prototipi, is planning an online event that will take place on December 12, 2023, where innovators can pitch their solutions to investors and potential up-takers.

DIGILOGIC COMMUNITY

Additionally, all entrepreneurs, innovators, start-ups and techies interested in logistics can join the DIGILOGIC COMMUNITY. It is an interactive platform that facilitates the exchange of knowledge, community building, networking and collaboration among its users. It helps build its users' capacity by enhancing their knowledge and skills in entrepreneurship, digital skills and key enabling technologies for Smart Logistics. The library is a section of the platform equipped with electronic learning resources.

DIGILOGIC TREND RADAR

The DIGILOGIC consortium carried out the first TREND RADAR focused on Africa. Logistics industry trends are well-known on a global level. However, these do not apply to the African logistics industry. According to the trend radar publication assessing the most important trends relevant to smart logistics in Sub-Saharan Africa, implementing digital technologies is not a top priority for logistics in Africa; instead, new and old digital and physical technologies are being combined to obtain the best outcomes possible within the context of logistics in Africa. This is also reflected, for example, in the high ability of African start-ups to cope with existing challenges, such as the provision of minimal infrastructure, climatic challenges, and societal fragmentation across Africa. Accordingly, societal issues that hinder logistics in Africa must be addressed by the respective trends so that logistics can be carried out in challenging contexts.

The project's partners:

European Partners



African Partners



This press release and a press picture is available [here to view and download.](#)

For more information on the DIGILOGIC project please see www.digilogic.africa

For media enquiries: info@digilogic.africa

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