



## **Benefits of being a AAAM Member**

AAAM is the leading association representing the automotive industry in Africa and it provides the biggest platform for discussions and decision-making in the sector. At its core, membership is about demonstrating professionalism, integrity, and dedication to raising standards in the automotive industry in Africa. AAAM membership includes a wide range of exclusive and added-value benefits and privileges in accordance with the type of membership.

1. Becoming part of a likeminded set of companies and individuals who want to play an active role in the development of the automotive industry and the industrialisation of Africa by being involved in the development of policy or participating in investment opportunities to grow their company's footprint in Africa.
2. Attending members meetings every 2nd month where a comprehensive update of all AAAM activities is discussed including country updates.
3. A platform for exchange / share best practices or be able to learn from other organisations' experience and opportunities in Africa.
4. To participate in study tours of various African countries meeting key role players to help with potential investment decisions.
5. Regular insights with market intelligence, trends, and opportunities.
6. To have exclusive access to data and statistics related to the automotive industry in Africa and intelligence and advisory groups providing key data on regional markets.
7. Unlimited access to a database of documents.
8. Access to high-level industry briefings and private forums with different key stakeholders.
9. Access to live or virtual events hosted by AAAM as a delegate, panellist, or moderator.
10. Industry networking opportunities with global stakeholders in the automotive industry.
11. Facilitated access to key players in the automotive industry in Europe through AAAM's partnership with the German Association of the Automotive Industry (VDA).
12. Technical advice from industry experts enabling members to strategically position themselves in the market.

13. To find potential joint venture partners if wanting to set up operations in an African country that AAAM is active in.
14. Participation in strategic working groups and other networking opportunities.
15. Attending high level discussions and meetings with government ministers and other opportunities.
16. Receiving a weekly newsletter which collates all the key media coverage on the automotive industry in Africa.
17. Participation at investor conferences and trade fairs such as the Intra African Trade Fair (IATF) or the IAA under the guidance of AAAM.
18. Access to other automotive/business associations where applicable.
19. Profiling your organisation via AAAM's website and social media platforms.
20. A medium through which the voice of members can be heard by African governments and other stakeholders in the automotive industry.