

MY ENTREPRENEURIAL JOURNEY AS A MIGRANT IN GERMANY


www.migrafrica.org

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CASE STUDY

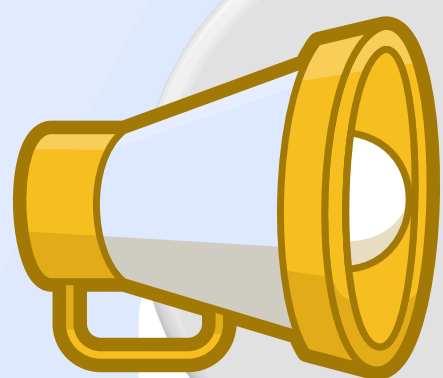


Setting up a
social
enterprise in
Germany



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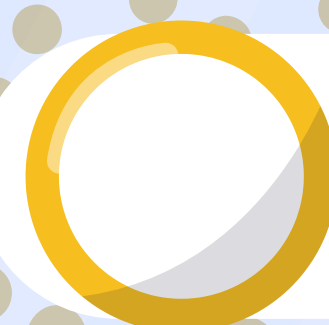
FOREWORD



Entrepreneurship is a powerful tool for social and economic integration. This publication highlights my journey as a migrant entrepreneur in Germany, shedding light on the challenges, milestones, and key learnings. It also offers valuable advice to aspiring migrant entrepreneurs, particularly those looking to build social businesses.



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INTRODUCTION & BACKGROUND



My migration to Germany in 2008 was driven by political circumstances in Ethiopia. Settling in was challenging due to language barriers, cultural differences, and complex bureaucratic processes. However, my drive for economic independence and social impact led me to entrepreneurship. I pursued a Master's in International Relations at Jacobs University in Bremen, which strengthened my understanding of global socio-economic dynamics. Recognizing the challenges migrants face in employment and integration, I resolved to establish a social enterprise that provides support to migrants and refugees in Germany.



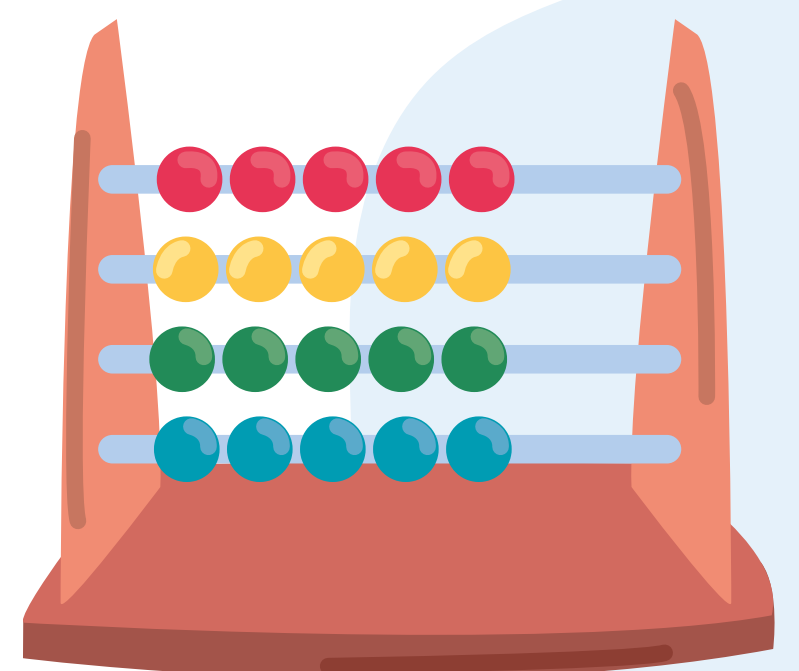



FOUNDING MIGRAFRICA gGMBH



My decision to start Migrafrica gGmbH in 2013 was fueled by my personal experiences as a refugee in Germany. I identified a gap in support services for migrant communities, particularly in employment and entrepreneurship. The early stages were challenging—navigating Germany’s strict business regulations, securing funding, and earning the trust of local stakeholders.

Despite these challenges, I leveraged mentorship and business support networks to establish a solid foundation. Today, Migrafrica provides skills training, mentorship, and employment support to migrants and refugees, empowering them to integrate into the labor market successfully.



GROWTH & IMPACT

Migrafrica has grown significantly, achieving key milestones such as:

- Receiving funding from Aktion Mensch, the City of Cologne, and the European Union.
- Collaborating with over 260 migrant organizations across Europe.
- Implementing projects that have successfully integrated thousands of refugees and migrants into employment and entrepreneurship.

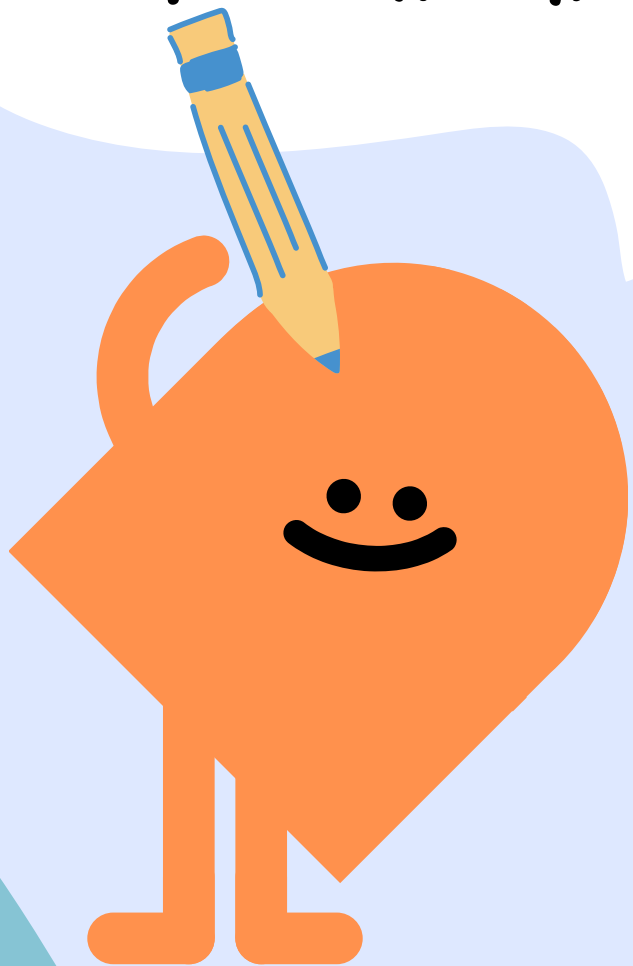
Our approach is deeply rooted in peer-led support, where migrants help fellow migrants navigate integration challenges. This model fosters trust, cultural understanding, and sustainable success.



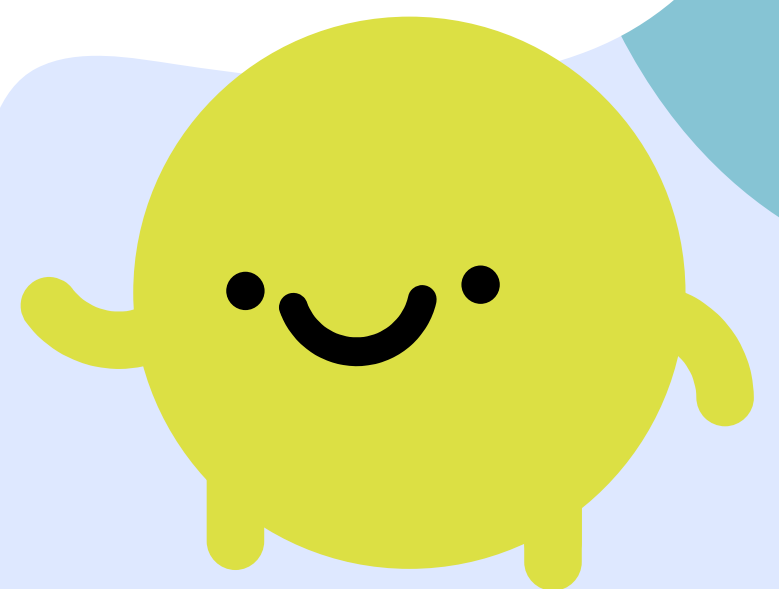
CHALLENGES & LESSONS LEARNED

WHILE ESTABLISHING AND RUNNING A SOCIAL BUSINESS IN GERMANY, I FACED SEVERAL CHALLENGES:

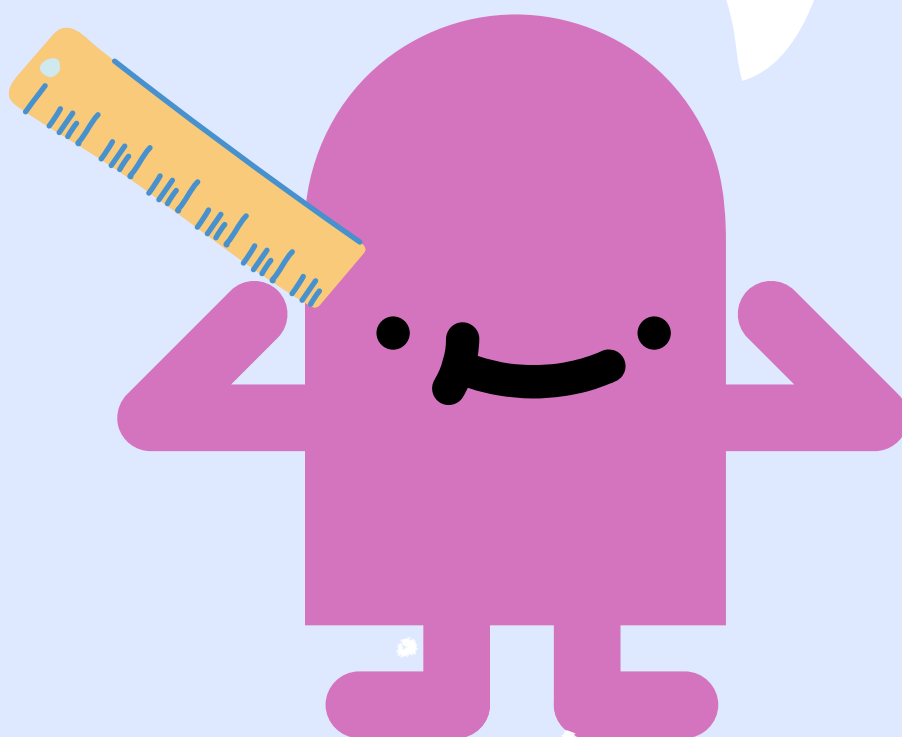
BUREAUCRACY:
UNDERSTANDING AND
COMPLYING WITH
GERMANY'S COMPLEX
LEGAL AND FINANCIAL
REGULATIONS.



FUNDING CONSTRAINTS:
ACCESSING FINANCIAL
SUPPORT FOR SOCIAL
ENTERPRISES.



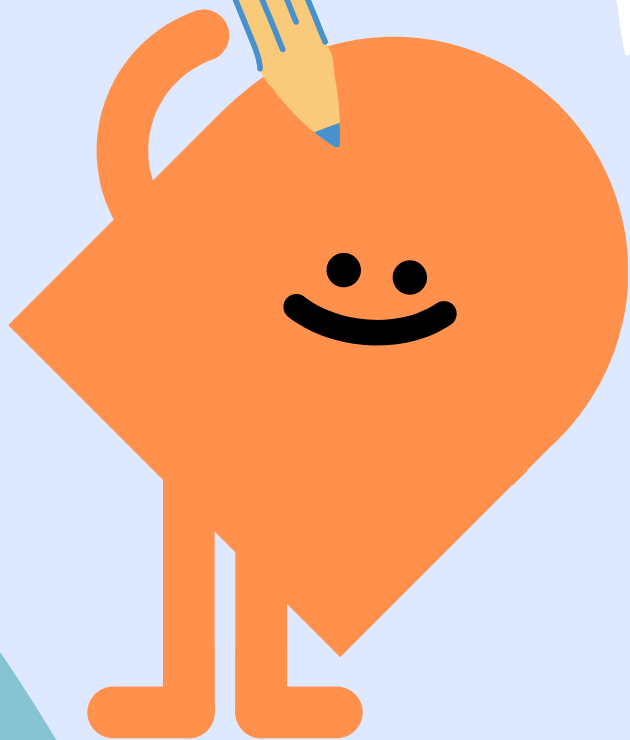
**PREJUDICE & SOCIAL
BARRIERS:**
OVERCOMING
SCEPTICISM TOWARDS
MIGRANT-LED
BUSINESSES.



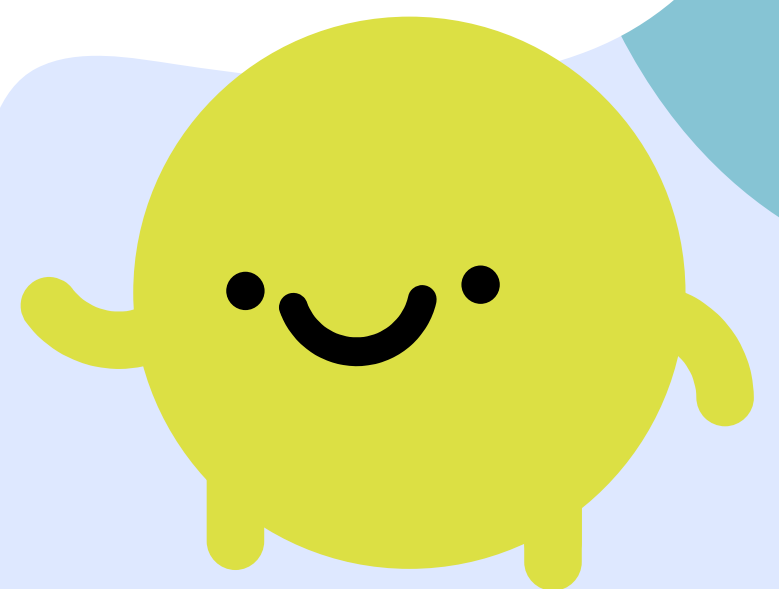
CHALLENGES & LESSONS LEARNED

LESSONS LEARNED INCLUDE:

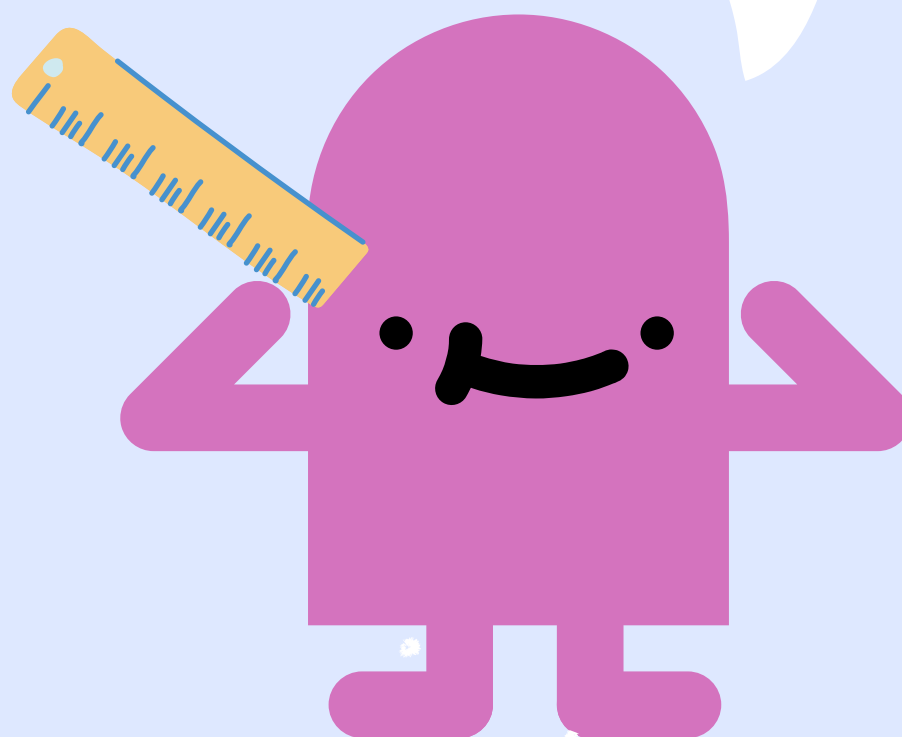
BUILDING STRONG NETWORKS: PARTNERING WITH ORGANIZATIONS, GOVERNMENT AGENCIES, AND PRIVATE SECTOR PLAYERS ENHANCES SUSTAINABILITY.



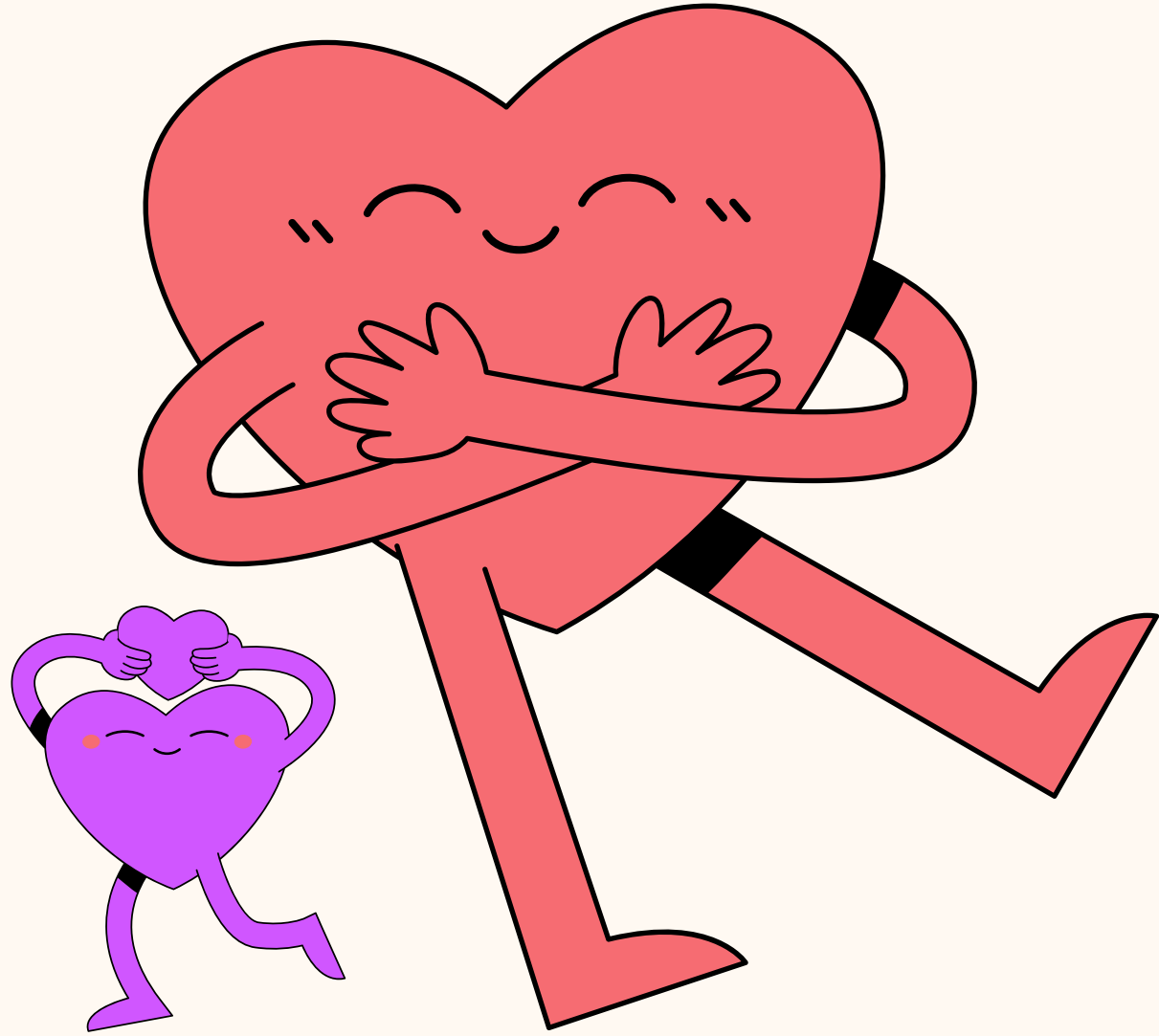
RESILIENCE & ADAPTABILITY: NAVIGATING SETBACKS WITH INNOVATION AND PERSEVERANCE IS KEY.



COMMUNITY ENGAGEMENT: ACTIVELY INVOLVING THE MIGRANT COMMUNITY FOSTERS OWNERSHIP AND LONG-TERM IMPACT.



ADVICE FOR ASPIRING MIGRANT ENTREPRENEURS

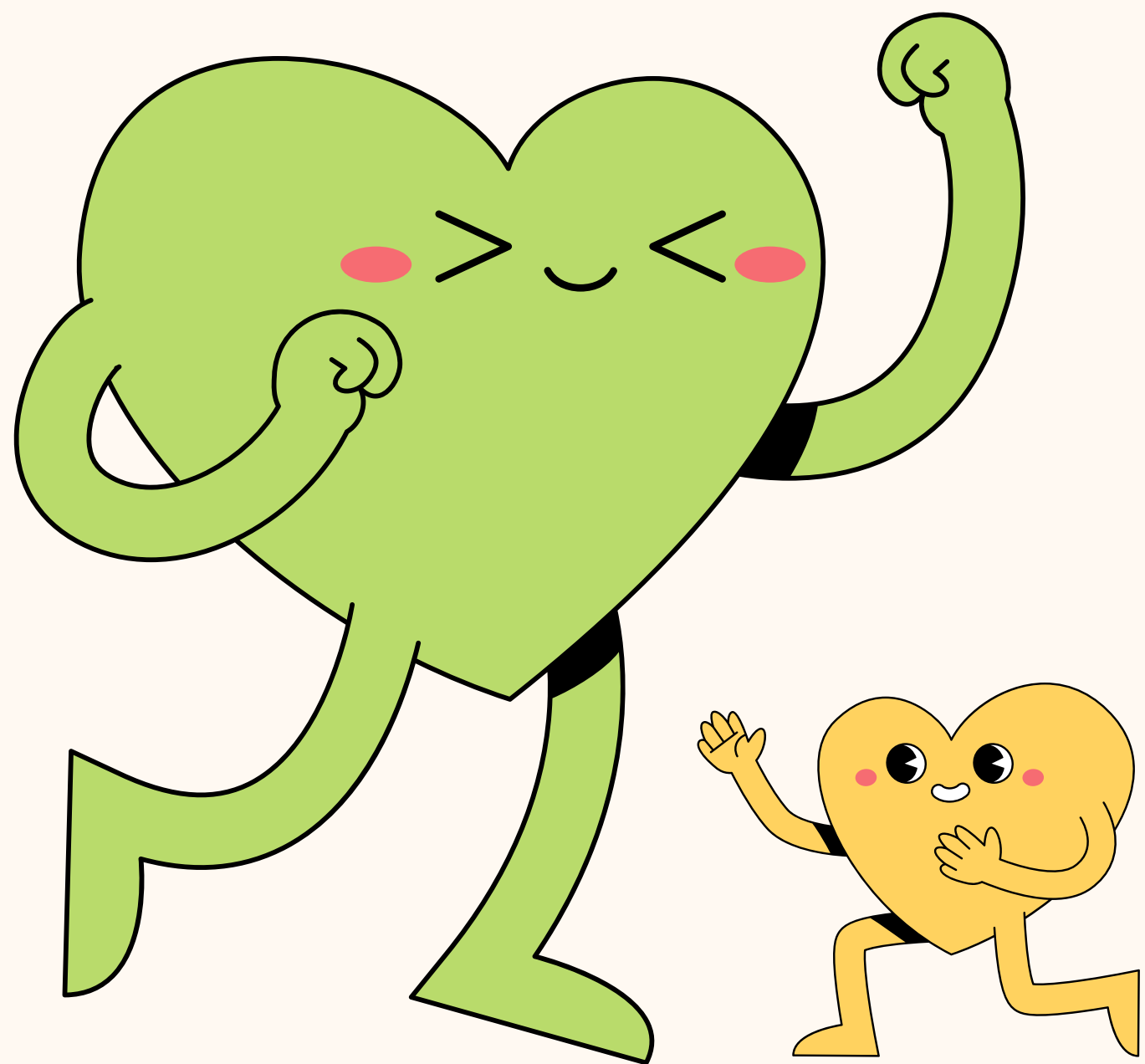


UNDERSTAND THE LEGAL FRAMEWORK:

Seek professional advice on registration, taxation, and compliance.

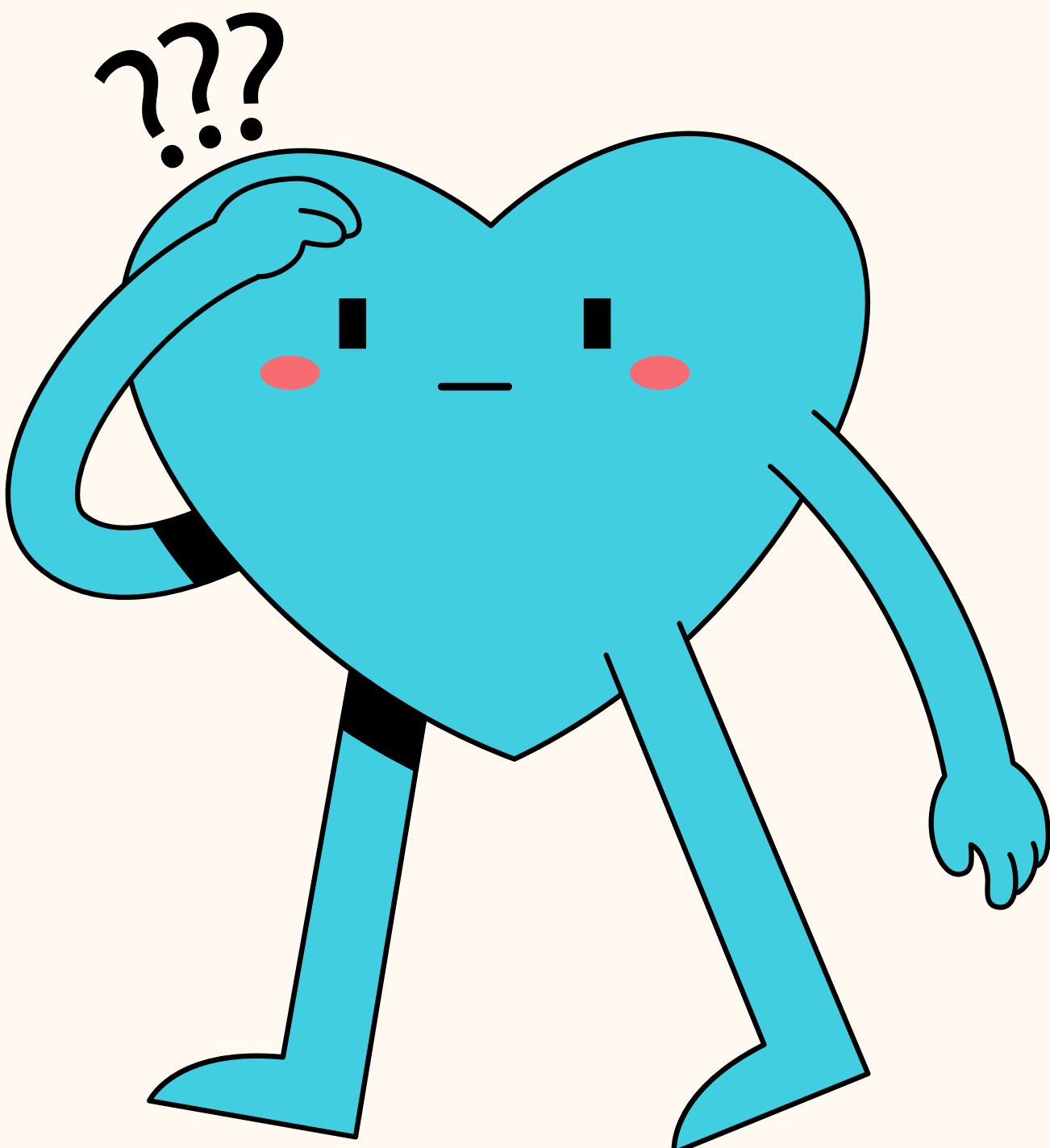
LEVERAGE SUPPORT NETWORKS

Utilize platforms such as Migrafrica, Impact Hubs, and startup incubators.

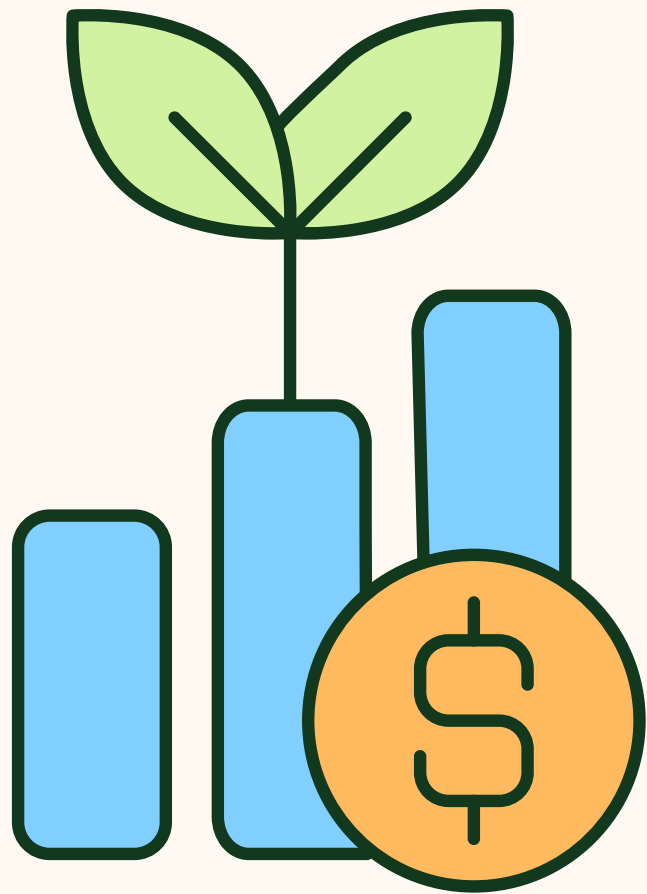


SECURE FUNDING STRATEGICALLY

Apply for grants and funding from government programs and EU initiatives.



ADVICE FOR ASPIRING MIGRANT ENTREPRENEURS

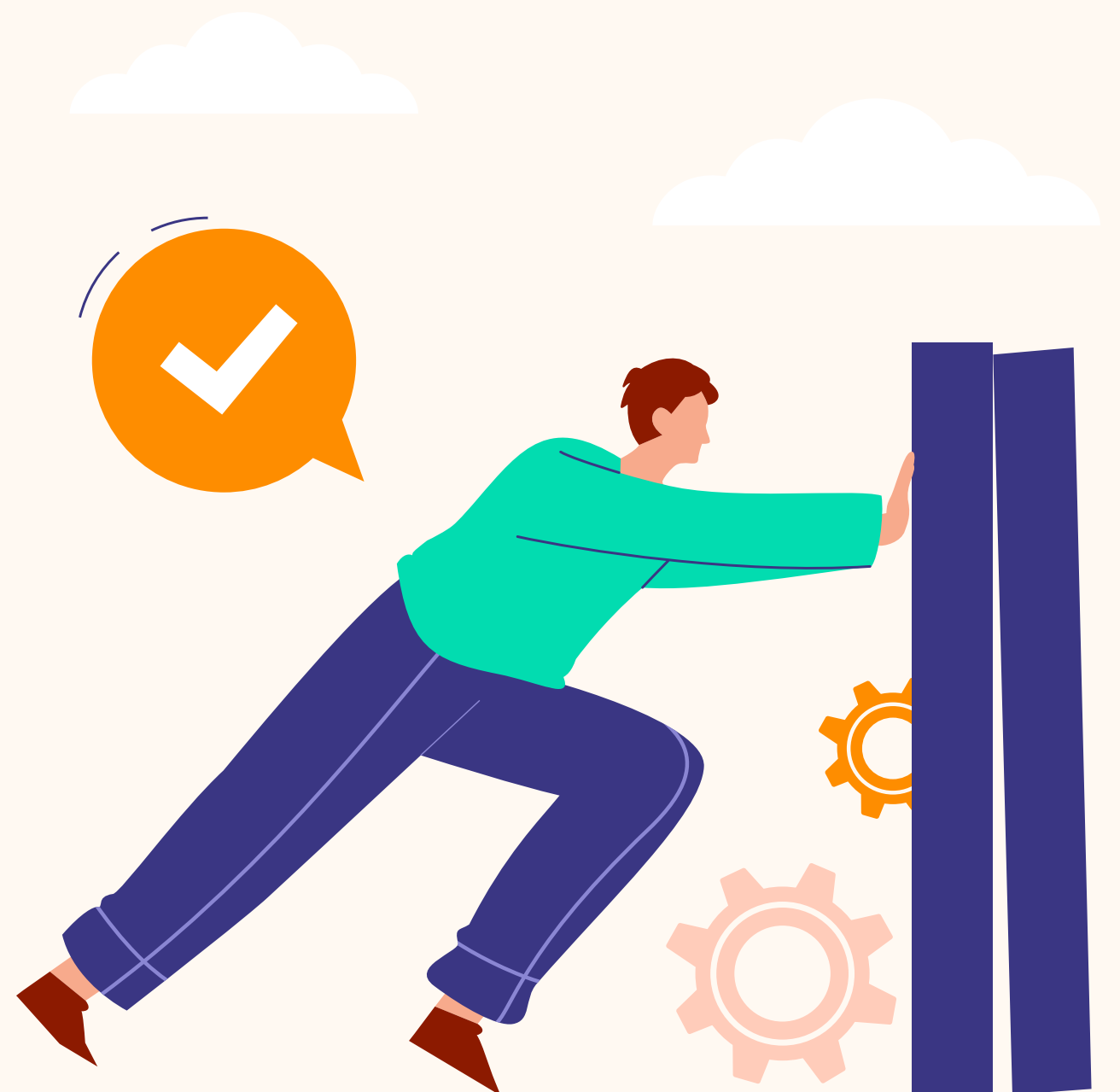


DEVELOP A CLEAR IMPACT-DRIVEN BUSINESS MODEL

Ensure financial sustainability alongside social goals.

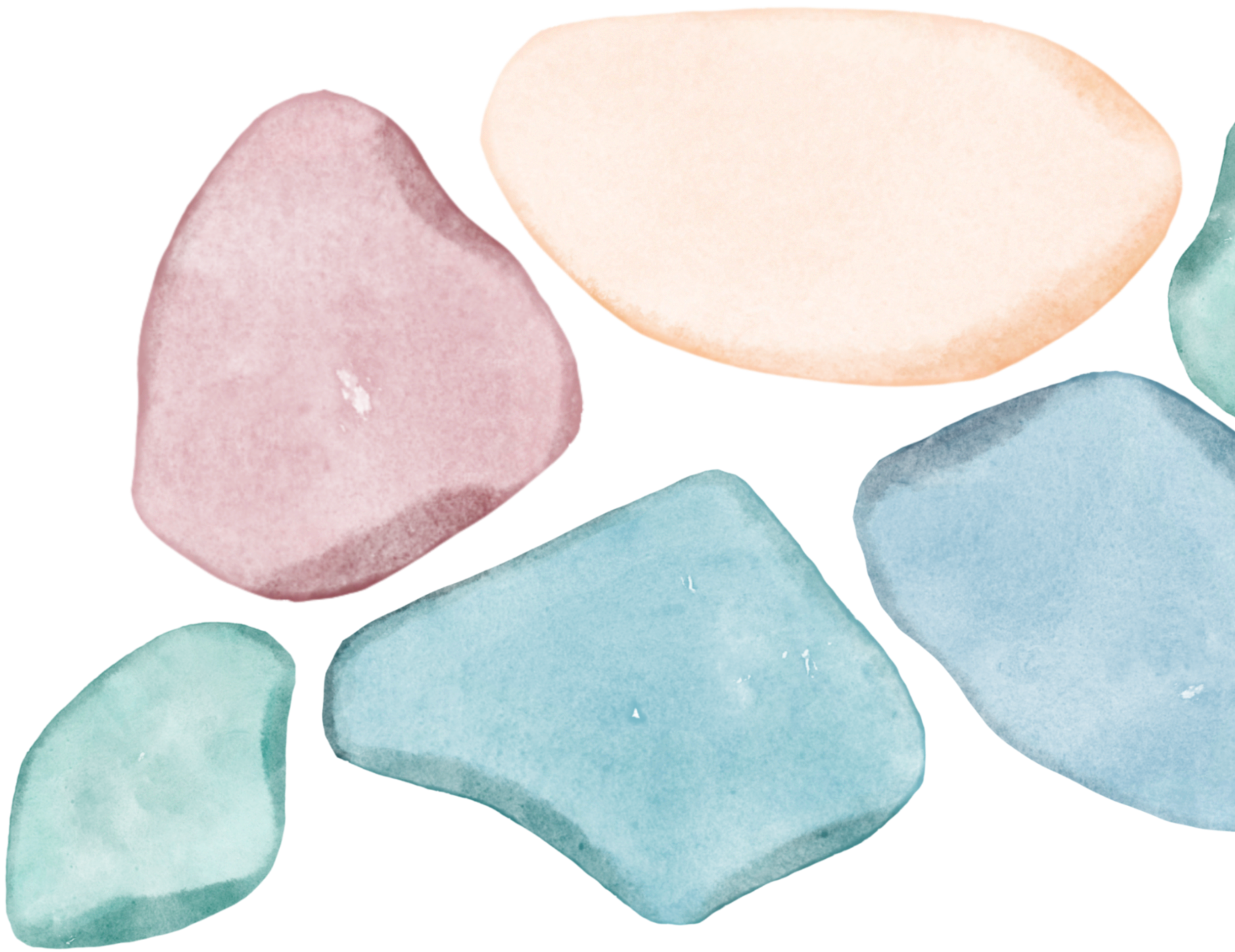
SEEK MENTORSHIP

Learning from experienced entrepreneurs saves time and prevents common pitfalls.



STAY RESILIENT

Challenges are part of the journey — learn from setbacks and innovate continuously.



FUTURE OUTLOOK

- Looking ahead, I aim to expand Migrafrica's impact by launching additional initiatives that support migrants in achieving economic independence. I also aspire to mentor and advocate for migrant entrepreneurs, ensuring they have the tools needed to succeed.
- Germany offers vast opportunities for those willing to navigate its entrepreneurial landscape with determination. My journey demonstrates that with perseverance, the right resources, and a supportive community, migrant entrepreneurs can thrive and make a meaningful impact.



Acknowledgments

I extend my deepest gratitude to the organizations and individuals who have supported Migrafrica's journey. Together, we continue to build a more inclusive and diverse economic landscape.

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