TUI CARE FOUNDATION

Press Information

Connecting innovative ideas with investment: TUI Care Foundation supports Africa's next generation of entrepreneurs

- *TUI Futureshapers project in Morocco and Namibia supports over 30 enterprises, with top businesses receiving intensive training and mentoring*
- *Investor trip to Namibia brings entrepreneurs together with international investors, business experts and local stakeholders to explore financing and growth opportunities*
- *Two-year initiative aims to support over 800 jobs in the tourism sector and strengthen local tourism value chains*

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Berlin, 26 November 2026. For many promising tourism entrepreneurs across Africa, lack of access to finance, business expertise and international networks remains the major obstacle to growth. Innovative small businesses often have the potential to create jobs, introduce new products and generate income for local communities - but they struggle to access the resources and connections needed to bring their ideas to life. To help address these challenges, the TUI Care Foundation, in partnership with GreenTec Capital Africa Foundation, is supporting entrepreneurs in Morocco and Namibia through its TUI Futureshapers programme. As part of the initiative, a group of potential international investors travelled to Namibia in early November to meet local businesses, explore investment opportunities and learn more about the country's growing entrepreneurial ecosystem.

The investor trip brought together entrepreneurs, international investors and business development organisations in Windhoek and its surroundings. The agenda culminated in a startup pitch event and networking session, providing entrepreneurs with an opportunity to present their businesses, exchange ideas with investors and establish new connections. The visit showcased the TUI Futureshapers cohort of enterprises such as EBIKES4AFRICA, a solar powered e-bike provider, and NomadSpa Namibia, a wellness business with an academy that provides training and career opportunities for marginalised women.

The investor trip forms the final stage of TUI Futureshapers Morocco and Namibia, a two-year initiative supporting young entrepreneurs and small and medium-sized enterprises in the tourism value chain. The project focused on businesses with the potential to create employment, strengthen local supply chains and develop products and services that benefit communities in tourism destinations. Over the course of the programme, young entrepreneurs and startup founders from over 30 businesses, with a particular focus on women-led businesses, received training in business development and entrepreneurship. Ten selected start-ups, five in Morocco and five in Namibia, benefitted from more intensive support tailored to their individual needs. Through GreenTec Capital Africa Foundation's 'Company Building Model', participating businesses receive mentoring and technical assistance in areas such as business strategy, financial management, digital transformation and impact reporting. The programme also helps entrepreneurs prepare for investment, develop partnerships and connect with potential customers and business partners.

A central objective is to strengthen the links between local entrepreneurs and the tourism economy. Participating companies were supported in exploring business relationships with hotels, tour operators, suppliers and other tourism stakeholders, creating opportunities for locally developed products and services to reach new markets. The initiative aimed to help participating businesses create or maintain over 800 jobs while supporting local value creation through cooperation with community suppliers, artisans and other small enterprises.

Alexander Panczuk, Managing Director of the TUI Care Foundation, said: "Africa is home to a new generation of entrepreneurs with the ideas and ambition to shape the future of tourism. Yet having a promising business idea is not enough when access to finance, expertise and international networks remains limited. Through TUI Futureshapers, we want to help close that gap by connecting entrepreneurs with the people, knowledge and opportunities they need to take their businesses forward. By supporting entrepreneurs to grow their businesses, we can help ensure that more of the economic opportunities created by tourism benefit local people and communities all over the African continent."

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Beyond access to finance, the programme supported participating businesses in developing practices that take environmental and social considerations into account. Depending on their individual business models, this may have included measures related to waste reduction, energy use, local sourcing and inclusive employment. Through tailored mentoring, entrepreneurs were encouraged to incorporate these considerations into their business strategies and day-to-day operations.

TUI Futureshapers Morocco and Namibia builds on the experience of TUI Futureshapers Senegal, an earlier collaboration between the TUI Care Foundation and GreenTec Capital Africa Foundation. The Senegal initiative supported nine innovative startups and more than 60 micro, small and medium-sized enterprises in the tourism sector, combining business mentoring with training and opportunities to connect with markets and investors. The new project extends this approach to Northern and Southern Africa, with a focus on helping promising enterprises develop their business models, strengthen their operations and explore new opportunities for growth.

About the TUI Care Foundation

Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates projects which create new opportunities and contribute to thriving communities in tourism destinations all over the world. Connecting holidaymakers to good causes, it supports education and training opportunities for young people; promotes the protection of natural habitats and the marine environment; and helps local communities to thrive and benefit from tourism. The TUI Care Foundation builds on strong partnerships with local and international organisations to create meaningful impact in the communities and destinations they serve. The independent charitable organisation was founded by TUI, one of the world's leading tourism groups, and is based in the Netherlands.

About GreenTec Capital Africa Foundation

GreenTec Capital Africa Foundation is a non-profit organisation that supports African entrepreneurs and startups to build sustainable, scalable businesses. Based in Germany and operating across the continents, the Foundation applies a unique Company Building Model that provides long-term, hands-on support in strategy, operations, technology and finance. By combining capacity building with impact investment readiness, GreenTec helps entrepreneurs strengthen their business models and attract sustainable funding. The Foundation works closely with development partners, investors and private sector stakeholders to create ecosystems where African innovation can thrive and generate inclusive economic growth.

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