

Country Introduction



Malawi, popularly known as the "Warm Heart of Africa," is a land linked country of untapped investment potential, vibrant culture and stunning natural beauty. The country is long and narrow in the north-south direction. It is located in southeast Africa.

At its core lays Lake Malawi, a Natural World Heritage Site and the third largest lake in Africa with pristine freshwaters. The lake covers a third of the country, and it plays a fundamental role to the country's development as it offers endless opportunities in eco-tourism, transport, energy and agriculture.

The lake has, diverse marine life, and picturesque golden beaches that make it a magnet for tourists and a foundation for thriving industries. The government's pro-business policies, tax incentives, and investment-friendly environment, supported by institutions like the Malawi Investment and Trade Centre (MITC), ensure a smooth path for investors.

Whether you're captivated by the tranquil shores of Lake Malawi or the entrepreneurial spirit of its people, Malawi offers the perfect blend of opportunity, natural wonder, and heartfelt connection.



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COMMONS-A PAVILION

MALAWI



The Warm Heart of Africa

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Exhibition Concept

Experience the "Warm Heart of Africa" at the Malawi Pavilion, where the spirit of our nation comes alive through a vibrant display of history, culture, innovation and opportunity. We invite you to explore Malawi's harmonious blend of tradition and progress. Experience our rich cultural heritage through music, dance, and art, and learn about the warmth and hospitality of our people. The Pavilion highlights Malawi's commitment to sustainable development anchored by the lake, showcasing opportunities in agriculture, renewable energy, tourism and trade. Visitors will discover how Malawi is leveraging on its resources to foster economic growth.

Join us at the Malawi Pavilion for an unforgettable journey into a land of natural wonders, resilient people and boundless potential.

Malawi welcomes you with open arms and endless possibilities!



Inspiring Destination

Lake Malawi is the jewel in the crown of the country's tourist attractions. This is the 'inland sea' of the otherwise land-locked Malawi. This vast body of crystal-clear freshwater fringed by beaches of golden sand is a scenic wonderland. Its approximate dimensions are 365 miles north to south and 52 miles broad, hence another nickname: 'Calendar Lake'. The lake is home to an estimated 1000 fish species

Malawi's greatest asset is its people. They are wonderfully friendly and warmly welcoming. All visitors are met with smiles and a truly genuine and long-lasting welcome.



History

Archaeological findings dating back to 2.5 million years ago give evidence of the earliest inhabitants of Malawi. Between third and nineteenth century, different Bantu speaking ethnic groups began to settle in Malawi. These were the Iron Age communities who brought with them the art of metallurgy, a distinctive pottery type, mixed farming, settled village life and organized political systems. In the 19th Century the British established colonial rule and in 1964 Malawi gained independence from Britain. After 30 years of one-party rule, Malawi embraced democracy following multiparty elections that took place in 1994. Today, Malawi is a stable, democratic nation committed to progress and development.



Growing Trade Hub

Malawi is a growing trade hub in Southern Africa, renowned for its high-quality agriculture exports. Key products include tea, coffee, macadamia nuts, groundnuts and tobacco, which reach global markets thanks to the country's strategic location and trade agreements under SADC, COMESA and AGOA. Emerging export sectors, such as honey, paprika, and value added goods, offer immense potential for investors. With government incentives, including Export Processing Zones and streamlined trade policies, Malawi is building a robust and diversified economy. By fostering partnerships, Malawi aims to connect its unique products with global markets, ensuring sustainable growth and mutual benefits for all stakeholders.



Vibrant and Dynamic Workforce

Malawi boasts about a youthful population, with over 70% under the age of 35, providing a vibrant and dynamic workforce for the future. The government prioritizes education and skills development through initiatives like the National Youth Policy and investments in the technical and vocational training. Programmes supporting entrepreneurship and innovation empower young people to drive economic growth. Partnerships with international organisations enhance access to quality education and healthcare, strengthening human capital. Malawi's focus on gender equality and youth inclusion ensures diverse contributions to development. This young, energetic, and skilled population positions Malawi as an attractive destination for investment and growth.

