



Hochschule
Bonn-Rhein-Sieg
University of Applied Sciences



UNIVERSITY OF NAIROBI



Conference

Universities, Entrepreneurship and Enterprise Development in Africa

of the

**German-African University Partnership Platform for the
Development of Entrepreneurs and
Small/Medium Enterprises**



10 – 11 November 2016

Venue:

Bonn-Rhein-Sieg University of Applied Sciences
Campus Sankt Augustin
Grantham-Allee 20
53757 Sankt Augustin, Germany

Time	Wednesday, 09 November 2016
17:00 – 22:00	DAAD Evening Debate and Walking Dinner Uni Club Bonn
Time	Thursday, 10 November 2016
08:00 – 09:00	Registration
09:00 – 09:30	Opening Remarks <i>Room: Audimax</i> Prof. Dr. Jürgen Bode <i>Vice-President for International Affairs and Diversity Bonn-Rhein-Sieg University of Applied Sciences, Germany</i> Prof. Dr. Edward Marfo-Yiadom <i>Dean School of Business University of Cape Coast, Ghana</i> Dr. James Muranga Njihia <i>Dean School of Business University of Nairobi, Kenya</i> Michael Hörig <i>Head of Section Development Cooperation: Partnership Programmes and Higher Education Management German Academic Exchange Service (DAAD), Germany</i>
09:30 – 10:15	Keynotes <i>Room: Audimax</i> Ghana and North Rhine-Westphalia – A strategic partnership Franz-Josef Lersch-Mense <i>Minister for Federal Affairs, Europe and the Media of the German Federal State of North Rhine-Westphalia and Head of the State Chancellery, Germany</i> Africa's potential as partner for North Rhine-Westphalia in international economic relations Dr. Herbert Jakoby <i>Director General International Economic Relations Ministry of Economic Affairs, Energy and Industry of the State North Rhine- Westphalia, Germany</i>
10:15 – 10:45	Coffee break / Poster Session (ongoing till evening)
10:45 – 12:00	Parallel Sessions: (HS 4, B038, B118, B120, E307) World Café: What if public development aid programmes and the private sector work together? And how it can be done! <i>Room: B118</i> Chair: Gerhard Weber , Chamber of Industry and Commerce Bonn-Rhein-Sieg, Germany Table hosts: Kathrin Brissi & Isabel Plaßwilm , Senior Expert Service (SES), Germany Dr. Roland Strohmeyer , sequa gGmbH, Germany Kathrin Drews , Don Bosco Mondo, Germany Kira de Groot , Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Germany Martin Kalhöfer , Germany Trade and Invest (gtai), Germany

Fish Bowl: Lessons learned from a project fostering applied entrepreneurship in Ethiopia

Room: B038

Chair: Prof. Dr. Elmar Steurer & Esther Prudence Jouégo, Neu-Ulm University of Applied Sciences, Germany

Presentations & Discussion: Business and entrepreneurship in Africa

Room: Hörsaal 4 / Lecture Hall 4

- 1. African female entrepreneurs: Challenges and factors of success**
Dr. Dina Nziku, University of West Scotland, Scotland
Dr. Luc Da Gbadji, Bonn-Rhein-Sieg University of Applied Sciences, Germany
- 2. Determinants of non-farm micro and small enterprise participation in rural Ghana**
Dr. Sylvester Ayambila, University for Development Studies, Tamale, Ghana

Presentations & Discussion: Sustainable/Responsible Business (Corporate Social Responsibility)

Room: B120

- 1. The sustainability of micro, small and medium enterprises operating in the e-waste sector in the Kumasi metropolis**
Prof. Dr. Rosemond Boohene & Gloria Agyapong, University of Cape Coast, Ghana
- 2. Viability of alternative media organizations in developing and transformation countries**
Prof. Dr. Christoph Schmidt, Deutsche Welle Akademie, Germany

Workshop: Practice-oriented teaching methods

Room: E307

Chair: Dr. Christine Buchholz, Stefan Freitag & Prof. Dr. Klaus Lehmann, Bonn-Rhein-Sieg University of Applied Sciences, Germany

12:00 – 13:30

Lunch / Poster Session

13:30 – 14:45

Parallel Sessions: (HS 7, HS 4, B038, B118, B120, B136)

World Café: Corporate Social Responsibility and investment – a solution for poverty reduction in Africa?

Room: B118

Chair: Prof. Dr. Winfried Polte, Bonn-Rhein-Sieg University of Applied Sciences, Germany

Panel Discussion: Promoting SME in the informal and semiformal sector

Room: B136

Chair: Martin Wilde, Managing Director, Bund Katholischer Unternehmer (BKU) e.V., Germany

Workshop: Doing business in Africa

Room: B038

Chair: Pierrot Raschdorff, German–African Business Association, Germany

Presentations & Discussion: African business in, and trade with, Germany and Europe

Room: Hörsaal 7 / Lecture Hall 7

- 1. Trade barriers between EU and East African Countries**
Dr. John Yabs, University of Nairobi, Kenya

2. Perspectives of public sponsorship for African business investments in Germany

Mirko Twardy, Dr. Kakuschke & Partner AG, Germany

Presentations & Discussion: Entrepreneurial education for employment and economic growth

Room: Hörsaal 4 / Lecture Hall 4

1. The entrepreneurship canvas: A tool to foster entrepreneurship for global development

Ellen van Andel, Delft University of Technology, the Netherlands

2. Entrepreneurial Universities in Sub Saharan African – A comparative analysis

Dr. Akiiki Babyesiza, Robert Bosch Academy, Germany

Presentations & Discussion: Business and entrepreneurship in Africa

Room: B120

1. Intercultural challenges of university and business partnerships

Marc Ambrock & Kingsley Lawal, adminex Global Solutions, Germany & Nigeria

2. Case study of entrepreneurship in Rwanda: Ideas in Motion

Gerwin Fels & Laurenz Krieger, Ideas in Motion, Germany

14:45 – 15:15

Coffee break / Poster Session

15:15 – 16:45

Parallel Sessions:

Workshop: Understanding Africa? Intercultural awareness to develop intercultural competence

Room: E307

Chair: Dr. Eva Maria Bäcker, Hochschulverband für interkulturelle Studien/UTAMU Uganda, Germany

Dr. Justine Magambo, EDDA Africa e.V. (Education & Development Association), Germany

Workshop: Understanding growth in Africa – Is the hype over?

Room: Hörsaal 4 / Lecture Hall 4

Chair: Marc Zander, Africon GmbH, Germany

Panel Discussion: The role of research in economic development in Africa

Room: B136

Chair: Clement Osei-Amoako, Ghana Chamber of Commerce and Industry, Ghana

Presentations & Discussion: University teaching and research for development in Africa

Room: Hörsaal 7 / Lecture Hall 7

1. Technology based art higher education upgrades handicraft industry and jobs

Dr. Mohammed Khalil, Zuyd University of Applied Sciences, the Netherlands

2. University teaching and research for development in Africa: Industry linkages

Prof. Dr. Zachary Awino, University of Nairobi, Kenya

Dr. Orucho M. Ngala, Co-operative University of Kenya, Kenya

Presentations & Discussion: Entrepreneurial education for employment and economic growth

Room: Audimax

1. A new dawn: The African Institute for Transformational Entrepreneurship

Prof. Dr. Paul Jones, Prof. Dr. Joan Lockyer & Prof. Dr. Gideon Maas, Coventry University, United Kingdom

2. Approaches to Entrepreneurship Education and Entrepreneurial Intensity along the Educational Systems in Ghana

Nina Afriyie & Prof. Dr. Rosemond Boohene, University of Cape Coast, Ghana

16:45 – 17:30

Plenary

Room: Audimax

Keynote with discussion

Marita Brömmelmeier

Head of Africa Department

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Germany

17:30 – 18:00

Wrap-up of Day 1

Prof. Dr. Rosemond Boohene

Director Centre for International Education, Associate Professor of Entrepreneurship, University of Cape Coast, Ghana

18:00 – 20:00

Informal Evening Reception with Music and Dance

Time	Friday, 11 November 2016
09:00 – 09:30	<p>Keynotes Room: Audimax Leticia Osafo-Addo <i>Chief Executive Director</i> <i>Processed Foods and Spices Ltd, Ghana</i></p>
09:30 – 09:40	<p>DEG Young Entrepreneurs Award Christiane Rudolph (tbc), DEG - Deutsche Investitions- und Entwicklungsgesellschaft mbH, Germany</p>
09:40 – 09:50	<p>Presentations of Start-ups / Winners of DEG Young Entrepreneurship Award Faustina Abena Nti-Boakye, Fanbapack Designs, Ghana Ebenezer Afrum, Baomilk Company Ltd, Ghana</p>
09:50 – 10:00	<p>Startup Award Green Entrepreneurship Belinda Knörr, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Germany</p>
10:00 – 10:30	Coffee break / Poster session (ongoing till end of conference)
10:30 – 11:45	<p>Parallel Sessions:</p> <p>Panel Discussion: Building entrepreneurial universities Room: B022 Chair: Prof. Dr. Rosemond Boohene, University of Cape Coast, Ghana</p> <p>Workshop: Why does African-Western cooperation so often fail? Room: B038 Chair: Kerstin Kilanowski, Sietar e.V., Germany</p> <p>Presentations & Discussion: Health, social security and productivity Room: Hörsaal 7 / Lecture Hall 7</p> <ol style="list-style-type: none"> 1. Making More Health-Initiative Dr. Matthias Fuchs, Boehringer Ingelheim, Germany 2. Portfolio analysis in sustainability controlling for medical help in Africa Prof. Dr. Margit Ernenputsch, Bonn-Rhein-Sieg University of Applied Sciences, Germany <p>Presentations & Discussion: Business and entrepreneurship in Africa Room: B118</p> <ol style="list-style-type: none"> 1. Formation of consortia as success factor in Africa Emmanuel Ikemefuna, Quantum Heights, Germany 2. Constraints analysis of start-up business in Burundi Gilbert Girukwishaka, Institut Supérieur de Gestion des Entreprises, Burundi <p>Workshop: Food-waste und food-processing Room: B123 Chair: Dr. Martin Hamer, Bonn-Rhein-Sieg University of Applied Sciences, Germany</p> <p>Workshop: Innovative business models for African entrepreneurs Room: B120 Chair: Kwabena Obiri Yeboah & Ralph Nyado-Addo, University of Leipzig, Germany</p>

11:45 – 13:00

Parallel Sessions: (HS7, B022, B118, B062, B067, B123, B038 & B120)

Fish Bowl: Business opportunities in renewable energy and sustainable technologies in terms of Corporate Social Responsibility

Room: B118

Chair: Julian Schulte, Prof. Dr. Stefanie Meilinger, Prof. Dr. Roustiam Chakirov
Bonn-Rhein-Sieg University of Applied Sciences, Germany

Panel Discussion: Entrepreneurship Education for Employment and Economic Growth

Room: B022

Chair: Mercy A. Kporku, Mampong Nursing and Midwifery Training School, Ghana

Workshop: Entrepreneurship as empowerment & transformation - the case of Madagascar

Room: B062

Chair: Prof. Dr. Christoph Zacharias, Bonn-Rhein-Sieg University of Applied Sciences, Germany

Uwe Birkel, formerly DAAD representative Madagascar

Prof. Dr. David Rakoto, Université d'Antananarivo, Madagascar

Panel Discussion: Managing Intercultural Practice Oriented Student's Projects: Evidence from Kenya, Germany, Ghana and United States of America

Room: B123

Regina Brautlacht, Bonn-Rhein-Sieg University of Applied Sciences, Germany

Dr. Daniel Agyapong, University of Cape Coast, Ghana

Dr. Joseph Owino, University of Nairobi, Kenya

Workshop: Carbon offsetting. Matters of sustainability within SME - capacities and boundaries

Room: B038

Chair: Olivia Henke & Rebekka Mejda, Klima-Kollekte, Germany

Tingwey Eugene Ta-ah, Environmental Risk and Human Security, United Nations University, Germany

Presentations & Discussion: Entrepreneurial education for employment and economic growth

Room: Hörsaal 7 / Lecture Hall 7

1. Entrepreneurial education, youth employability and economic development in Kenya

Prof. Dr. Justus Munyoki & Prof. Dr. Bitange Ndemo, University of Nairobi, Kenya

2. Africa: Business incubators, a model to invest in

Dioscore Shikama, GO Limited & KaliKuke Mob Apps, Rwanda

13:00 – 13:15

Summaries and concluding remarks

Room: Hörsaal 7 / Lecture Hall 7

Prof. Dr. Jürgen Bode

Vice-President for International Affairs and Diversity, Professor for International Management, Bonn-Rhein-Sieg University of Applied Science, Germany

Prof. Dr. Rosemond Boohene

Director Centre for International Education, Associate Professor of Entrepreneurship, University of Cape Coast, Ghana

Prof. Dr. Justus M. Munyoki

Chairman Department of Business Administration, University of Nairobi, Kenya

afterwards

Cultural Programme "Carnival in Cologne"

ORGANISATION



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