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
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17:00 – 22:00 | **DAAD Evening Debate and Walking Dinner**  
| | Uni Club Bonn

Time | Thursday, 10 November 2016
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08:30 – 09:00 | **Registration**
09:00 – 09:30 | **Opening Remarks (Audimax)**  
| | **Prof. Dr. Jürgen Bode**  
| | *Vice-President for International Affairs and Diversity*  
| | *Bonn-Rhein-Sieg University of Applied Sciences, Germany*
| | **Prof. Dr. Edward Marfo-Yiadom (tbc)**  
| | *Dean School of Business*  
| | *University of Cape Coast, Ghana*
| | **Dr. James Muranga Njihia (tbc)**  
| | *Dean School of Business*  
| | *University of Nairobi, Kenya*
| | **Michael Hörig**  
| | *Head of Section Development Cooperation: Partnership Programmes and Higher Education Management*  
| | *German Academic Exchange Service (DAAD), Germany*

09:30 – 10:15 | **Keynotes**  
| | **Ghana and North Rhine-Westphalia – A strategic partnership**  
| | **Franz-Josef Lersch-Mense**  
| | *Minister for Federal Affairs, Europe and the Media of the German Federal State of North Rhine-Westphalia and Head of the State Chancellery, Germany*
| | **Africa’s potential as partner for North Rhine-Westphalia in international economic relations**  
| | **Dr. Herbert Jakoby**  
| | *Director General International Economic Relations*  
| | *Ministry of Economic Affairs, Energy and Industry of the State North Rhine-Westphalia, Germany*

10:15 – 10:45 | **Coffee break / Poster Session (ongoing till evening)**
10:45 – 12:00 | **Parallel Sessions:**  
| | **Fish Bowl: Lessons learned from a project fostering applied entrepreneurship in Ethiopia**  
| | **Chair:** **Prof. Dr. Elmar Steurer & David Manetsgruber**, Neu-Ulm University of Applied Sciences, Germany

**Presentations & Discussion: Business and entrepreneurship in Africa**

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)**
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: Social & sustainable entrepreneurship education – the case of Madagascar**
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

**Workshop: „Entrepreneurship projects in DAAD University-Business Partnership programs“**  
Chair: Heike Heinen, German Academic Exchange Service (DAAD), Germany

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<tr>
<td>12:00 – 13:30</td>
<td>Lunch / Poster Session</td>
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<td>13:30 – 14:45</td>
<td>Parallel Sessions:</td>
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| | **World Café:** Corporate Social Responsibility and investment – a solution for poverty reduction in Africa?  
  Chair: Prof. Dr. Winfried Polte, Bonn-Rhein-Sieg University of Applied Sciences, Germany |
| | **Panel Discussion:** Promoting SME in the informal and semiformal sector  
  Chair: Martin Wilde, Managing Director, Bund Katholischer Unternehmer (BKU) e.V., Germany |
| | **Workshop:** Doing business in Africa  
  Chair: N.N., German–African Business Association, Germany |

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

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

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**

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  
   Dr. Dorothy Minkus-McKenna, Berkeley College, USA  
   Maxmilian Hartweg, Ideas in Motion, Germany
Parallel Sessions:

Speed Dating

Workshop: Understanding Africa? Intercultural awareness to develop intercultural competence
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?
Chair: Marc Zander, Africon GmbH, Germany

Panel Discussion: The role of research in economic development in Africa
Chair: Clement Osei-Amoako, Ghana Chamber of Commerce and Industry, Ghana

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

Presentations & Discussion: Entrepreneurial education for employment and economic growth
   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
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 (tbc)
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
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<td>09:00 – 09:30</td>
<td><strong>Keynotes</strong>&lt;br&gt;Patrick Awua (tbc)&lt;br&gt;*President&lt;br&gt;Ashesi University College, Ghana</td>
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<td>09:30 – 09:45</td>
<td><strong>DEG Young Entrepreneurs Award</strong>&lt;br&gt;Christiane Rudolph (tbc), DEG - Deutsche Investitions- und Entwicklungsgesellschaft mbH, Germany</td>
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<td>09:45 – 10:00</td>
<td><strong>Startup Award Green Entrepreneurship</strong>&lt;br&gt;Belinda Knörr &amp; Michael Funcke-Bartz, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Germany</td>
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<td>10:30 – 11:45</td>
<td><strong>Parallel Sessions:</strong>&lt;br&gt;<strong>Panel Discussion:</strong> Building entrepreneurial universities&lt;br&gt;Chair: Prof. Dr. Rosemond Boohene, University of Cape Coast, Ghana&lt;br&gt;<strong>Workshop:</strong> Why does African-Western cooperation so often fail?&lt;br&gt;Chair: Kerstin Kilanowski, Sietar e.V., Germany&lt;br&gt;<strong>Presentations &amp; Discussion:</strong> Health, social security and productivity&lt;br&gt;1. Making More Health-Initiative&lt;br&gt;Dr. Matthias Fuchs, Boehringer Ingelheim, Germany&lt;br&gt;2. Portfolio analysis in sustainability controlling for medical help in Africa&lt;br&gt;Prof. Dr. Margit Ernenputsch, Bonn-Rhein-Sieg University of Applied Sciences, Germany&lt;br&gt;<strong>Presentations &amp; Discussion:</strong> Business and entrepreneurship in Africa&lt;br&gt;1. Formation of consortia as success factor in Africa&lt;br&gt;Emmanuel Ikemefuna, Quantum Heights, Germany&lt;br&gt;2. Constraints analysis of start-up business in Burundi&lt;br&gt;Gilbert Girukwishaka, Institut Supérieur de Gestion des Entreprises, Burundi&lt;br&gt;<strong>Workshop:</strong> Food-waste und food-processing&lt;br&gt;Chair: Dr. Martin Hamer, Bonn-Rhein-Sieg University of Applied Sciences, Germany&lt;br&gt;<strong>Workshop:</strong> Innovative business models for African entrepreneurs&lt;br&gt;Chair: Kwabena Obiri Yeboah &amp; Ralph Nyado-Addo, University of Leipzig, Germany</td>
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<td>11:45 – 13:00</td>
<td><strong>Parallel Sessions:</strong>&lt;br&gt;<strong>Fish Bowl:</strong> Business opportunities in renewable energy and sustainable technologies in terms of Corporate Social Responsibility&lt;br&gt;Chair: Julian Schulte, Prof. Dr. Stefanie Meilinger, Prof. Dr. R. Chakirov&lt;br&gt;Bonn-Rhein-Sieg University of Applied Sciences, Germany&lt;br&gt;<strong>Panel Discussion:</strong> Entrepreneurship Education for Employment and Economic Growth&lt;br&gt;Chair: Mercy A. Kporku, Mampong Nursing and Midwifery Training School, Ghana&lt;br&gt;<strong>Panel Discussion:</strong> Managing Intercultural Practice Oriented Student’s Projects: Evidence from Kenya, Germany, Ghana and United States of America”&lt;br&gt;Regina Brautlacht, Bonn-Rhein-Sieg University of Applied Sciences, Germany&lt;br&gt;Dr. Daniel Agyapong, University of Cape Coast, Ghana&lt;br&gt;Dr. Joseph Owino, University of Nairobi, Kenya&lt;br&gt;Prof. Dr. Nils Rauhut, Coastal Carolina University, USA</td>
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Workshop Klima-Kollekte
Chair: Olivia Henke, Klima-Kollekte, Germany

Presentations & Discussion: Entrepreneurial education for employment and economic growth

1. Entrepreneurial education, youth employability and economic development in Kenya
   Prof. Dr. Justus Munyoki & 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
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

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