



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	<b>DAAD Evening Debate and Walking Dinner</b> Uni Club Bonn
Time	Thursday, 10 November 2016
08:30 – 09:00	<b>Registration</b>
09:00 – 09:30	<b>Opening Remarks</b> <b>Prof. Dr. Jürgen Bode</b> <i>Vice-President for International Affairs and Diversity Bonn-Rhein-Sieg University of Applied Sciences, Germany</i> <b>Prof. Dr. Edward Marfo-Yiadom (tbc)</b> <i>Dean School of Business University of Cape Coast, Ghana</i> <b>Dr. James Muranga Njihia (tbc)</b> <i>Dean School of Business University of Nairobi, Kenya</i> <b>Michael Horig</b> <i>Head of Section Development Cooperation: Partnership Programmes and Higher Education Management German Academic Exchange Service (DAAD), Germany</i>
09:30 – 10:15	<b>Keynotes</b> <b>Ghana and North Rhine-Westphalia – A strategic partnership</b> <b>Franz-Josef Lersch-Mense</b> <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> <b>Africa's potential as partner for North Rhine-Westphalia in international economic relations</b> <b>Dr. Herbert Jakoby</b> <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	<b>Coffee break / Poster Session (ongoing till evening)</b>
10:45 – 12:00	<b>Parallel Sessions:</b> <b>World Café: What if public development aid programmes and the private sector work together? And how it can be done!</b> <b>Chair: Gerhard Weber</b> , Chamber of Industry and Commerce Bonn-Rhein-Sieg, Germany <b>Table hosts:</b> <b>Nina Dohr und Isabel Plaßwilm</b> , Senior Expert Service (SES), Germany <b>Dr. Roland Strohmeyer</b> , sequa gGmbH, Germany <b>Katrin Drews</b> , Don Bosco Mondo, Germany <b>Kira de Groot</b> , Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Germany <b>Martin Kalhöfer</b> , Germany Trade and Invest (gtai), Germany <b>Fish Bowl: Lessons learned from a project fostering applied entrepreneurship in Ethiopia</b> <b>Chair: Prof. Dr. Elmar Steurer &amp; David Manetsgruber</b> , 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: „Entrepreneurship projects in DAAD University-Business Partnership programs“***

**Chair: Heike Heinen**, German Academic Exchange Service (DAAD), Germany

**12:00 – 13:30**

**Lunch / Poster Session**

**13:30 – 14:45**

### ***Parallel Sessions:***

#### ***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

14:45 – 15:15	Coffee break / Poster Session
15:15 – 16:45	<p><b>Parallel Sessions:</b></p> <p><b>Speed Dating</b></p> <p><b>Workshop: Understanding Africa? Intercultural awareness to develop intercultural competence</b></p> <p><b>Chair:</b> <b>Dr. Eva Maria Bäcker</b>, Hochschulverband für interkulturelle Studien/UTAMU Uganda, Germany <b>Dr. Justine Magambo</b>, EDDA Africa e.V. (Education &amp; Development Association), Germany</p> <p><b>Workshop: Understanding growth in Africa – Is the hype over?</b></p> <p><b>Chair:</b> <b>Marc Zander</b>, Africon GmbH, Germany</p> <p><b>Panel Discussion: The role of research in economic development in Africa</b></p> <p><b>Chair:</b> <b>Clement Osei-Amoako</b>, Ghana Chamber of Commerce and Industry, Ghana</p> <p><b>Presentations &amp; Discussion: University teaching and research for development in Africa</b></p> <ol style="list-style-type: none"><li><b>1. Technology based art higher education upgrades handicraft industry and jobs</b> <b>Dr. Mohammed Khalil</b>, Zuyd University of Applied Sciences, the Netherlands</li><li><b>2. University teaching and research for development in Africa: Industry linkages</b> <b>Prof. Dr. Zachary Awino</b>, University of Nairobi, Kenya <b>Dr. Orucho M. Ngala</b>, Co-operative University of Kenya</li></ol> <p><b>Presentations &amp; Discussion: Entrepreneurial education for employment and economic growth</b></p> <ol style="list-style-type: none"><li><b>1. A new dawn: The African Institute for Transformational Entrepreneurship</b> <b>Prof. Dr. Paul Jones</b>, <b>Prof. Dr. Joan Lockyer</b> &amp; <b>Prof. Dr. Gideon Maas</b>, Coventry University, United Kingdom</li><li><b>2. Approaches to Entrepreneurship Education and Entrepreneurial Intensity along the Educational Systems in Ghana</b> <b>Nina Afriyie</b> &amp; <b>Prof. Dr. Rosemond Boohene</b>, University of Cape Coast, Ghana</li></ol>
16:45 – 17:30	<p><b>Plenary</b></p> <p><b>Keynote with discussion</b></p> <p><b>Marita Brömmelmeier</b> <i>Head of Africa Department</i> <i>Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Germany</i></p>
17:30 – 18:00	<p><b>Wrap-up of Day 1</b></p> <p><b>Prof. Dr. Rosemond Boohene (tbc)</b> <i>Director Centre for International Education, Associate Professor of Entrepreneurship, University of Cape Coast, Ghana</i></p>
18:00 – 20:00	<b>Informal Evening Reception with Music and Dance</b>

Time	Friday, 11 November 2016
09:00 – 09:30	<b>Keynotes</b> <b>Kwaku Ennin (tbc)</b> <i>Chief Executive Director</i> <i>Zeal Limited Ghana</i>
09:30 – 09:45	<b>DEG Young Entrepreneurs Award</b> <b>Christiane Rudolph (tbc)</b> , DEG - Deutsche Investitions- und Entwicklungsgesellschaft mbH, Germany
09:45 – 10:00	<b>Startup Award Green Entrepreneurship</b> <b>Belinda Knörr &amp; Michael Funcke-Bartz</b> , Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Germany
10:00 – 10:30	<b>Coffee break / Poster session (ongoing till end of conference)</b>
10:30 – 11:45	<b>Parallel Sessions:</b> <b>Panel Discussion: Building entrepreneurial universities</b> <b>Chair: Prof. Dr. Rosemond Boohene</b> , University of Cape Coast, Ghana  <b>Workshop: Why does African-Western cooperation so often fail?</b> <b>Chair: Kerstin Kilanowski</b> , Sietar e.V., Germany  <b>Presentations &amp; Discussion: Health, social security and productivity</b> <ol style="list-style-type: none"> <li><b>Making More Health-Initiative</b> <b>Dr. Matthias Fuchs</b>, Boehringer Ingelheim, Germany</li> <li><b>Portfolio analysis in sustainability controlling for medical help in Africa</b> <b>Prof. Dr. Margit Ernenputsch</b>, Bonn-Rhein-Sieg University of Applied Sciences, Germany</li> </ol> <b>Presentations &amp; Discussion: Business and entrepreneurship in Africa</b> <ol style="list-style-type: none"> <li><b>Formation of consortia as success factor in Africa</b> <b>Emmanuel Ikemefuna</b>, Quantum Heights, Germany</li> <li><b>Constraints analysis of start-up business in Burundi</b> <b>Gilbert Girukwishaka</b>, Institut Supérieur de Gestion des Entreprises, Burundi</li> </ol> <b>Workshop: Food-waste und food-processing</b> <b>Chair: Dr. Martin Hamer</b> , Bonn-Rhein-Sieg University of Applied Sciences, Germany  <b>Workshop: Innovative business models for African entrepreneurs</b> <b>Chair: Kwabena Obiri Yeboah &amp; Ralph Nyado-Addo</b> , University of Leipzig, Germany
11:45 – 13:00	<b>Parallel Sessions:</b> <b>Fish Bowl: Business opportunities in renewable energy and sustainable technologies in terms of Corporate Social Responsibility</b> <b>Chair: Julian Schulte, Prof. Dr. Stefanie Meilinger, Prof. Dr. R. Chakirov</b> Bonn-Rhein-Sieg University of Applied Sciences, Germany  <b>Panel Discussion: Entrepreneurship Education for Employment and Economic Growth</b> <b>Chair: Mercy A. Kporku</b> , Mampong Nursing and Midwifery Training School, Ghana  <b>Workshop: Social &amp; sustainable entrepreneurship education – the case of Madagascar</b> <b>Chair: Prof. Dr. Christoph Zacharias</b> , Bonn-Rhein-Sieg University of Applied Sciences, Germany <b>Uwe Birkel</b> , formerly DAAD representative Madagascar <b>Prof. Dr. David Rakoto</b> , Université d’Antananarivo, Madagascar  <b>Panel Discussion: Managing Intercultural Practice Oriented Student’s Projects:</b>

### **Evidence from Kenya, Germany, Ghana and United States of America”**

**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

**Prof. Dr. Nils Rauhut**, Coastal Carolina University, USA

### **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*

afterwards

### **Cultural Programme “Carnival in Cologne”**

## ORGANISATION



**Hochschule  
Bonn-Rhein-Sieg**  
University of Applied Sciences



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**DAAD**

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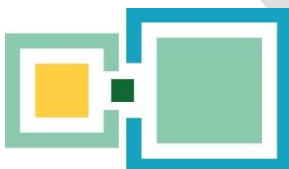
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