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
### Wednesday, 09 November 2016

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

### Thursday, 10 November 2016

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<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:00 – 09:00</td>
<td>Registration</td>
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| 09:00 – 09:30| Opening Remarks  
**Room: 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**  
_Dean School of Business_  
_University of Cape Coast, Ghana_  
**Dr. James Muranga Njihia**  
_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  
**Room: Audimax**  
**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: (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!  
**Room:** B118  
**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 & Laurenn Krieger, Ideas in Motion, Germany

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<tr>
<td>14:45 – 15:15</td>
<td>Coffee break / Poster Session</td>
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<td>15:15 – 16:45</td>
<td>Parallel Sessions:&lt;br&gt;Workshop: Understanding Africa? Intercultural awareness to develop intercultural competence&lt;br&gt;Room: E307&lt;br&gt;Chair: Dr. Eva Maria Bäcker, Hochschulverband für interkulturelle Studien/UTAMU Uganda, Germany&lt;br&gt;Dr. Justine Magambo, EDDA Africa e.V. (Education &amp; Development Association), Germany&lt;br&gt;Workshop: Understanding growth in Africa – Is the hype over?&lt;br&gt;Room: Hörsaal 4 / Lecture Hall 4&lt;br&gt;Chair: Marc Zander, Africon GmbH, Germany&lt;br&gt;Panel Discussion: The role of research in economic development in Africa&lt;br&gt;Room: B136&lt;br&gt;Chair: Clement Osei-Amoako, Ghana Chamber of Commerce and Industry, Ghana&lt;br&gt;Presentations &amp; Discussion: University teaching and research for development in Africa&lt;br&gt;Room: Hörsaal 7 / Lecture Hall 7&lt;br&gt;1. Technology based art higher education upgrades handicraft industry and jobs&lt;br&gt;Dr. Mohammed Khalil, Zuyd University of Applied Sciences, the Netherlands&lt;br&gt;2. University teaching and research for development in Africa: Industry linkages&lt;br&gt;Prof. Dr. Zachary Awino, University of Nairobi, Kenya&lt;br&gt;Dr. Orucho M. Ngala, Co-operative University of Kenya, Kenya&lt;br&gt;Presentations &amp; Discussion: Entrepreneurial education for employment and economic growth&lt;br&gt;Room: Audimax&lt;br&gt;1. A new dawn: The African Institute for Transformational Entrepreneurship&lt;br&gt;Prof. Dr. Paul Jones, Prof. Dr. Joan Lockyer &amp; Prof. Dr. Gideon Maas, Coventry University, United Kingdom</td>
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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**
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<tr>
<td>09:00 – 09:30</td>
<td><strong>Keynotes</strong></td>
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<td><em>Room: Audimax</em></td>
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<td>Leticia Osafo-Addo</td>
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<td>Chief Executive Director</td>
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<td>Processed Foods and Spices Ltd, Ghana</td>
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<td>09:30 – 09:40</td>
<td><strong>DEG Young Entrepreneurs Award</strong></td>
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<td>Christiane Rudolph (tbc), DEG - Deutsche Investitions- und Entwicklungsgesellschaft mbH, Germany</td>
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<td>09:40 – 09:50</td>
<td><strong>Presentations of Start-ups / Winners of DEG Young Entrepreneurship Award</strong></td>
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<td>Faustina Abena Nti-Boakye, Fanbapack Designs, Ghana</td>
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<td>Ebenezer Afrum, Baomilk Company Ltd, Ghana</td>
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<td>09:50 – 10:00</td>
<td><strong>Startup Award Green Entrepreneurship</strong></td>
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<td>Belinda Knörr, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Germany</td>
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<td>10:00 – 10:30</td>
<td><strong>Coffee break / Poster session (ongoing till end of conference)</strong></td>
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<td>10:30 – 11:45</td>
<td><strong>Parallel Sessions:</strong></td>
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<td><em>Panel Discussion: Building entrepreneurial universities</em></td>
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<td><em>Room: B022</em></td>
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<td>Chair: Prof. Dr. Rosemond Boohene, University of Cape Coast, Ghana</td>
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<td><em>Workshop: Why does African-Western cooperation so often fail?</em></td>
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<td><em>Room: B038</em></td>
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<td>Chair: Kerstin Kilanowski, Sietar e.V., Germany</td>
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<td><em>Presentations &amp; Discussion: Health, social security and productivity</em></td>
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<td><em>Room: Hörsaal 7 / Lecture Hall 7</em></td>
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<td>1. Making More Health-Initiative</td>
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<td>Dr. Matthias Fuchs, Boehringer Ingelheim, Germany</td>
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<td>2. Portfolio analysis in sustainability controlling for medical help in Africa</td>
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<td>Prof. Dr. Margit Ernenputsch, Bonn-Rhein-Sieg University of Applied Sciences, Germany</td>
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<td><em>Presentations &amp; Discussion: Business and entrepreneurship in Africa</em></td>
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<td><em>Room: B118</em></td>
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<td>1. Formation of consortia as success factor in Africa</td>
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<td>Emmanuel Ikemefuna, Quantum Heights, Germany</td>
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<td>2. Constraints analysis of start-up business in Burundi</td>
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<td>Gilbert Girukwishaka, Institut Supérieur de Gestion des Entreprises, Burundi</td>
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<td><em>Workshop: Food-waste und food-processing</em></td>
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<td><em>Room: B123</em></td>
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<td>Chair: Dr. Martin Hamer, Bonn-Rhein-Sieg University of Applied Sciences, Germany</td>
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<td><em>Workshop: Innovative business models for African entrepreneurs</em></td>
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<td><em>Room: B120</em></td>
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<td>Chair: Kwabena Obiri Yeboah &amp; Ralph Nyado-Addo, University of Leipzig, Germany</td>
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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

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”