



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

<b>Time</b>	<b>Wednesday, 09 November 2016</b>
17:00 – 22:00	<b>DAAD Evening Debate and Walking Dinner</b> Uni Club Bonn
<b>Time</b>	<b>Thursday, 10 November 2016</b>
08:00 – 09:00	<b>Registration</b>
09:00 – 09:30	<b>Opening Remarks</b> <i>Room: Audimax</i> <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</b> <i>Dean School of Business University of Cape Coast, Ghana</i> <b>Dr. James Muranga Njihia</b> <i>Dean School of Business University of Nairobi, Kenya</i> <b>Michael Hörig</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> <i>Room: Audimax</i> <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>
<b>10:15 – 10:45</b>	<b>Coffee break / Poster Session (ongoing till evening)</b>
10:45 – 12:00	<b>Parallel Sessions: (HS 4, B038, B118, B120, E307)</b> <b>World Café: What if public development aid programmes and the private sector work together? And how it can be done!</b> <i>Room: B118</i> <b>Chair: Gerhard Weber</b> , Chamber of Industry and Commerce Bonn-Rhein-Sieg, Germany <b>Table hosts:</b> <b>Kathrin Brissi &amp; Isabel Plaßwilm</b> , Senior Expert Service (SES), Germany <b>Dr. Roland Strohmeyer</b> , sequa gGmbH, Germany <b>Kathrin 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

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



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



**UNIVERSITY OF  
CAPE COAST**



**UNIVERSITY OF NAIROBI**

**DAAD**

**Deutscher Akademischer Austauschdienst  
German Academic Exchange Service**

## SPONSORS



**Federal Ministry  
for Economic Cooperation  
and Development**



**Industrie- und Handelskammer  
Bonn/Rhein-Sieg**

SPONSORED BY THE



**Federal Ministry  
of Education  
and Research**

**Ministerium für Wirtschaft, Energie,  
Industrie, Mittelstand und Handwerk  
des Landes Nordrhein-Westfalen**





**PROJECT PARTNERS**



**Internationales Zentrum  
für Nachhaltige Entwicklung**

*International Centre for  
Sustainable Development*



**Ghana Chamber of  
Commerce & Industry**



Your Business Links, Our Business



[www.bonnsustainabilityportal.de](http://www.bonnsustainabilityportal.de)