



corporAID Web-Multilogue



Doing Business in Africa Connecting with Start-ups

Wednesday, 1st April, 2020 | 10.00–11.30 a.m.
registration on www.corporaid.at

A huge demand meets an interconnected global economy. More and more European companies are engaging in African countries. However, doing business in emerging and frontier markets requires “thinking out of the box” that goes beyond established management practices. The web-multilogue series “Doing Business in Africa” offers tangible insights into relevant success factors and discusses how entrepreneurs can react and adapt to specific challenges and demands. “Connecting with start-ups” is part one of this event series, and will connect you directly with a successful start-up entrepreneur in Kigali, Rwanda, and with a startup accelerator and investor in Nairobi, Kenya.

You will get first-hand insights from an African perspective on:

- What constitutes successful business models in African markets – what is so different from Europe?
- Why do so many foreign investments fail? How to find the right local partner?
- Why and how to connect with African start-ups?

Who should join?

People and company representatives who are doing or plan to do business in African countries

| | |
|--------------|--------------------------------------------------------------------------------------------------------------|
| WELCOME | Bernhard WEBER ICEP |
| INTRODUCTION | Hans STOISSER Next Africa |
| IMPULSES | Lionel MPFIZI Awesomity Lab How a small African start-up supported a big European corporation in Rwanda |
| | Lillian MARENYA GrowthAfrica Entrepreneurial success stories from Kenya |

DISCUSSION

Lionel MPFIZI is CEO of Awesomity Lab, a start-up that introduced the first car hiring app in Rwanda with VW



Hans STOISSER is co-founder of Next Africa, a platform bringing together organizations from Europe and Africa



Lillian MARENYA is head of Catalytic Support beim Business Accelerator GrowthAfrica.

EINE INITIATIVE VON



MIT UNTERSTÜTZUNG VON



PARTNER DER CORPORAID PLATTFORM

