



## 4. Africa Day for Enterprises 2022

Learning from and with Startups in African markets

**Date:** 10th May, 2022, 9.30 AM to 4.00 PM CEST

**Language:** English **Mode:** online

### AGENDA

- 9.30 AM** **Welcome**  
Prof. Dr. Elmar Steurer, Vice President Research and Transfer  
Neu-Ulm University of Applied Sciences  
Prof. Dr. Thomas Bayer, Director Africa Institute  
Neu-Ulm University of Applied Sciences
- 9.40 AM** **Keynote speech:**  
**Innovation ecosystems and the role of startups**  
Dr. Tonny Omwansa, CEO Kenya National Innovation Agency
- 10.00 AM** **Experiences of established companies**  
Krones LCS Center EA Ltd - Henning Post  
KTI Plersch - Michael Walleter  
fairafriC - Sophia Ernst
- 10.45 AM** **EU-Africa cooperation in research & innovation – support, networks and perspectives**  
Dr Thomas Ammerl, Bavarian Research Alliance, Scientific Coordination Office Bavaria-Africa
- 11.00 AM** **Health Break**
- 11.15 AM** **Impulse:**  
**Entrepreneurship development - institutional background, relevant drivers and conclusions on future potentials**  
Prof. Dr. Bernard Wagemann, Neu-Ulm University of Applied Sciences
- 11.30 AM** **Panel discussion on cooperation of startups and established companies**
- 12.15 PM** **Lunch break**
- 1.00 PM** **Keynote speech:**  
**The role of startups in the innovation process of established companies**  
Dr. Christian Lindfeld  
Managing Partner at Africa Advisors and Managing Director at dorKk  
Bundesverband Deutscher Startups e.V
- 1.20 PM** **Experiences of successful startups**  
PineBerry (mango solar) - Danny Friedrich (Germany-Kenya)  
eMo BodaBoda - Erick Mome Morro (Tanzania)  
Manobi Africa - Daniel Annerose (Mauritius)  
Ecodudu Ltd. - Adan Mohammed (Kenya)  
Zalisha Africa - Finetek Technologies K Ltd - Steve Kombo (Kenya)  
Right Lamp Shining Group Limited – Julien Dushime (Rwanda)
- 2.20 PM** **Impulse:**  
**TAP-Program - cooperation forms and learnings from early stage African startups**  
Dragan Brković, Hochschule Weihenstephan-Triesdorf  
Project Coordinator “Technology and Transfer Pact”
- 2.30 PM** **Q&A startup afternoon**
- 2.50 PM** **Concluding remarks**
- 3.00 PM** **Networking**
- 4.00 PM** **Open end**