



Bridging Markets: German-African IT & BPO Summit

German-African Business Summit Pre-Event

02 December 2024 from 11:30 to 17:00, plus 09:00 to 11:30 for government representatives,
Radisson Blu Hotel, Nairobi Upper Hill, Elgon Rd, Nairobi, Kenya

Agenda

09:00–9:30 **Registration for government representatives**

09:30–11:30 **Government Representatives only**
Working session on “How to promote your domestic IT/BPO sector – a best practice exchange”

11:30–12:30 **Registration & Light Networking Lunch**

12:30–12:45 **Opening and Welcome**

- Ministry of Information, Communications and the Digital Economy, Kenya
- Federal Ministry for Digital and Transport, Germany
- Federal Ministry for Economic Cooperation and Development, Germany
- German Embassy in Nairobi
- German-African Business Association

12:45–13:25 **Keynote Speeches**

Opportunities and Challenges of the African Market for the BPO Sector

Mark Angus, CEO & Chief Strategist, Genesis Global Business Services and Founding Partner, GBS World

Gain insight into the unique opportunities available, such as a growing talent pool, cost advantages, and technological advancements, while understanding remaining challenges faced by the sector.

Successful Strategies of German IT Companies in Africa

Learn about successful strategies for entry and growth of IT companies in Africa including market entry strategies, partnerships with local firms, cultural and business environment, and local talent.

13:25–13:55 **Coffee Break and Networking**

13:55–14:10 **Spotlight: How AI affects the IT/BPO Sector**

14:10–15:10 **Panel Discussion**

Africa as the Digital Market of the Future – What Makes Africa Special for the ITO/BPO Sector?

Panelists:

- **Martin Roe**, CEO, CCI
- **Ethel Cofie**, CEO, Edel Technology Consulting
- **Christian Ruckteschler**, COO, AmaliTech

Moderation:

- **Sharmi Surianarain**, CIO, Harambee

15:10–15:55 **Country Presentations**

Gain deeper insight into specific African markets

15:55–16:00 **Conclusion & Summary**

16:00–17:00 **Networking in the exhibition area**