



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**
• German-African Business Association
• Deutsche Gesellschaft für Internationale Zusammenarbeit GIZ
• Ministry of Information, Communications and The Digital Economy, Kenya

12:45–13:25 **Keynote Speeches**

Opportunities and Challenges of the African Market for the BPO Sector

Mark Angus, CEO & Chief Strategist of Genesis Global Business Services

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

Volker Maiborn, Chairman of the Advisory Board of MaibornWolff GmbH

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 **Impact Sourcing: Creating Value with Purpose**

Rita Soni, Principal Analyst for Impact Sourcing & Sustainability Research at Everest Group

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 of CCI Global
- **Ethel Cofie**, CEO and Director of Edel Technology Consulting
- **Christian Ruckteschler**, Chief Operating Officer of AmaliTech
- **Stefanie Simon**, Founder of Dartex Solutions
- **Alaa Aridhi**, Global Head of Fundraising and Country Director for Tunisia at the Westerwelle Foundation

Moderator:

Sharmi Surianarain, Chief Impact Officer, Harambee Youth Employment Accelerator

15:10–15:55 **Country Pitches**

Gain deeper insight into specific African markets

15:55–16:00 **Conclusion & Summary**

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