



## Europe + Kenya



### Kenya: A lion on the go! Innovative business models in Kenya

Date: Friday, October 17<sup>th</sup> 2014

Time: 9:00 a.m. to 11:00 a.m.

Venue: The Federal Press Conference, Schiffbauerdamm 40, 10117 Berlin

Supporters: Embassy of the Republic of Kenya, Boehringer Ingelheim, German African Business Association

#### Schedule:

08:30 – 09:00 Registration and reception

09:00 – 10:30 Panel discussion following a keynote speech



Keynote Speaker:  
**Natascha Weisert**

Federal Ministry for Economic Cooperation  
and Development

Panel:

**H.E. Ken Nyauncho Osinde**  
**Andreas Lämmel**  
**Asmau Nitardy**  
**Samuel Agutu**  
**Dr. Michael Rabbow**  
**Michael Gahler**

Embassy of the Republic of Kenya  
German Parliament  
German – African Business Association  
Changamka Microhealth Ltd  
Boehringer Ingelheim  
European Parliament

Moderation:

**Thomas Franke**

EurActiv Germany

10:30 – 11:00 Networking opportunity

**The event will be held in English.**



The global debate on social innovative business models is of central importance for companies as well as the governments of Kenya and Germany; albeit from different angles and possibly with varying objectives.

The embassy talks will address the economic situation in Kenya, including different perspectives, objectives and expectations.

The following **key questions** are intended to guide the discussion:

- What is the economic situation in Kenya and what are the opportunities for German investors?
- Which reforms and challenges is Kenya facing and what role could the EU play?
- How can innovative business models more effectively support economic cooperation between Germany and Kenya?
- Can bilateral initiatives between companies and industrial sectors in Germany and Kenya (or measures between both countries) supplement existing measures of the European Union - or might these even be more efficient?
- How can added value within Kenya lead to the creation of prosperity in rural areas?

For more information please follow this [link](#).

The number of participants is limited. Among those invited are politicians, scientists, and representatives of think tanks, interest groups, corporations and media.

We sincerely hope you will accept our invitation to take part in this workshop. If you choose to attend, we would kindly ask you to apply by filling in the application by clicking on the button below.

**Register for the event!**

The application deadline is October 12<sup>th</sup> 2014. If you have any questions or require any further information, please do not hesitate to contact our office. (Telephone: +49 30 2088 9003, Email: [n.bogott@euractiv.de](mailto:n.bogott@euractiv.de))

Yours sincerely,

**Nicole Bogott**

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Project Management Consultant