

## **SCHOOL OF BUSINESS HOSTS 6TH AIBUMA CONFERENCE 2015.**

The University of Nairobi, School of Business on Thursday to Friday 10<sup>th</sup> July 10, 2015 successfully hosted the 6<sup>th</sup> Annual Africa International Business and Management (AIBUMA) Conference.

The conference was officially opened by Fenny Mwakisha, Director of Higher Education who represented the chief guest Prof. Jacob Kaimenyi Cabinet Secretary Ministry of Education.

The AIBUMA conference provided platform for interaction between business leaders, academic, researchers, policy makers and government in exchanging ideas on entrepreneurship, resource management, and sustainable development among others in vision to finding sustainable solutions to some of the key issues facing society as well as business enterprises.

As the theme reflects; the key note speakers where successful business personnel and Chief Executive Officers from top companies and Government Agencies. They advised youths on entrepreneurship and how to cope up with the challenges.

### **DAY 2: Friday July 10<sup>th</sup>, 2015.**



The conference started at 9:30am. Dr. Njihia James Muranga Opened the occasion, he began by thanking the key partners, exhibitors and sponsors who made the occasion successful such as;

KASNEB, RBA, Nation Media Group, Co-operative Bank, Kenya Seed Company Ltd, Frontier Marketing, Africa Oil, KCB and UNES.



The Dean School of Business Prof. Josiah Aduda welcomed all the guests and recognized the keynote speakers;



**Arif Zaman**, Executive Director Common wealth Business women's network (CBW) made presentation on how to identify and understand risks/including reputational risks affecting businesses/ entrepreneurship. He said that countries have decreased since the turn of 21<sup>st</sup> Century due to risk of emerging economics, inequality/ corruption within the countries. He also identified some of the key risks affecting entrepreneurs in 2015 such as;

- i. Damage to reputational risks
- ii. Economic slowdown/ slow recovery
- iii. Regulatory/ legislative changes
- iv. Increased competition etc.

Arif Zaman said that companies are weak because of poor communication of risks. He also said one way of dealing with these challenges is through diversity and innovation, he noted that diversity unlocks innovation and drives growth.



**Lizzie Wanyoike**, CEO and Key founder Nairobi Institute of Business Studies(NIBS) . She addressed challenges affecting education sector. She advised students to have passion on what they want to do and not to give up. She gave an example of how she started a Business College despite of being a women, she said those days businesses where dominated by the male but her passion encouraged her to overcome all the challenges. She said that she has established Lizzie Wanyoike foundation to help the needy students. Finally she advised students to keep off from taking drunks and concentrate on their studies.



**Mr. Pius Nduatih:** Secretary and Chief Executive KASNEB. He made presentation on financial matters, Entrepreneurships, Resource Management and Sustainable Developments in Africa. He said that Government with Minimum corruption encourages entrepreneurship. He also said that KASNEB is an international accredited institution that offers courses in Accountancy, ICT and Ethics which encourages entrepreneurships.



### **Mr. Kamal**

Mr. Kamal Budhabhatti from Craft Silicon Group, he made presentation on entrepreneurship. He emphasized on innovation and challenges start up encounters. He gave an example on the challenges Craft Silicon Group encountered at the initial stages and how they overcome them. He challenged students to be innovative and advised them when they come up with their invention to test out with users first because nobody will believe them; he gave an example of Mpesa and said that before nobody would have believed that one day money will be loaded on mobile phones. He told students when they start a business to be passionate about what they want to do and not money. He challenged youths to find out what they like/ love and never look back.

From 2.00-4.00pm there were parallel paper presentations in five venues where over 25 papers were presented by different scholars.



**Mr. Muriithi Ndegwa**

The Ceremony was officially closed by Mr. Muriithi Ndegwa, CEO Tourism board of Kenya and also a PhD student at the School of Business. He was impressed by the way the school of business has been innovatively coming up with new ideas every year. After the ceremony there was a Cocktail for all the invited guests.