



DRAFT

University-Business Partnership Programme

Virtual LAUNCH CONFERENCE, 22-24 November

CONFERENCE OBJECTIVES

- Showcase university-business partnerships supported by the DAAD in the framework of the Special Initiative “Training and Job Creation”, which has been launched and funded by the Federal Ministry for Economic Cooperation and Development
- Enable networking among the university-business partnership projects, support a corresponding dialogue, and foster further cooperation
- Discuss how projects can contribute to increasing the employability of graduates in their partner countries through entrepreneurial higher education (involving industry).
- Identify the role of German universities in supporting employability activities in the global South.

BACKGROUND

Through the Special Initiative “Training and Job Creation”, the Federal Ministry of Economic Cooperation and Development strives to support the development of sustainable labour markets for the growing young population in select African countries. In this context, the DAAD programme “University-Business Partnerships Between Universities and Industry in Germany and Developing Countries” (hereafter referred to as “university-business partnerships”) contributes to a stronger orientation towards employment in higher education in specific thematic areas and countries relevant to the Special Initiative.

AIM OF THE CONFERENCE

At this launch conference, we want to showcase the projects that have been selected for the programme while offering a space for collaboration and networking. The programme focuses on knowledge transfer between universities and industry in order to better interlink the two and to expand the related dialogue. In this context, we would also like to discuss how projects can contribute to increasing the employability of graduates in their partner countries through entrepreneurial higher education (involving industry) as well as to identify the role of German universities in supporting employability activities in the global South.



PROGRAMME

Facilitation: N.N.

Monday, 22 November 2021

4.45 p.m.	Login
5.00 – 5.30 p.m.	Welcome words Dr Klaus Birk Director Projects Department German Academic Exchange Service (DAAD), Germany Dr Tania H. Rödiger-Vorwerk Director Private Sector, Trade, Employment and Digital Technologies Federal Ministry for Economic Cooperation and Development (BMZ), Germany
5.30 – 6.30 p.m.	Keynote address followed by Q&A Capacity building partnerships to foster employability – industry as a bridge to employment Lydie Hakizimana CEO African Institute of Mathematical Sciences Rwanda (AIMS), Rwanda
6.30 – 06.45 p.m.	Context virtual networking
6.45 – 7.00 p.m.	Short break
7.00 – 8.00 p.m.	Virtual networking dinner
8.00 p.m.	End of day 1

Tuesday, 23 November 2021

9.15 a.m.	Login
9.30 – 9.40 a.m.	Summary of day 1 and introduction Michael Eschweiler Head of Section, Development Cooperation: Partnership Programmes, Alumni Projects, and Higher Education Management German Academic Exchange Service (DAAD), Germany
9.40 – 10.00 a.m.	The DAAD's project work: Programmes, focus areas, objectives Michael Eschweiler

	Head of Section, Development Cooperation: Partnership Programmes, Alumni Projects, and Higher Education Management German Academic Exchange Service (DAAD), Germany
10.00 – 10.20 a.m.	<p>The new SDG-Programme</p> <p>Heike Heinen-Kritz Senior Desk Officer, Higher Education Cooperation Programmes German Academic Exchange Service (DAAD), Germany</p>
10.20 – 10.30 a.m.	Short break
10.30 – 12.00 noon	<p>Panel discussion followed by Q&A How can projects contribute to increasing the employability of graduates in partner countries through entrepreneurial higher education (involving the industry)?</p> <p>Dr Domenica Preysing Senior Policy Officer, Special Initiative on Training and Job Creation Federal Ministry for Economic Cooperation and Development (BMZ), Germany</p> <p>Professor Rosemond Boohene Centre for Entrepreneurship and Small Enterprise Development (CESED) University of Cape Coast, Ghana</p> <p>Professor Utz Dornberger Director of SEPT Competence Center University of Leipzig, Germany</p> <p>Professor Stefan Liebing Owner and CEO Conjuncta GmbH and Chairman, German-African Business Association, Germany („Afrika-Verein der deutschen Wirtschaft e.V.“)</p> <p>Moderated by Dr Ursula Painter Head of Division ‘Development Cooperation and Transregional Programmes’ German Academic Exchange Service (DAAD), Germany</p>
12.00 – 12.05 p.m.	Virtual group picture
12.05 – 1.00 p.m.	Individual lunch break
1.00 – 2.00 p.m.	Project presentations (11 á 5 min.)
2.00 – 3.00 p.m.	Introduction and networking session “existing and new project cooperations” (MeetAnyway)
3.00 – 3.15 p.m.	Short break
3.15 – 3.30 p.m.	Introduction to the thematic working groups

Heike Heinen-Kritz

Senior Desk Officer, Higher Education Cooperation Programmes
German Academic Exchange Service (DAAD), Germany

3.30 – 4.30 p.m. **Thematic working groups**

4.30 p.m. End of day 2

Wednesday, 24 November 2021

8.45 a.m. Login

9.00 – 9.10 a.m. **Summary of day 2 and introduction**

Michael Eschweiler

Head of Section, Development Cooperation: Partnership Programmes,
Alumni Projects, and Higher Education Management
German Academic Exchange Service (DAAD), Germany

9.10 – 10.10 a.m. **Outcomes of the thematic working groups**

10.10 – 10.20 a.m. Short break

10.20 – 10.35 a.m. **The important role of business partners**

Heike Heinen-Kritz

Senior Desk Officer, Higher Education Cooperation Programmes
German Academic Exchange Service (DAAD), Germany

10.35 – 11.05 a.m. **The contribution of business partners – two examples**
(panel / interview)

11.05 – 12.00 noon **Business booths**
(MeetAnyway)

12.00 – 12.30 p.m. **Wrap-up and concluding discussion**

12.30 p.m. End of conference
