

REPORT

EVENT: 5TH BUSINESS ENTREPRENEURSHIP AND INNOVATION CONFERENCE

DATE: 27/2/2015

VENUE: LECTURE THEATRE

ORGANIZERS: FINANCE STUDENT ASSOCIATION

The event was sponsored by KASNEB, Ideaspot, Kapa Oil and CBA and facilitated by the Finance Student Association with the help of UON-School of Business Administration. The program commenced at 11am with a speech from Mr Anthony Mwithiga the Chief Investment Officer, CBA. He gave the audience insight on the need to invest their money in equity and other investment platforms especially at a young age. The office of the dean was represented by C N. Kariuki, the assistant dean School of Business whose strict composure in relating with the crowd to respond to certain questions on success in life could not go unnoticed.

Prof. Bitange Ndemo the former Permanent Secretary ICT and a lecturer at the University of Nairobi was the third speaker of the day. He introduced the concept of the Digital Age explaining the present situation in Kenya. One important statement he made is that the digital migration has levelled the platform for all Kenyans to exploit greater opportunities in mass communication just as the major media houses in Kenya. Mr. Wesley Owiti, alumni of the University Of Nairobi School Of Business was the fourth speaker. He gave a brief history of his journey in entrepreneurship and advised potential entrepreneurs on the need to gather experience through employment before venturing into business.

Mr. Robert Burale, CEO RB Company motivated the audience to groom themselves for the opportunities they are looking for. He specifically stated that you should “behave like where you want to go”. The humour in his expressions and seriousness of his points brought out the need to have principles and create a strong perception before others. Mr. Michael Onyango, the founder of Africa Creative Hub briefed us on the need to explore creativity which is much richer in Africa than in the rest of the world. Dr. Ofweneke one of Kenya’s top comedians and MCs cracked our ribs with his comical antics and hilarious jokes. He made a wonderful presentation on Brand Management and urged the listeners to understand themselves, believe in themselves

and brand themselves. The CEO of Optiven, Mr. George Waciuri challenged everyone to be the change they want to see in the world. Ms. Pauline Mwangi, CEO Allen Cole gave a comprehensive list of what makes one a successful entrepreneur.

After refreshments, the panel session commenced which consisted of Mr. Michael Onyango, Robert Burale, Anthony Kimathi and Ms. Pauline Mwangi. The question-answer session was held after the panel discussion which responded to all queries, comments and questions asked by the audience. The final speaker of the day was Mr. Johnson Mwakazi, the Editor-Royal Media Services. He finalized the event with an inspirational talk on Mind management. In his deep voice and strong aura, he explained the importance of having a mind and an inspirational management system. All visitors were appreciated with a small token from the FISA team for honouring their invitations and giving their best. The day was closed with a Vote of Thanks from Victoria Chebet and a prayer from Elsie Kanorio.

Report Prepared by: Linda Sumba

Chief Editor (FISA)