



2ND KENYAN DIASPORA INTERNATIONAL CONFERENCE & INVESTMENT FORUM

BUILDING A KNOWLEDGE-BASED ECONOMY IN KENYA: ROLE OF THE DIASPORA

*Kennesaw State University, Kennesaw, Georgia
Social Sciences Building | August 20-22, 2009*

THURSDAY, AUGUST 20, 2009

9:00 AM – 10:00 AM	REGISTRATION
10:00 PM – 3:00 PM	GOLF TOURNAMENT BY REGISTRATION ONLY (CITY CLUB OF MARIETTA)
6:00 PM – 9:00 PM	BUSINESS NETWORKING RECEPTION – ATRIUM, RENAISSANCE WAVERLY HOTEL (CONFERENCE REGISTRATION REQUIRED)

FRIDAY, AUGUST 21, 2009

8:00 AM – 9:00 AM	REGISTRATION AND CONTINENTAL BREAKFAST (LOBBY)
9:00 AM – 9:30 AM	PLENARY SESSION 1 - OPENING & KEYNOTE ADDRESS (SO 1021) Mr. Kihumba Ndiritu, Chair, Conference Organizing Committee Dr. Barry Morris, Executive Director, Institute of Global Initiatives, KSU Dr. Daniel S. Papp, President, Kennesaw State University Kenya Embassy Representative
9:30 AM – 10:30 AM	KEYNOTE ADDRESS (SO 1021) Building a Knowledge Society in Kenya: Dr. Bitange Ndemo, Permanent Secretary, Ministry of Information & Communications, Republic of Kenya
10:30 AM – 10:45 AM	BREAK
10:45 AM – 12:30PM	PLENARY SESSION 2 (SO 1021) ICT IN KENYA: STRATEGY FOR GROWTH ICT and Innovation: Opportunities and Challenges for the Kenya Economy: Dr. Reuben Marwanga, Dean, Faculty of Information Technology, Strathmore University Global Location Strategy: Considerations Driving the Selection of Locations for Contact Center and Shared Service Operations: Matt Jackson, Consulting Partner, Global Business Consulting, Cushman & Wakefield
12:30 PM – 1:30 PM	LUNCH

1:30 PM – 3:00 PM

CONCURRENT SESSIONS

SESSION 1: TRAINING AND EDUCATION FOR KNOWLEDGE ECONOMY (SO 1017)

Role of Universities as Engines of Economic Development for Diaspora

Populations: Mr. Martin Mbaya, Harvard University

Universal Primary Education: Access to Knowledge and Collaboration: Mr. SJ Klein, Director of Content, OLPC Inc

Marketing and Public Relations Strategies to Engage the Kenyan Diaspora: Mr. Thomas Brooks, Founder and Managing Director of Alpha Multimedia, Inc

Accelerating Economic Development in Kenya through BPO's and Online Education: Dr. James Wanjagi, Ph.D. Candidate

Chair: Dr. Dan Paracka, Director, International Program, KSU

SESSION 2 – HARNESSING CREATIVITY, INNOVATION AND ENTREPRENEURSHIP: LEVERAGING WORLD WIDE WEB (SO 2038)

Developing World Class Software - Ushahidi.com as a Case Study: Mr. David Kobia, Co-Founder and Director of Technology Development, Ushahidi.com

eKenya 2.0: Mr. Eric Kotonya, CEO, COMFIED Mobile Media, KENYA

Why Brands Seeking the Kenyan Diaspora Audience Need an Interactive Presence: Mr. Benin Mwangi, Co-Founder, Pamoja Media

Location Based Services and Their Application in Africa: Mr. Steve Aninye, CEO of Ascend Systems

Managing Your Brand in a Digital Environment: Mr. Kinoti Gituma, Principal at KinConsult

Chair: Dr. Edward Mungai, Dean, Strathmore Business School

SESSION 3 - BUSINESS PROCESS OUTSOURCING: KENYA AS A DESTINATION

Why Kenya? Dr. Bitange Ndemo, Permanent Secretary, Ministry of Information & Communication, Republic of Kenya

Importance of Transfer Pricing Globally Within the Business Process

Outsourcing Industry: Ms. Emily Trader, Director of Transfer Pricing, Lattimore Black Morgan & Cain, PC.

Global BOP Perspective: Mr. Matt Jackson, Consulting Partner, Global Business Consulting, Cushman & Wakefield

Chair: Judy Munyao-Lightfoot, Ambassador-at-Large (AKPA)

3:00 PM – 3:15 PM

BREAK

3:15 PM – 5:00 PM

PLENARY SESSION 3 (SO 1021)

PANEL DISCUSSION: TRANSITION TO A KNOWLEDGE-BASED ECONOMY:
ROLE OF ICT

Dr. Bitange Ndemo, Permanent Secretary, Ministry of Information & Communications, Republic of Kenya

Mr. Samuel Klein, Director of Content, One Laptop Per Child Association, Inc.

Dr. Don Amoroso, Chair, Department of Computer Science & Information System (CSIS), Kennesaw State University (KSU)

Dr. Reuben Marwanga, Dean, Faculty of Information Technology, Strathmore University

Mr. David Kobia, Co-Founder, Ushahidi.com

Chair: Dr. Solomon Nagash, Faculty Dept. of CSIS, KSU

6:00 PM – 9:00 PM

EVENING RECEPTION (UNIVERSITY ROOM, MCMICHAEL STUDENT CENTER) – OPEN TO ALL CONFERENCE REGISTRANTS

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Keynote Address

Impact of Emerging Investment Clubs in Kenya and Their Role in Economic Development: Dr Lukas K. Njenga, CEO, Heart for the City

SATURDAY, AUGUST 22, 2009

8:00 AM – 9:00 AM REGISTRATION & CONTINENTAL BREAKFAST (LOBBY)

9:00 AM – 9:30 AM PLENARY SESSION 1 - OPENING & KEYNOTE ADDRESS (SO 1021)

Mr. Kihumba Ndiritu, Chair, Conference Organizing Committee

Ms. Solange Warner, President, World Chambers of Commerce

Representative Randal Magham, Georgia House of Representative, District 94

Kenya Embassy Representative

9:30 AM – 10:30 AM KEYNOTE ADDRESS (SO 1021)

Technology, Innovation & Customer Service: The Keys to Staying Ahead: Mr. Michael Joseph, CEO, Safaricom Limited

10:30 AM – 10:45 AM BREAK

10:45 AM – 12:30PM PLENARY SESSION 2 (SO 1021)

Transforming Africa through Entrepreneurship: Dr. Edward Mungai, Dean, Strathmore Business School, Strathmore University

Private Public Partnership: Engaging the Diaspora: Ms. Esther Koimett, Investment Secretary, Ministry of Finance, Republic of Kenya

First Cell-Phone-Based Carbon-Micro-Credits Implementation in Kenya: Mr. David A. Palella, Founder, Carbon Manna Ltd

12:30 PM – 1:30 PM LUNCH

1:30 PM – 3:00 PM CONCURRENT SESSIONS

SESSION 1: INVESTMENT AND BUSINESS ENVIRONMENT IN KENYA:
SUPPORTING INNOVATION AND ENTREPRENEURIAL CULTURE (SO 1017)

Economic Environment in Kenya and Vision 2030: Mr. Justus Nyamunga, Director of Economic Affairs, Ministry of Finance, Kenya

Kenya Competitiveness: Dr. Wahome Gakuru, Marketing Director, Equity Bank Kenya Ltd

An Evaluation of Savings and Investment Levels as Predictors of Quality Of Life among Kenyans: Prof. Olive Mugenda, Vice Chancellor, Kenyatta University

Diaspora Role in Developing Policy Structures in Developing Economies: Dr. Mwaniki, CEO, Kenyans Abroad Investment Fund (KAIF), Head, Epsilon Solutions LLC

Chair: Dr. Don Sabbarese, Director of KSU Econometric Center, KSU

SESSION 2: INVESTING IN KENYA'S INFRASTRUCTURE: HARNESSING
RESOURCES FROM THE DIASPORA (SO 2038)

Meeting Energy Demand for a Growing Economy: Opportunities for

Investment: Dr. Joseph Karanja Nganga, Founder, Renewable Energy Ventures.

Wind Energy Project: A Kenyan Diaspora Group Initiative: Mr. James Theuri
and Mr. Cyrus Thairu

**Investing in Tourism and Hospitality Industry in Kenya: Opportunities and
Challenges:** Mr. Symon Ogeto, President and CEO of SEED Group, Inc

Architecture, Ecological Design and Environmental Concerns: David Gikaru-
Architect Construction Administrator & Tariq Abdullah -Principal Architect
Tarchitects LLC

Chair: Ms. Esther Koimett, Investment Secretary, Ministry of Finance

SESSION 3: INITIATIVES FROM THE DIASPORA: SHARING T EXPERIENCES
AND LESSON LEARNED (SO 2036)

**University of Georgia's Kenya-Georgia Women's Leadership Exchange Project
and Immigrant Initiative:** Dr. Njeri Marekia-Cleaveland, University of Georgia.

**Building a Computer Lab (Resource Center) for Visually Impaired at Thika
School for the Blind in Kenya:** Ms. Irene Mbari-Kirika, Executive Director, Our
Reading Space Foundation Inc.

Helping One Child at a Time: John Crispus, Operation Saidia Watoto

Chair: Dr. Jesse Benjamin, Kennesaw State University

SESSION 4: CAREER AND IMMIGRATION SEMINAR (SO 1022 A&B)

The Power of Networking and Mentoring: Ms. Christine Miako, Founder,
AfricaAlumni.com

Tackling the Immigration Component in Your Career; Knowing Your Options:
Barbara Kihumba, Esq, Attorney at Law, Geerdes & Kim LLC

Chair: Dr. Joseph G. Njoroge, Professor of Political Science & Religion, Abraham Baldwin
A. College

3:00 PM – 3:15 PM

BREAK

3:15 PM – 5:00 PM

PLENARY SESSION 2

PANEL DISCUSSION: FACILITATING DIASPORA INVESTMENT IN KENYA

Ms. Esther Koimett, Investment Secretary, Ministry of Finance, Republic of Kenya

Dr. Wangeci Gatei, Kenya Development Network Consortium (“KDNC”)

Mr. Eric Odhiambo, Organizing Secretary, Forum for Kenya Economic Development (“FKED”)

Dr. Edward Mungai, Dean, Strathmore Business School, Strathmore University

Dr. Mwaniki, CEO, Kenyans Abroad Investment Fund (KAIF), Head, Epsilon Solutions LLC

Dr. Jesse Benjamin, Associate Professor of Sociology & Criminal Justice and Coordinator, African and African Diaspora Studies, Kennesaw State University

Chair: Mr. Anthony Mbuvi, PwC Atlanta

7:30 PM – 10:00 PM

RECEPTION DINNER –BY REGISTRATION ONLY
(Renaissance Waverly Hotel)

KEY PRESENTATION

The Limitless You...It Can Be Done! Mr. Troy A. Rackley, Certified Master Coach