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EU BUSINESS SCHOOL TO HOST “THE AFRICAN DREAM II – WHAT NEXT?”

- **Global thought leaders will convene at EU Business School’s Geneva campus to build on the unified vision defined at The African Dream I.**
- **Distinguished speakers from African institutions, universities and leading enterprises will share actionable insights on Africa’s growing role in the global economy.**
- **Conference to address critical themes: inter-regional trade, sustainability, agricultural innovation, AI, migration and youth empowerment.**

EU Business School (EU), an international business school with campuses in Barcelona, Geneva, Munich and a Digital Campus, will host “The African Dream II – What Next?” conference on March 28.

The inaugural African Dream I conference defined a unified vision for Africa by highlighting its shared cultural and economic strengths, and by fostering strategic collaborations among the continent’s policymakers, entrepreneurs and scholars. This year’s impactful conference will build on these insights, bringing together distinguished guest speakers to explore Africa’s evolving role in the global economy and identify actionable opportunities.

The discussions will examine key topics including trade partnerships, sustainable development, technological innovation and youth empowerment, with emphasis on the African Continental Free Trade Area (AfCFTA), regional economic partnerships and the transformation of African agriculture. The conference will also highlight ways to leverage AI and education to unlock the potential of Africa’s youth.

Luc Craen, Managing Director & Vice-President of EU Business School said, “The African Dream II provides a unique platform for some of Africa’s most innovative thinkers and global experts to explore opportunities and forge actionable solutions for sustainable growth.

“This conference reflects our commitment to connecting academic excellence with practical impact, and we are proud to facilitate such an important conversation.”

The full-day program features panel discussions and networking sessions, offering participants direct access to key decision-makers and thought leaders. As a leading international business school, EU continues to serve as a catalyst for meaningful global dialogue, providing both students and industry professionals with real-world learning opportunities that extend beyond traditional academic boundaries.

The conference will take place at EU Business School’s Geneva campus.

For more information, please contact Dr. Ioanna Liouka, Head of Careers & Corporate Partnerships at EU Business School Geneva, via email at i.liouka@euruni.edu.

The African Dream II conference guest speakers:

Moise Diedhiou, Lecturer, West African Catholic University, and Former Project Coordinator, CBMI-SINOMA, Senegal

Harman Grewal, Founder, Kalasik Education, Kenya

Samuel Robert Kwasari, CEO, Be The Help Foundation Agroforestry Project, Nigeria

Ziko Kahenge, Senior Agricultural Officer, Ministry of Agriculture, Zambia

Rosemary Musa Mnongya, Lecturer, Ardhi University, Tanzania

John Nderitu, Secretary to the Competition Tribunal & Economic Policy Analyst in the National Treasury, Kenya

Tabitha Naisiko, Research Fellow, Universität des Saarlandes, Germany

Dr. Clifford Clement Obiero, Researcher, Jomo Kenyatta University of Agriculture and Technology (JKUAT), Kenya

Kwame Owino, CEO, Institute of Economic Affairs, Kenya

Malick Kane, Technical Cooperation Lead, Trade, Environment, Climate Change and Sustainable Development Branch, UNCTAD, Senegal

About EU: Founded in 1973, EU Business School (EU) is an international, professionally accredited, high-ranking business school with campuses in Barcelona, Geneva and Munich as well as a Digital Campus. Offering foundation, bachelor's, master's and MBA programs, taught exclusively in English, it has been awarded five stars overall by QS Stars. Students at EU benefit from a truly international environment with students and lecturers of over 130 nationalities and an alumni network of more than 30,000 members. The programs offered at EU include state-recognized degrees from the University of Derby and London Metropolitan University in the U.K.: Dublin Business School in Ireland; as well as university bachelor's, master's and MBA programs (*titulo propio*) from Universidad Católica San Antonio de Murcia (UCAM) in Spain. Since 2022, EU Business School forms part of OMNES Education Group, the French leader in private higher education.