

CREATIVE BUSINESS CUP AFRICA SUMMIT 2018
WEDNESDAY 12TH SEPTEMBER
VENUE: STRATHMORE BUSINESS SCHOOL

TIME	ACTIVITY	NAME	TITLE AND ORGANIZATION
07:00-09:15	Registration		
MC: Jason Rono			
09:30-10:15	Introduction to the Creative Economy: Disruptions By The Creative Economy Moderator: Rasmus Tscherning: Managing Director, Creative Business Cup	Ronald Osumba Rosalind Kimani-Gichuru Sam Gathii	Chairman, Youth Enterprise Development Fund Director, Marketing, Communication and Citizenship Executive Director, Yaden East Africa
10:30- 11:30	Opening Ceremony Moderator: John Wali: Executive Director, Junior		



	consultant and author		
12:30-13:00	Marketplace		
13:00-14:00	Lunch Break		
14:00-16:00	Parallel tracks.		
		EMPOWERING EMERGING CREATIVE ECOSYSTEMS Venue: Safaricom Academy	DEMISTFYING MYTHS AROUND THE CREATIVE ECONOMY Venue: Main Auditorium
14:00-16:00	Moderator	David Parrish/Rasmus Tscherning	Alex Masika
		Sami Gathii	David Parrish/Rasmus Tscherning
		IBIZ AFRICA	Abel Mutua

THURSDAY 13TH SEPTEMBER 2018

VENUE: METTA NAIROBI

08:00-09:00	Registration		
09:00-09:45	The Global Scale Movement of the Creative Economy.	Rasmus Tscherning	Managing Director, Creative Business Cup





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Kenya

10:00-10:45	Business of Creativity	David Parrish	
10:45-11:00	Tea Break		
11:00-11:45	Consumer Centric Data	Blaze team	
12:00-12:45	Mass 1 to 1 Marketing	Blaze Team	
12:45-14:00	Lunch Break and Clinics		
14:00-14:45	Sector Innovations	METTA	
15:00-16:45	Pitching Series		
17:00-19:00	Pitching contest		

