

Message

- **Dr. Gerd Müller**
German Federal Minister
for Economic Cooperation
and Development



This Summer School, which is already taking place for the second time based on cooperation between various partners from the education, business and development sectors, is a project with a lot of potential: it brings young people together, enables cooperation beyond borders and stereotypes and fosters innovation to solve local and global problems through smart approaches and business ideas based on partners joining combined forces.

I am pleased about this initiative and wish the Summer School Entrepreneurship as well as the further cooperation between Kigali Independent University (ULK) and Kempten University of Applied Sciences every success. Good luck!

- **M. Michel Sebera**
Permanent Secretary,
Rwanda Ministry of Trade
and Industry, MINICOM



The Entrepreneurship Summer School (ESS) reflects alignment of contributing to Rwanda's Entrepreneurship Development Policy (EDP) objectives, through university and industry linkages for skills development and spurring innovation. The international collaborative nature embedded within the ESS set-up presents an opportunity to leverage on cross-country best practices, exchange and cooperation to overcome national and global development challenges.

The Ministry of Trade and Industry appreciates this initiative and is delighted to work with the ESS partners to achieve our common goals and looking forward to the ESS-2021.

Date & Registration

- **Date**
August 9 – 21, 2021
- **Location**
In 2021, the Summer School will be held in a hybrid format due to the pandemic. Participants from Kigali will participate in person at the ULK Campus, participants from Kempten will participate digitally. From 2022, it is planned to hold the school in person for all participant on the ULK campus in Kigali, Rwanda.
- **Fee**
Thanks to the generous support of our sponsors and lecturers, we are able to offer the Summer School free of charge to our participants.
- **Target group**
Students and graduates who are interested in Entrepreneurship and Sustainability.
- **Registration**
Kempten: Please contact Prof. Dr. Tobias Peylo
tobias.peylo@hs-kempten.de or ifi@hs-kempten.de
Kigali: Please contact Mrs. Becky Balinda
becky.balinda@ulk.ac.rw



Hochschule
Kempten
University of Applied Sciences



International Summer School on Entrepreneurship 2021

Kigali Independent
University ULK, Rwanda
August 9 – 21, 2021



implemented by



A joint Summer School

Since 2019, Kigali Independent University (ULK) in Rwanda, Kempten University of Applied Sciences (KU) in Southern Germany and German Sparkassenstiftung for International Cooperation have initiated various partnership activities, including the Entrepreneurship Summer School (ESS) for ULK and Kempten University students/graduates. In addition to bringing students together with business actors from the public and private sectors, the ESS aims at encouraging innovation and creativity among participants while presenting different opportunities within the entrepreneurial ecosystem. Here, young people are given appropriate tools, try out different disciplines, learn entrepreneurial thinking as well as work together in internationally and culturally diverse teams.

How to become an Entrepreneur

Entrepreneurship is a sign of development, self-reliance and prosperity. It creates jobs, prospects and supports education. Becoming a responsible entrepreneur oneself and implementing one's own ideas with respect for the society and environment has a lasting positive impact on our world. The Entrepreneurship Summer School wants to help students believe in their ideas, lay a first milestone towards their own independence and is intended to ensure to strengthen responsible, sustainable development.

Part 1: Micro Business Game

German Sparkassenstiftung for International Cooperation offers a highly interactive Micro Business Game to simulate realistic, external influences that an entrepreneur has to face. It offers participants the opportunity to learn by experience in a secure environment and implement their own decisions in a playful way. The foundation for entrepreneurial thinking is laid.

Part 2: Practical Case Studies

Practical case studies presented by companies widen the scope of the ESS towards the "big business". The participants are given real-life problems from our corporate partners from the business world, especially based on the challenges of international and intercultural management. The results of the group works are then presented to the partners.

In this way, both sides benefit and the future young entrepreneurs can prove their wealth of ideas, creativity, unconventional approaches and problem-solving skills.

Part 3: Own Business Cases

In the third part of the Summer School the young entrepreneurs deal with their own business ideas and will draw up a concrete business plan. The intensive work phases are regularly interrupted by valuable input phases. This input - presented either by company representatives or members from both universities - on a wide variety of topics is intended to help broaden horizons and constantly rethink one's own approach.

The highlight of the Summer School is the evaluation of the business plans by a jury of representatives from the event partners and the universities, at the end of which the best teams are awarded prizes.

Social Programme

Part of the Summer School is an interesting social programme consisting of culture and country-specific highlights. We will also visit young companies in Rwanda together.

In 2021, the social programme as well as the exchange with the companies will take place virtually, in future events it is planned on site in Rwanda.

Your Benefits

- Develop your own business from an initial idea.
- Learn about Green Profit as a link between financial success and environmental/social responsibility.
- Gain basic economic knowledge of all influencing factors.
- Understand the meaning of entrepreneurial thinking and acting.
- Discover challenges and opportunities on the way forward.
- Develop a deeper customer understanding and basic marketing knowledge.
- Realise market dynamics and competition.
- Experience teamwork, build a network of contacts, find business partners and friends.
- Broaden your horizons through intercultural cooperation.
- Have fun during the social programme and learn about the specifics of the partner.

Our partners



MINICOM