

Invitation / SABC Breakfast Buzz series / Building Businesses for African Markets –SECO Start-up Fund Case Studies

Location: Au Premier, Bernina Room (Bahnhofplatz 15, 8001 Zürich)

Dates: 27. November 2018

Timing: 8:00-10:00

Organizer: Swiss-African Business Circle (SABC) in partnership with FINANCEcontact

Participation fee: 50 CHF for SABC members and 70 CHF for non-members

About: How do you go about starting a business in an African country? What are the critical elements for success? This event will provide the opportunity for participants to hear from entrepreneurs, all active in different African countries, on how they went about starting, building and growing their businesses in the hospitality, food and beverage sectors and how they partnered with SECO Start-up Fund to finance their businesses.

Programme:

Time	Programme point
8:00-8:05	Welcome / SABC representative
8:05-8:15	Susanne Grossmann , FINANCEcontact presents the SECO Start-up Fund
8:15-8:30	Sheila von Hoerner shares her experience as entrepreneur in the hospitality sector (Uganda)
8:30-8:45	Dr. Nicolas Draeger shares his experience as entrepreneur in the food production space (Ghana)
8:45-9:00	Eser Karatas shares his experience in starting a beverage production facility (Cameroon)
9:00-9:30	Discussion
9:30-10:00	Networking