



# The Pinnacle Summit of the Global Leadership Community

March 14<sup>th</sup> - 16<sup>th</sup>, 2018 | Cape Town

- OFFICIAL PROGRAM -



# DEAR FRIENDS,

the 5th MBA World Summit is not more than an eye blink away and with great pleasure, we are hereby releasing the official program of the MBA World Summit 2018 which is yet again more exciting than ever before.

We could not be more delighted to host this year's MBA World Summit in Africa, our 4th continent after being guests in Asia, Europe and North America. Once again, the program will engage the most inspiring MBA students hailing from the finest teaching institutions around the world as well as superb leaders and organizations representing the manifold stakeholder groups of all walks of life. With a thrill of anticipation, we are looking forward to this year's batch of visionary and charismatic future leaders. Together, we will discuss today's most pressing issues, exchange first-hand learning experiences and share promising best-practices to come up with creative solution approaches that might improve the world we live in today. Thereby, each participant enriches the trustful-creative atmosphere of the MBA World Summit by challenging his or her own courageous ideas and inspirational visions that together foster an environment of awe-inspiring power.

This year, the MBA World Summit is hosted by a city that is constantly moving in the tension between present, past and future. As a boiling pot of cultures, Cape Town steadily shows progress to finally strip off the remains of apartheid and be true to its diversity enriched culture. Counting as a pioneer for emerging countries, the city is becoming increasingly important as a motor of economic growth of the African continent. Thereby, it is taking such an incredible exciting journey by beginning to exploit the advantages of its extraordinary diversity. Fostering grassroots initiatives, promoting local entrepreneurship and inducing social activism are only a few examples of how Cape Town's is sustainably implementing change to the everyday life of its inhabitants.

A central role in developing the city to economical and intellectual world elite also plays the University of Cape Town. As the continent's top institution, the university along with its Graduate School of Business is attaching great importance to engage students to show hands on work and actively contribute to South Africa's thriving economy. There could not be a better surrounding than Cape Town in general and the UCT with the global learning environment it provides in particular to gather this quality of vision, leadership, passion and at last people to discuss today's most relevant political, economic and social issues.

The conference in Cape Town will be shaped by the expertise, objectives and passions that every participant brings to the table. Standing up, creating impact and achieving greatness; all this stands for "the power of me" - the motto of this year's MBA World Summit. Everyone involved in this pinnacle event is able to tack-

le their individual challenges, overcome obstacles and seize the chance of improving the world for the better.

By saying this, "the power of me" is not only about an egocentric "me", it is also about an collective "us". By putting emphasis on the power of collaborative team work, "the power of me" also stands for the recognition of others. As today's future leaders, it is our responsibility to align our own agenda with the common welfare of your community. Only by recognizing people as complementary counterparts, by collaboratively working together and by understanding "the power of me" also as a "power of us" makes it possible to develop our true potentials and leave long-lasting footprints on this earth.

This year's MBA World Summit especially puts emphasize on social responsibility. During the "Social Impact Day", pre-selected local entrepreneurs will join the MBA World Summit and are given the opportunity to work with a crowd of international future leaders on their own projects. Thereby, the MBA students support these local change-makers with expertise and world-class know how, creating an atmosphere of collaboration and peer-learning from which in the end everyone involved will benefit.

To become part of this exciting journey, each MBA student went through a tough and challenging multi-staged application process and had to win recognition within over 2000 applications from the worldwide leading business schools. Once again, you made it extremely hard for us to select the 100 most inspiring personalities and we are now incredibly delighted to invite those to Cape Town to join the Global Leadership Community. The GLC comprises all summit participants of past, present and future. Since its inauguration in 2014, the GLC has grown to an impactful worldwide community, where members regularly get together in 30 so called "City Circles" to deepen in global discussions and to take apart issues and innovations across all societal sectors. The GLC is more than just a professional network, but a private space for authentic global connections that last a life time.

We are eternally thankful for the opportunity to host this year's MBA World Summit in the City of Cape Town. Especially, we want to thank the University of Cape Town as well as the Graduate School of Business, the City of Cape Town, South African Tourism and Southern Cross Conferences. Without their tremendous engagement in the past months this journey would not have been possible.

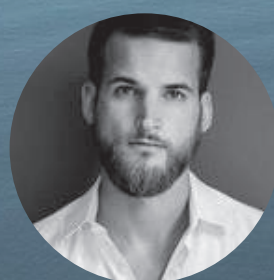
See you soon in Cape Town!

Cheers!

Thomas, Yannick, Laura, Kester, Raymond  
& the MBA World Summit Organizing Committee



**Thomas Fuchs**  
Founder of the  
MBA World Summit



**Yannick Reiss**  
Founder of the  
MBA World Summit



**Laura Hoerhammer**  
Head of Organizing Com-  
mittee MBA World Summit



**Kester Bischoff**  
Head of Organizing Com-  
mittee MBA World Summit



**Raymond Ledwaba**  
Local Organizing Com-  
mittee MBA World Summit



**MBA  
WORLD  
SUMMIT  
2014.**



**MBA  
WORLD  
SUMMIT  
2015.**



**MBA  
WORLD  
SUMMIT  
2016.**



**MBA  
WORLD  
SUMMIT  
2017.**





# THE AGENDA



## DAY I - WEDNESDAY, MARCH 14<sup>th</sup>

12:00-16:00	Various Locations	<b>Cultural Expeditions</b> <i>Exploring Cape Town together (see page 6)</i>
16:30-17:00	University of Cape Town, Breakwater Campus	<b>Conference Registration &amp; Networking</b>
17:00-20:00	University of Cape Town, Breakwater Campus	<b>Welcome Reception</b> <i>Speeches, Panel Discussion &amp; Welcoming Drinks</i>

## DAY II - THURSDAY, MARCH 15<sup>th</sup>

08:15-08:45	Conference Hotel "StayEasy"	<b>Bus Transfer</b> <i>to conference venue "Philippi Campus"</i>
08:45-09:30	UCT, GSB Solutions Space, Philippi Campus	<b>Conference Registration &amp; Networking</b>
09:30-11:00	UCT, GSB Solutions Space, Philippi Campus	<b>Welcoming &amp; Keynote Speech</b> <i>Keynote Speech: Dinao Lerutla</i>
11:00-13:00	UCT, GSB Solutions Space, Philippi Campus	<b>Summit Laboratory Sessions (1/2)</b> <i>for more information see page 10</i>
13:00-14:00	Amphitheater, Philippi Campus	<b>Lunch Break</b>
14:00-17:00	UCT, GSB Solutions Space, Philippi Campus	<b>Summit Laboratory Sessions (2/2)</b> <i>for more information see page 10</i>
17:30-18:30	Amphitheatre, Philippi Campus	<b>Tim-Eisenmann-Award Ceremony</b> <i>incl. "Dance for a Chance" dance performance</i>
18:30-21:00	Amphitheatre, Philippi Campus	<b>Networking Dinner</b> <i>"under the African sky"</i>

## DAY III - FRIDAY, MARCH 16<sup>th</sup>

08:15-08:45	Conference Hotel "StayEasy"	<b>Bus Transfer</b> <i>to conference venue "Philippi Campus"</i>
09:00-17:00	UCT, GSB Solutions Space, Philippi Campus	<b>Social Impact Day</b> <i>for more information see page 12</i>
17:00-17:30	UCT, GSB Solutions Space, Philippi Campus	<b>Bus Transfer</b> <i>to conference hotel "StayEasy" to refresh</i>
19:00-19:30	Conference Hotel "StayEasy"	<b>Bus Transfer</b> <i>to farewell dinner @Chinchilla</i>
19:30-late	Chinchilla Rooftop Café & Bar	<b>Farewell Dinner &amp; Party 'til late @ various locations in Camps Bay</b>

## Welcome Reception @ UCT Breakwater Campus

### OPENING REMARKS



**Mills Soko**  
*Associate Professor  
Director GSB*

### PANEL DISCUSSION *with*

**Owen Roberts**  
*Microsoft*

**Gwynneth Matthews**  
*Entrepreneur*

**Raymond Ledwaba**  
*Entrepreneur*

**Participant 4**  
*tba*

**Host: Mills Soko**  
*Director GSB*

## Summit Laboratory Sessions (SLS)

Leaders	Start Time	Slot 1	Slot 2	Slot 3	Slot 4	Slot 5	Slot 6
#1	11:00	(1)	(2)	(3)	(4)	(5)	(6)
#2	12:00	(7)	(8)	(9)	(10)	(11)	(12)
Lunch	13:00	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
#3	14:00	(13)	(14)	(15)	(16)	(17)	(18)
#4	15:00	(19)	(20)	(21)	(22)	(23)	(24)
#5	16:00	(25)	(26)	(27)	(28)	(29)	(30)

## Keynote-Speech



**Dinao Lerutla**  
*Entrepreneur &  
2017 EY Entrepreneurial  
Winning Woman*

Dinao spent her working life in various roles within corporate and investment banking at corporates such as Nedbank Corporate Banking, EY Corporate Finance as well as Royal Bafokeng Holdings, and in the latter part establishing her own business. Since starting her entrepreneurship journey, Dinao has been involved in the development sector and advisory to public and private sector. In these years, Dinao has emerged as a specialist finance professional in infrastructure transactions advisory, invested in a water engineering business, and is currently involved in developing solutions in the housing, education, and water industries. Her passion is originating and implementing solutions that are business-oriented, aimed at addressing the socioeconomic challenges.

## Tim-Eisenmann-Award



The "Tim-Eisenmann-Award" was named after its 2014 inaugural winner and is awarded each year to one of the 100 participating MBA students. The award is presented to the best speaker at the Summit Laboratory Sessions. The recipient of this award has to be nominated and voted on by the attendees. Previous recipients have helped the community envision the future and identify paths to success. The award will be presented at an evening cocktail session at the end of the second day of the MBA World Summit.



# CULTURAL EXPEDITIONS

# WELCOME RECEPTION



Choose one of the four following options to explore the city of Cape Town before the MBA World Summit gets started

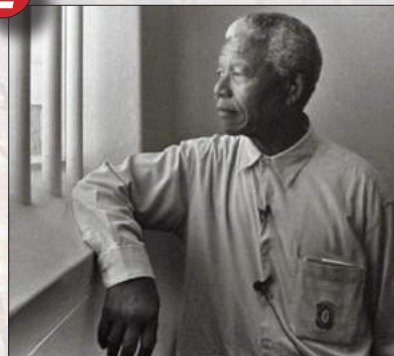
1



## TABLE MOUNTAIN

As one of the most photographed places in the world, South Africa's most iconic landmark is an inspiring and overwhelming piece of earth that hides many surprises waiting to be discovered. The mountain is home to about 2.200 species of plants and 1.470 floral species. The whole area has a biodiversity that is rare to find anywhere else in the world. With over 260 million years of age, it is older than the Andes, the Alps, the Rocky Mountains and the Himalayas. In 2012, it was named as one of the world's new 7 wonders of nature.

2



## ROBBEN ISLAND

*A trip to Robben Island, though a bittersweet experience, is a must do for anyone visiting the City of Cape Town. Usually, Islands are known for their scenic attractions and panoramic views, but this one is different. Originally, the island was used to hold or imprison political figures like Nelson Mandela, who spent nine years as a prisoner on the island, before the end of apartheid. Its name „robben” derived from the Dutch, meaning a seal. Today, the UNESCO world heritage site is still home to the second largest colony of 15.000 African penguins.*

3



## FREE WALKING TOUR

Explore the city by foot and get to know Cape Town's most interesting sights. Cape Town's Free Walking Tours are a highlight for a lot of visitors that come to the city each year. The tour guide, often a local, takes you through the city and introduces you to exquisite cultural and historical landmarks. Listen to stories about the city's rich history and heritage from slavery to the apartheid era until the present day! Participating in this walk will give you explanations and interpretations from a viewpoint you definitely do not want to miss.

4



## GET-TOGETHER @ 14 STORIES ROOFTOP BAR

Looking for an alternative to the classical sightseeing tours? Get together with other participants of the MBA World Summit 2018 in a relaxing atmosphere to celebrate the start of the conference. We would like to invite you to the "14 Stories Rooftop Bar" on the top floor of SunSquare Hotel. Explore the view from one of Cape Town's hottest hotels and enjoy a refreshing drink to get in the mood for three exciting and inspiring days in Cape Town.



## UNIVERSITY OF CAPE TOWN



As one of the leading higher education institutions on the African continent, the UCT shows a tradition of academic excellence reaching worldwide respect. As number 1 in Africa and 4th in BRICS and emerging economies, the UCT inspires creativity through outstanding achievements in learning, discovery and citizenship. „Spes Bona" meaning „Good hope" is the university's motto, reflecting the official credo of optimism that guides students through their academic career. The GSB especially puts emphasis on engaging their students to contribute to the development of the country. We are truly honored to be guests at this exceptional, worldwide recognized business school.



## WELCOME RECEPTION @ BREAKWATER CAMPUS

16:30-17:00	Conference Registration & Networking
17:00-17:15	Welcoming MBA World Summit Organizing Committee
17:15-17:45	Opening Remarks Mills Soko, Director GSB
17:45-18:00	Greetings
18:00-18:45	Panel Discussion
18:45-20:30	Welcoming Drinks & Get-together





# GSB SOLUTION SPACE PHILIPPI VILLAGE

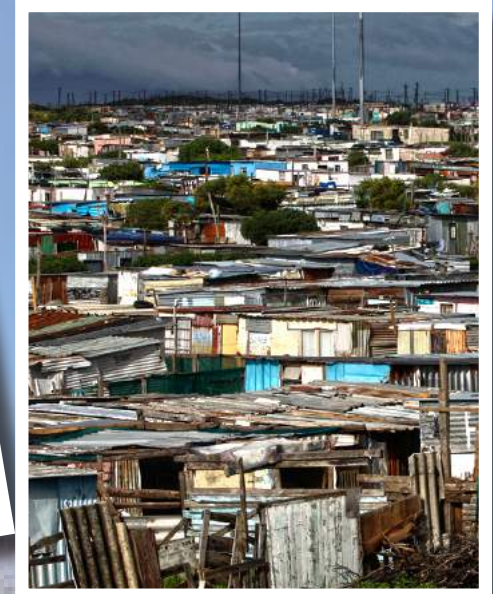


PHILIPPI  
VILLAGE

## A TRULY UNIQUE CAMPUS EXPERIENCE

In 2015, the University of Cape Town built a satellite campus on the site of an old cement factory in the middle of Philippi, which soon became a rising hub of education, enterprise, activity and entrepreneurship as well as a prospering business center offering unprecedented opportunities to some of the most underprivileged of South Africa's society. There are four main sites that form Philippi Village. The heart of Philippi Village is called "HUB", which is a flexible place to work, learn and socialize. It also caters as a place to hold workshops, run events or organize meet ups. You can be excited to also get to know the "Philippi Village

Container Walk" that offers businesses a working area from 13sqm and 27sqm. Entrepreneurs have the opportunity to benefit from offered business support and mentoring and make themselves a home in one of the colourful shipping containers. Another popular place is the Amphitheatre, which is a convenient place to meet up with other members of the community. The old cement factory is the fourth building on the campus and one of the oldest shooting locations in South Africa. Due to its unique look, it is a popular and highly requested site for film shoots and serves well to the growing film industry in South Africa.



## CAPE TOWN'S LARGEST TOWNSHIP PHILIPPI

With more than 190.000 inhabitants living together in cramped conditions, Philippi is one of Cape Town's largest townships and the city's poorest suburb suffering from one of the highest aids infection rates in South Africa. For tourists, it is not recommended to visit Philippi township without professional guidance or local counselling. Nevertheless, a visit to a local township is an exceptional and valuable experience. Often, visitors come to Cape Town and get struck by the sight of the townships. The situations they experience on-site brings them closer to the reality of local inhabitants and the living conditions they are confronted with every day.



# THE VOICES

## Summit Laboratory Sessions 2018



### LEADERS 1 (11:00am - 12:00pm)

(1)



**ROSE OTOWO**  
International University of Japan

**Protectionism vs Globalization:**  
The Case for Africa

(2)



**MARGARITA CHAMORRO CAMARA**  
Mc Gill Desautels

**Attention! Women Building Startups**

(3)



**KASPER HELLBERG**  
London Business School

**Personal Relationships:**  
Success outside the office

(4)



**MARIE DALEY**  
University of Toronto  
Rotman School of Management

**Strategic Foresight:**  
Using Idea Mapping to Build a Picture of Multiple Futures

(5)



**TINASHE MAKWANDE**  
University of Cape Town  
Graduate School of Business

**The Impact of Fake News on Business**

### LEADERS 2 (12:00pm - 01:00pm)

(6)



**SUMIT MALIK**  
Harvard Business School

**Hacking the Economy:**  
How Bitcoin, Blockchain, and Financial Technology Are Rebooting Business

(7)



**HOSANNA ODHNER**  
Yale School of Management

**Innovation and Design:**  
learn to use the secret weapon of titans like Google, Apple, and Netflix, where the future belongs to the innovators

(8)



**WILLIAM MACMINN**  
USC Marshall School of Business

**Leadership Through Communication**

(9)



**MATT HUI**  
USC Marshall School of Business

**Designing Your Difference in the Workplace**

(10)



**GENEVA LOCKE**  
INSEAD

**How Our Generation Can Solve Inequality**

### LUNCH BREAK (01:00pm - 02:00pm)

### LEADERS 3 (02:00pm - 03:00pm)

(11)



**DARLENE ZEPHYRINE**  
USC Marshall School of Business

**The Global Collision of Music and Technology:**  
Caribbean and African Music's Growing Global Influence on Storytelling

(12)



**STEPHANIE KOPAS**  
National University of Singapore

**Starting with Empathy:**  
Design Thinking in Business

(13)



**TRANG HOANG**  
Texas Christian University:  
Neeley School of Business

**10 Ways to Fail a Start-Up**

(14)



**ALEXIS JEFFRIES**  
USC Marshall School of Business

**Manage Your Money...LIKE A BOSS:**  
How to Plan, Save, and Invest for a Brighter Financial Future

(15)



**ARIELLE SADAN**  
Tel Aviv University  
Collier School of Management

**Playing to Your Strengths:**  
Why Finding Your Passion is Overrated

### LEADERS 4 (03:00pm - 04:00pm)

(16)



**SAKSHI GANDHI**  
Indian Institute of Management Ahmedabad

**Understanding Cultural Gap:**  
An Underrated Element in Business

(17)



**SUNNY NGUYEN**  
University of California Berkeley Haas

**What I learn from Silicon Valley:**  
Lessons for Entrepreneurship in Emerging Markets

(18)



**ALEXIS MILLER**  
University of Chicago Booth School of Business

**Digital Marketing Transformation in the Adtech/Martech Economy**

(19)



**ANURADHA ESWARAN**  
Indian Institute of Management Bangalore

**Where do you see yourself in 10 Years?**  
Nothing less than the Hero of my story!

(20)



**JASON LEE**  
University of British Columbia Sauder School of Business

**The Business of Humanitarian Work**

### LEADERS 5 (04:00pm - 05:00pm)

(21)



**BRIAN LAU**  
York University Schulich School of Business

**Learning to Learn:**  
The Future of Education

(22)



**FELIPE CABEZAS**  
IESE Business School

**Fintech for Microfinance:**  
Why less Sexy May be More Attractive

(23)



**HEJAR ONCEL**  
University of California Berkeley Haas

**How can Businesses Lead Sustainable Water Usage Initiatives?**

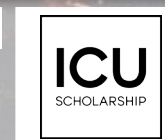
(24)



**JAKUB KRAJCOVIC**  
Australian Graduate School of Management

**Democratising Wealth:**  
How New Technologies are Forever Changing the Way Wealth is Created

(25)



**VARIOUS SPEAKERS**  
ICU Scholars

**A Simple Math Lesson:**  
AI and Blockchain for Non-Mathematicians



# THE SOCIAL IMPACT DAY



## CREATING A LOCAL IMPACT

At the GSB Philippi Campus, the international MBA students will be paired up with up to 30 local entrepreneurs. The day spent together should mark the starting point for what will culminate in a one year legacy program starting from 16<sup>th</sup> March 2018. In a 2-hour facilitated workshop, the invited entrepreneurs have the opportunity to present current challenges/obstacles faced on a daily basis in growing their business in a context of a Cape Town township. The MBA Students gain a clear understanding of the challenges faced by the 30 local entrepreneurs as well as a good understanding of the infrastructural, financial, social and knowledge deficit/challenges faced. Now, the rest of the day is spent working in small groups developing solution-approaches for the entrepreneurs that are creating short, medium and long term practical solutions for the entrepreneurs.



## A ONCE-IN-A-LIFETIME LEARNING IMMERSION

As part of the Social Impact Day, students are invited to participate in a once-in-a-lifetime learning immersion, an entrepreneurial excursion to the township of Khayelitsha. This learning experience will provide an opportunity for the students to visit and engage with some of the most innovative entrepreneurs in the Khayelitsha community. As the biggest township in Cape Town, Khayelitsha has positioned itself as one of the city's entrepreneurial hubs. The participants will be provided with an information session to help them better understand the thought process

that goes into starting a township venture as well as some of the challenges that are faced when servicing a township market. Goal is to facilitate a cultural exchange for both the entrepreneurs and the students. We also seek to remove pre-conceived ideas and assumptions about townships and the nature of business found in these communities. Townships are not just a place of struggle, but rather they are a space of amazing innovative thinkers who give birth to life changing concepts.

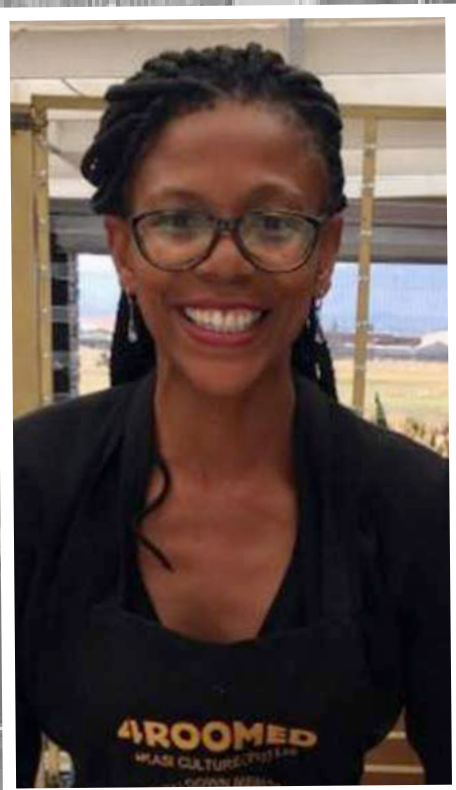


*"In an African society it is rare to hear a child saying 'I want to grow up and become an entrepreneur'. It's rare to even have our parents encourage us to be entrepreneurs."*



## LEGACY IS NOT CREATED IN A DAY

We believe that real change in the lives of our adopted entrepreneurs, their families and their communities needs to be viewed through a long-term lens. With this vision in mind, we have partnered with UCT GSB Philippi Village to use the MBA World Summit 2018 as a platform to kick-start the Impact Venture Incubation Programme. This is an 11-month programme designed and managed by UCT GSB Philippi Campus giving the Summit as well as stakeholders the opportunity to track the real impact made in these businesses. The programme is characterised by an intensive 3-month incubation period including in-residence coaching, mentorship, clinics and workshops, advisory services, co-working space and a community of peers who learn and grow. After the 3-month incubation period, the post support programme includes selected ventures receiving one-on-one support to access growth opportunities, access to investors and networking resources.



## Welcoming Keynote



**SISA NTSHONA**  
CEO SA Toursim

Sisa Ntshona is the former Head of SME Banking for Absa/Barclays Africa. He held various positions in banking gaining experience across various functions initially in the Investment Banking Division, Africa cross-border remittances (Western Union), Small Business and Specialised Finance Divisions. Prior to banking, Sisa held senior positions across various industries including FMCG and Aviation. An accountant by training, Sisa holds an MBA from GIBS and has studied an International Executive Programme from INSEAD in France and Singapore.



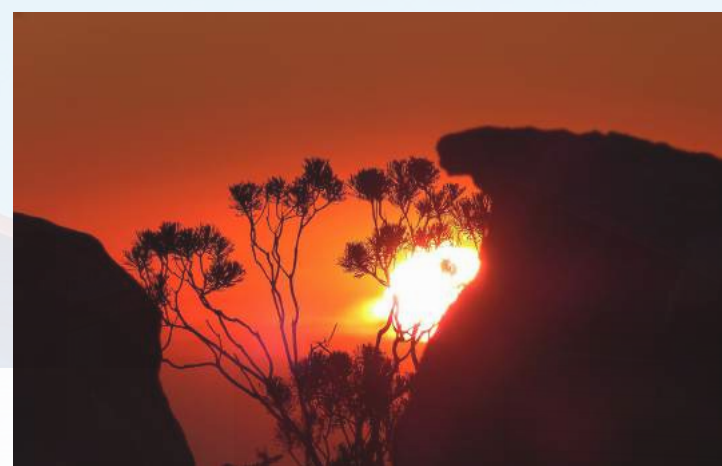
# THE SPOTS in detail



PHILIPPI  
VILLAGE

## Networking Dinner *"under the African sky"*

On Thursday night you can look forward to a first of its kind foodtruck-convention on the campus of Philippi Village. "Under the African sky" you will have the chance to celebrate this year's summit with authentic music, local beverages and unique dishes while enjoying the vibes of the heartwarming South African culture. Look forward to an exceptional night accompanied by a crowd of people you would not want to miss!



## Farewell Dinner *@chinchilla*

To find the perfect ending of this year's MBA World Summit, we have selected one of Cape Town's finest and most exclusive venues. South Africa's most delicious dishes, world-class cocktails and highly valued local wines come together in the first-of-its-kind rooftop café and bar "chinchilla". You will be thrilled by a breathtaking view with sundowner set while capturing African vibes and enjoying a summer night together with the MBA World Summit family of 2018.

chinchilla  
rooftop café & bar



## Conference Hotel *StayEasy | Cape Town City Bowl*

StayEasy Cape Town City Bowl will be called our home during this year's MBA World Summit. You will find the hotel in the vibrant corner of Bree and Strand Street. Its central location, modern style and heart warming atmosphere make it a popular place for business travelers and holiday-makers. They enjoy the short distances to the business districts as well as spectacular tourist attractions. We are looking forward to being guests at this homelike place and enjoy a wonderful and delicious breakfast in the mornings to get a great start into an amazing day in South Africa.



## Final Party *@Camps Bay*

Round off three breathtaking days at the MBA World Summit at one of Cape Town's most iconic party locations, Camps Bay. Drink to the experiences you made and the friendships you fostered while letting the day fade away and enjoying the nightlife of one of the continent's most vibrant hot spots. For these intentions, "Africa's answer to the Copacaba" offers the perfect surrounding. Every bar and club along Camps Bay lures customers with tasteful cocktails and an unparalleled view of the Atlantic ocean that will make you forget time quickly.





# THE MAP



- Conference Venues
- Excursion & Dinner
- Conference Hotel

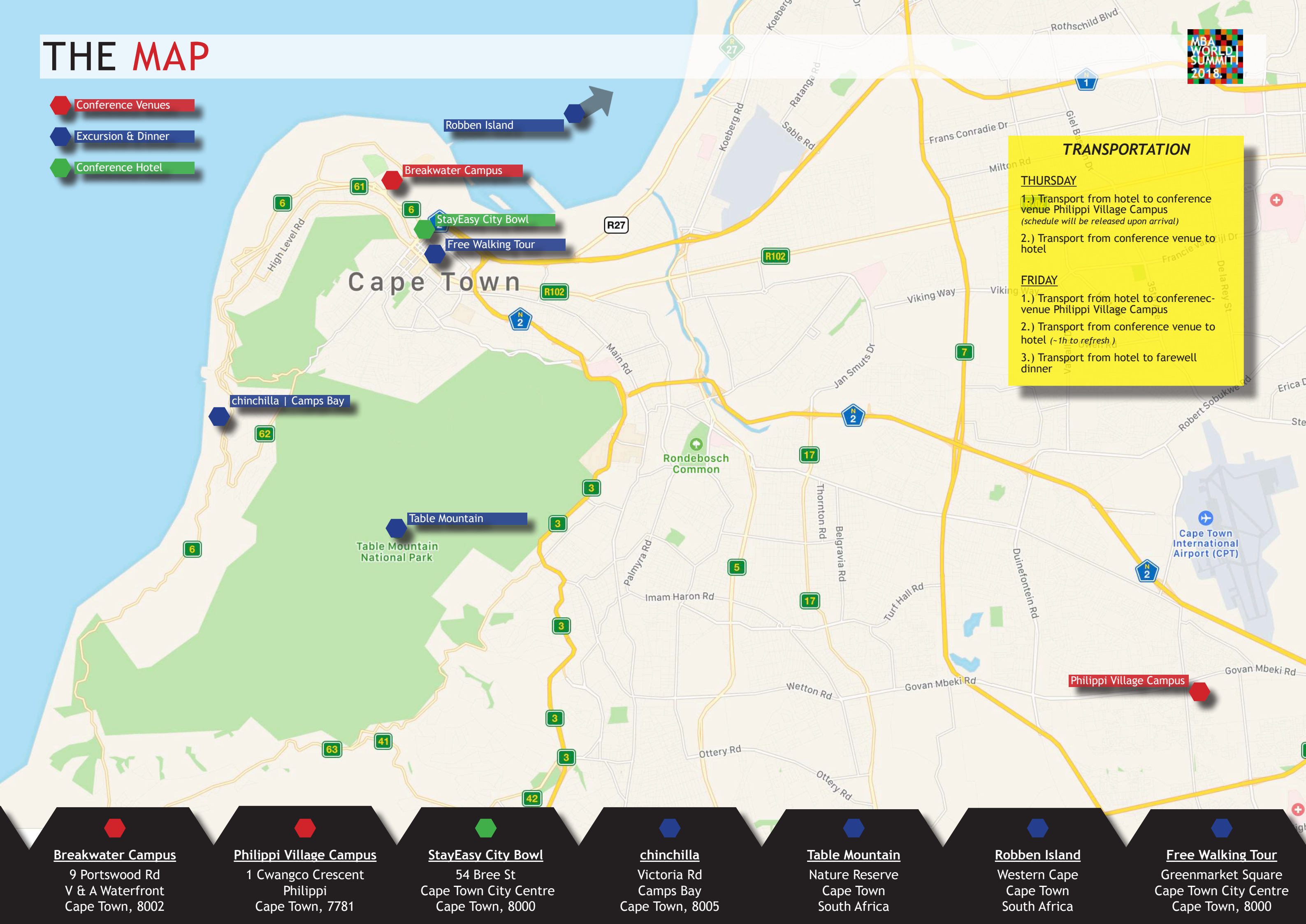
## TRANSPORTATION

### THURSDAY

- 1.) Transport from hotel to conference venue Philippi Village Campus (schedule will be released upon arrival)
- 2.) Transport from conference venue to hotel

### FRIDAY

- 1.) Transport from hotel to conference venue Philippi Village Campus
- 2.) Transport from conference venue to hotel (~1h to refresh.)
- 3.) Transport from hotel to farewell dinner



### Breakwater Campus

9 Portwood Rd  
V & A Waterfront  
Cape Town, 8002

### Philippi Village Campus

1 Cwangco Crescent  
Philippi  
Cape Town, 7781

### StayEasy City Bowl

54 Bree St  
Cape Town City Centre  
Cape Town, 8000

### chinchilla

Victoria Rd  
Camps Bay  
Cape Town, 8005

### Table Mountain

Nature Reserve  
Cape Town  
South Africa

### Robben Island

Western Cape  
Cape Town  
South Africa

### Free Walking Tour

Greenmarket Square  
Cape Town City Centre  
Cape Town, 8000





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