

# AFRICAN BUSINESS SYMPOSIUM

VENTURE CAPITAL, TECHNOLOGY,  
& ENTREPRENEURSHIP  
IN EMERGING MARKETS



**9:30-1:30 PM FRIDAY, OCTOBER 4TH, 2019**

THE WHARTON CENTER, JACKSON DONOR LOUNGE  
750 E Shaw Lane, East Lansing

**REGISTER: [WWW.GBCLUB.MSU.EDU](http://WWW.GBCLUB.MSU.EDU)**

**SPONSORED BY: THE INTERNATIONAL BUSINESS CENTER, THE YEAR OF GLOBAL  
AFRICA, AND WAVE**

# AFRICAN BUSINESS SYMPOSIUM



**BREAKFAST**

9:00 a.m. – 9:30 a.m.

**REGISTRATION & BREAKFAST:**

9:00 a.m. – 9:30 a.m.

**SESSION I**

9:30 a.m. – 10:40 a.m.

**WELCOME & INTRODUCTIONS:**

9:30 a.m. – 9:35 a.m.

**Jade Sims, Assistant Director, International Trade Programs**

**KEYNOTE ADDRESS:**

9:35 a.m. – 10:40 a.m.

**Technology and Digital Innovation**



*CORDEL ROBBIN-COKER*

*Co-Founder, ADG Technology*

Cordel Robbin-Coker is the Co-Founder and Chief Executive Officer of ADG Technology, a mobile entertainment platform for African consumers. Previously he served as Vice President at The Carlyle Group, where he executed private equity investments across a range of industries in the U.S., Europe, and Africa. Cordel began his career with Morgan Stanley, where he advised on M&A and capital markets transactions while based in New York and London. He is an active angel investor; and a member of the Brookings Society for emerging leaders with a passion for public policy. Cordel is a graduate of Stanford University. He brings his expertise to the Board in the area of endowment management with strong investment, finance and analytical experience. Because of his ties to the institution, he has a deep appreciation for the mission.



*DISCUSSION MODERATOR – CHINWE EFFIONG*

*Assistant Dean, Global Youth Advancement Network*

Dr. Chinwe Effiong is Assistant Dean for the Global Youth Advancement Network. In this role, she is responsible for providing leadership and leveraging MSU expertise to identify and scale new opportunities for global youth education, entrepreneurship and empowerment initiatives. Before joining MSU, Dr. Effiong served as CEO of Junior Achievement (JA) in Africa, where she provided strategic direction and oversight for JA operations across sub-Saharan Africa.

# AFRICAN BUSINESS SYMPOSIUM



SESSION II

10:40 a.m. – 11:50 a.m.

**PANEL:**

**10:40 a.m. – 11:50 a.m.**

## **Entrepreneurship & Doing Business within Africa**

### **GRACE HSIA**

*CEO Warmilu*



Grace Hsia is the co-founder and CEO of Warmilu LLC, a women- and minority-owned startup. Because an incubator's warmth saved her when she was born preterm, she applied her materials science engineering expertise to making warmth accessible to reduce over one million infant deaths from preventable hypothermia. Prior to Warmilu, she served as senior project manager at the First Customer Program at the University of Michigan Economic Growth Institute.

### **VICTOR TOBENNA EZENWOKO**

*Senior Manager, Business Development at Sunray Ventures*



Victor Ezenwoko is an experienced electrical engineer and business developer with experience in power engineering projects, business strategy, and advisory services across Africa. Victor leads business development teams across the Sunray Ventures group, defining new business opportunities, supervising and executing projects and spanning multiple industries including Power, Renewable Energy, Recycling, Consumer Goods, and Oil & Gas companies.

### **W.E DA'CRUZ**

*Co-Founder Virtual Global Consultant Group*



W.E. Da'Cruz is an economic empowerment strategist in global entrepreneurship. Known as The Digital Diplomat, she co-founded the Virtual Global Consultant (VGC) Group in 2016, which designs and develops eCommerce systems that help generate revenue online for companies; and customizes digital platforms and software that make shipping and collecting payment easier for businesses in emerging markets.

### **DISCUSSION MODERATOR – JADE SIMS**

*Assistant Director for International Trade Programs*



Jade Sims is a Trade Specialist at the Michigan State University International Business Center. She is involved in all efforts to connect the mid-Michigan business community with the resources of the International Business Center (MSU-CIBER) and the Broad College of Business. This work is strongly export-focused, and includes programs such as the Global Business Club of Mid-Michigan, the Michigan Export Growth Program.



# AFRICAN BUSINESS SYMPOSIUM



**SESSION III**

*12:00 p.m. - 1:30 p.m.*

**LUNCH:**

**12:00 p.m. - 12:30 p.m.**

**KEYNOTE ADDRESS:**

**12:30 p.m. - 1:30 p.m.**

**Venture Capital and Investing in Africa**

## **NGOZI BELL**

*Partner, Trans-Sahara Investment Corporation*



Ngozi Bell is a corporate strategist with vast trans-Atlantic experience. Ngozi launched her career in telecommunications (AT&T, Lucent, and Agere Systems) and, today, specializes in venture capital strategies, technology strategies, new business development, and business growth and rescue. As Region III Advocate for the U.S. Small Business Administration (SBA), Mid-Atlantic Region, during the Barack Obama administration, Ngozi served as the direct link between small business owners, state and local government agencies, legislators, and the Office of Advocacy of the SBA. Ngozi is the Co-Founder of the African Leadership Alliance and a Board Member of the Lincoln Leadership Academy (Lehigh Valley, PA), the Women Empowerment Project, and the Association of African NGOs. Prior to public service, Ngozi was Vice President, Birchmere Ventures, an early stage venture capital firm with \$250 Million under management. Ngozi excelled at fundraising, deal sourcing, market and product analysis, and portfolio management. She was the point person for Communications Technology, new partner engagements and analysis of core technology sectors.

*DISCUSSION MODERATOR - GIGI NGCOBO*

*MSU Senior, Finance & UX Design*



Gigi Ngcobo currently, serves as President of MSU Women's Association for Venture Capital and Private Equity and Vice President of Spartan Blockchain Solutions. As an advocate for the development of emerging markets, she has organized the inaugural MSU African Business Symposium and was a distinguished speaker at the University of Michigan. She aspires to help solve her community's most pressing issues by establishing enterprises and strengthening the African business ecosystem

**Closing Remarks:**

**1:25 p.m. - 1:30 p.m.**

**Gigi Ngcobo, MSU Senior, Finance & UX Design**

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