

GLOBAL BUSINESS CLUB: SPOTLIGHT ON WEST AFRICA



ABOUT THE EVENT

For the next event in the new Market Spotlight Series, the MSU International Business Center is partnering with the MSU Marketing Department and African Studies Center to highlight the West African Market. This event will feature keynotes from **Bolaji Balogun, CEO of Chapel Hill Denham in Nigeria**, and **Godwin Tamakloe, an expert in fintech at Mobile Money, Ltd. in Ghana**. Additionally there will be a **Michigan Exporters Business Panel, lunch, networking**, and the opportunity for **1-on-1 meetings with trade service providers**. For questions contact IBC Assistant Director Hannah Pszenica, email: pszenica@msu.edu

DETAILS AND REGISTRATION

When: April 24, 2024 from 10am-3pm
Where: Minskoff Pavilion, Broad College of Business, East Lansing MI
Fee: \$25, Includes lunch
Deadline: April 19, 2024



For information and to register scan QR code or visit:

<https://www.eventbrite.com/e/global-business-club-spotlight-on-west-africa-tickets-851126350827>

AGENDA

10:00am: Doors Open
10:15am: Keynote Speakers from Nigeria and Ghana
11:20am: Michigan Business Exporters Panel

12:00: Lunch
1:00pm: Networking, 1-on-1 Meetings with Trade Service Providers
3:00pm: Close



International Business Center
Broad College of Business
MICHIGAN STATE UNIVERSITY



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



African Studies Center
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ALLIANCE FOR AFRICAN
PARTNERSHIP



Department of Marketing
MICHIGAN STATE UNIVERSITY