

FRIDAY NOVEMBER 9, 9H00 - 18H00

University of Neuchâtel, Aula des Jeunes-Rives
Espace Louis-Agassiz 1, 2000 Neuchâtel

International conference

MEDIA DEVELOPMENT IN AFRICA

Organizational structures and managerial challenges
in the African Media and Telecommunications sectors

Simultaneous translation english/french
Free entry • Registration required
Registration on : www.unine.ch/africamedia

The Enterprise Institute of the Faculty of Economics and Business at the University of Neuchâtel is pleased to invite you on November 9 to attend an international conference on the state of the art of media development in Africa.

In its second edition, the conference aims to study the impact of proprietary structures and management practices of the media and telecom sector on (a) media and telecom policies, as well as on (b) the development of African countries.

Internet service providers and mobile operators have become the true information gatekeepers. Given the importance of the free flow of information not only for democracy but also for economic growth, the conference addresses media development in Africa with a focus on the following issues:

- What is the impact of ownership structures on the provision of Internet and mobile communication services?
- Does the foreign ownership of telecom companies affect media and telecom policies? If yes, to which extent and how?
- What management practices do foreign companies adopt to successfully implement their investment strategies and ensure the provision of Internet, mobile and media services?
- Do these practices contribute to the development of African human capital, and if yes, how?

Prominent researchers, professionals, journalists, and representatives of non-governmental organizations will try to answer these questions and help understand more specifically how and under what conditions foreign investors can contribute to the development of the telecommunication and media sectors in Africa beyond the simple financing of infrastructure.

Among the speakers:

Mohamed Ali Dabbour

EVP Africa, Millicom, Sweden/Luxembourg

Collin Dimakatso Mashile

Chief Director Broadcasting policy,
Department of Communications, South Africa

Akinwale Goodluck

Director for Sub-Saharan Africa, GSMA, UK

Tina Freyburg

Professor of comparative politics
at the University of St. Gallen

Grégoire Ndjaka

General Director, African Union of Broadcasting,
Senegal

Robert Picard

Professor, Reuters Institute for the Study of
Journalism, USA

Patrice Schneider

Media Development Investment Fund, Suisse

Caroline Vuillemin

Director, Fondation Hironnelle, Suisse