

## Ownership Structures and Managerial Challenges in the African Media and Telecommunication Sectors

November 8-9, 2018 – Enterprise Institute, University of Neuchâtel, Switzerland

### Objective

As internet service providers and mobile operators have become the true gatekeepers of information, and considering the importance of the free flow of information for democracy, the conference addresses media development in Africa by focusing on questions such as the following:

- What impact do ownership structures have on the provision of internet and mobile communication services?
- Does foreign ownership of telecommunication companies affect media and telecommunication policies? If yes, to what extent and how?
- What are the managerial practices that foreign companies adopt to successfully implement their investment strategies in the African telecommunication sector, and thus ensure the provision of internet, mobile communications and media services? Do these practices contribute to the development of African human capital, and if yes how?

Bringing together academic researchers, professionals and representatives of NGOs, we seek to understand how and under which conditions foreign investors can contribute to the development of the African telecommunication and media sectors beyond the mere financing of media infrastructure.

### Target Audience

Researchers, telecommunications and media professionals, journalists, ONG representatives, and interested citizens.

### Program, Professional Conference, November 9

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| 09.15 – 09.30 | <b>Welcome and opening speech</b>   |
| 09.30 – 10.30 | Keynote :<br><b>Telecommunications and media ownership in developing countries: state of the art</b><br><i>Prof. Robert Picard, Reuters Institute for the Study of Journalism, UK</i>   |
| 10.30 – 11.00 | Coffee Break  |
| 11.00 – 12.30 | Discussion Panel :<br><b>Ownership structures, regulation and policies in the telecommunications and media sectors in Africa</b><br><br>“Citizens Offline: the state, the telecommunication companies and the access to the internet” – <i>Tina Freyburg, Lisa Garbe and Veronique Wavre, University of St. Gallen, Switzerland (includes video at the beginning)</i><br><br><i>Panelists</i> <ul style="list-style-type: none"> <li>• Giacomo Mazzone, <i>European Broadcasting Union, Internet Governance Forum &amp; EuroDIG</i></li> <li>• Grégoire Ndjaka, <i>General Director, African Union of Broadcasting</i></li> <li>• Tina Freyburg, <i>University of St. Gallen, Switzerland</i></li> <li>• Veronique Wavre, <i>University of St. Gallen, Switzerland</i></li> </ul> <i>Moderation: Cinzia Dal Zotto</i> |
| 12.30 – 14.00 | Lunch   |
| 14.00 – 15.00 | Discussion Panel :<br><b>Foreign direct investment motives and strategies in the telecommunications and media sectors in Africa</b><br><br><i>Panelists</i> <ul style="list-style-type: none"> <li>• Patrice Schneider, <i>Media Development Investment Fund, Switzerland (video interview)</i></li> <li>• Akinwale Goodluck, <i>GSMA, Head of Sub-Saharan Africa, UK</i></li> <li>• Emmanuel Biney, <i>Infrastructure and diffusion network specialist, Ghana/UK</i></li> <li>• Robert Picard, <i>Professor, Reuters Institute, University of Oxford, UK</i></li> </ul> <i>Moderation: Mansour Omeira</i>  |

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| 15.00 – 15.30 | Coffee Break   |
| 15.30 – 16.00 | Keynote:<br><b>Jobs, FDI and institutions in Sub-Saharan Africa: Evidence from firm-level data</b><br>Sotiris Blanas, <i>former Lancaster University and now National Bank of Belgium</i>  |
| 16.00 – 17.30 | Discussion Panel :<br><b>FDI practices and corporate social responsibility: How do the main actors in the telecom and media sectors contribute to the UN sustainable development goals in Africa?</b><br><br><i>Panelists</i> <ul style="list-style-type: none"> <li>• Israel Bionyi, <i>International development communications specialist, International Land Coalition, Kenya</i></li> <li>• Nicolas Boissez, <i>Delegate for Communication and Partnerships, Former Program Officer for the DRC, Côte d'Ivoire and Mali, Fondation Hironnelle, Switzerland</i></li> <li>• Serge Michel, <i>former Director of Le Monde Afrique, Founder Heidi.news, Switzerland</i></li> <li>• Eli Noam, <i>Professor, Columbia University, USA (on Skype conference)</i></li> </ul> <i>Moderation: Veronique Wavre</i> |
| 17.30 – 18.00 | Discussion et Conclusion   |
| 19.00         | Gala Dinner  |

- *Simultaneous translation English/French is planned*