

Ownership Structures and Managerial Challenges in the African Media and Telecommunications 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 nongovernmental organizations, 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.

Preliminary Program, Professional Conference, November 9

09.15 – 09.30	Welcome and opening speech
09.30 – 10.30	Keynote : Telecommunications and media ownership in developing countries: state of the art <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 : Ownership structures, regulation and policies in the telecommunications and media sectors in Africa "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</i> <i>Panelists</i> <ul style="list-style-type: none"> • Giacomo Mazzone, <i>European Broadcasting Union, Internet Governance Forum & EuroDIG</i> • Grégoire Ndjaka, <i>General Director, African Union of Broadcasting</i> • Robert Picard, <i>Professor, Reuters Institute, University of Oxford, UK</i> • Eli Noam, <i>Professor, Columbia University, USA (on Skype conference)</i>
12.30 – 14.00	Lunch
14.00 – 15.00	Discussion Panel : Foreign direct investment motives and strategies in the telecommunications and media sectors in Africa <i>Panelists</i> <ul style="list-style-type: none"> • Patrice Schneider, <i>Media Development Investment Fund, Switzerland</i> • Akinwale Goodluck, <i>GSMA, Head of Sub-Saharan Africa, UK</i> • Emmanuel Biney, <i>Infrastructure and diffusion network specialist, Ghana/UK</i> • Baruch Herzfeld, <i>Founder and President, Zenomedia, USA</i> • Paulo Faustino, <i>Professor, University of Porto and Lisbon, Portugal</i>

15.00 – 15.30	Coffee Break
15.30 – 16.00	Keynote: Jobs, FDI and institutions in Sub-Saharan Africa: Evidence from firm-level data Sotiris Blanas, <i>former Lancaster University and now National Bank of Belgium</i>
16.00 – 17.30	Discussion Panel : FDI practices and corporate social responsibility in the telecommunications and media sectors in Africa “Human resource management practices as critical success factor: The perspective of Southern foreign direct investors in the telecommunications sector” – <i>Cinzia Dal Zotto, Aicha Hammami and Mansour Omeira, University of Neuchâtel, Switzerland</i> <i>Panelists</i> <ul style="list-style-type: none"> • Israel Bionyi, <i>International development communications specialist, International Land Coalition, Kenya</i> • Collin Mashile, <i>Chief Director Broadcasting policy, Department of Communications, South Africa</i> • Serge Michel, <i>former Director of Le Monde Afrique, Founder Heidi.news, Switzerland</i> • Nicolas Boissez, <i>Delegate for Communication and Partnerships, Former Program Officer for the DRC, Côte d'Ivoire and Mali, Fondation Hirondelle, Switzerland</i>
17.30 – 18.00	Discussion et Conclusion
19.00	Gala Dinner

- *Simultaneous translation English/French is planned*