

EuroCHRIE Africa Forum

Africa – Development or Pure Business from an Educational Perspective

This year's EuroCHRIE Africa Forum deals with the issues related to development projects and business activities on the African continent, which focus on Eastern and Southern Africa. The forum will discuss how researchers/educators, students and industry can collaborate the best way possible to create sustainable solutions in an incommensurable business environment.

What opportunities will this unique context bring to the hospitality and tourism stakeholders who are going to invest in a part of the world, where so many others have failed before them? What is it that academics, business professionals and students need to understand and learn to succeed in future ventures?

Do not miss the opportunity to discuss with four very interesting panelists, who works in different fields, but share the same interest for a continent with unique potentials.

Is Africa only about development projects or is it just pure business, when it comes to education?

Learn more during the EuroCHRIE2016 conference, 26 October 2016 – 9.30am-12.30pm in room F104 at Budapest Metropolitan University.

Forum Speakers:

Dr. Robert Newbery - Newcastle University



Robert is a Senior Lecturer in Enterprise and Innovation and has worked extensively in Asia, Africa, Europe and North America. He has founded and run a number of entrepreneurial businesses having a PhD, MSc, MBA and BSc.

He is Principal Investigator for a Comic Relief funded project 'Scaling innovative rural distribution for farmer inputs' in Kenya and is developing the Rural Business Network development concept with colleagues internationally.

Robert is particularly interested in how entrepreneurship is being used for development in both the 'Global North' and 'Global South'.

Mrs. Birgitte Hvingel Jørgensen - University College Northern Denmark



Birgitte Hvingel Jørgensen is currently a part of the Export- and Marketing programmes at University College of Northern Denmark (UCN). Birgitte is the initiator of the UCN African specialization programme, which is a unique educational programme offered to students, who has an interest in becoming business professional and/or entrepreneur in an African business context. The UCN African programme closely links industry, education, research, and development together.

In recent years, Birgitte Hvingel Jørgensen together with UCN-students has made sure that Danish businesses have had success on multiple African markets. A prime example that underlines the success of the African Programme, have been the introducing the Danish cider-brand, Mokai to the Tanzanian market. Mokai is now available at selected nightclub venues in Dar es-Salaam. Birgitte Hvingel Jørgensen and UCN have made Africa – open for business for Danish businesses.

Mrs. Susina Jooste - The Private Hotel School



Susina Jooste, the director of The Private Hotel School in Stellenbosch has an insatiable thirst for knowledge and her passion for the growth of the culinary and hospitality industries have led her to fully embrace the education and training side of this industry. Her Master's degree echoed her determination to contribute to high levels of professionalism and proposed a curriculum framework for ongoing professional development in culinary and hospitality education.

As member of the international advisory board for the American Hospitality Academy, she travels regularly to the AHA-International Hospitality Management Schools as guest lecturer. Susina holds a B. Home Economics (Ed) (University of Stellenbosch), B. Ed Honours (University of Potchefstroom) and Master's Degree (University of Stellenbosch). Susina further completed education programmes at The Culinary Institute of America (New York), as well as short professional courses at Le Cordon Bleu (Paris), and holds the Diploma in Professional Cooking from City and Guilds of London.

Mr. Steve Hood – STR/SHARE



Steve is Senior Vice President of Research for STR and has been with STR Global for 19 years. Being involved in the original development of the STAR program, Steve is currently responsible for research-related activities and serves as the Founding Director of the SHARE Center. As well as representing STR at global industry and academic conferences related to hospitality and tourism.

Steve also serves on advisory boards and as an honorary professor for leading international hotel schools. In 2012, Steve was recognised by ICHRIE with the Industry Recognition Award for demonstrated commitment to advance hospitality and tourism education. In 2014, he was recognised by EuroCHRIE with the Nestle Pro Gastronomica Award for demonstrating excellence in training, education and development work in the hospitality industry.

Moderator: Anders Justenlund – Vice President EuroCHRIE (University College Northern Denmark)



Anders Justenlund is Business Developer and Lecturer at University College Northern Denmark (UCN) in the department of International Hospitality, Tourism and Hotel/Restaurant Management.

His experience has brought him around the World providing teaching courses, business development consultancy, and keynotes in most parts of Europe, Africa, Middle East, Asia and North America. Anders is specialised in the areas of creative new thinking, innovation didactics and entrepreneurship. He is most passionate about linking his areas of expertise with new learning processes. This has led to new ways of integrating students into business and research development within the hospitality industry (e.g. new ways of doing internships).

Anders is a published author and an academic reviewer for several business related journals and publications. He is the former chair of the research committee for the European Network for Business Studies and Languages.

Anders seeks to develop business/academic activities within the combination of three areas: Research/Development, Active Industry Participation, and Student Involvement.