



ADVANTAGE
GLOBAL
POSITIONING

Building Tomorrow's Africa Global Leaders Today

2013 Graduate
Summer
Conference

OPEN TO UNDERGRADUATE STUDENTS, GRADUATES & PROFESSIONALS

Making Global Your Local

Enhancing Employability, Encouraging Entrepreneurship

Saturday 27th July 2013
9.00am – 6.00pm

THE SPEAKERS



Anurag Saxena
Managing Director, Linkcoz Ltd



Dr. Sola Adesola
Advantage Global Positioning/
Oxford Brookes University



Ketan Makwana
CEO, Enterprise Lab Ltd



Ralph Tanyi
Consultant, Bankworld Inc.



Darrell Kofkin
Chief Executive, Global Marketing Network



Tunde Makinde
Executives in Africa Ltd



Anuja Prashar
Hult International Business School



Stanley Ononiwu
Cranfield University



Eric Cassells
Oxford Brookes University



Ayo Johnson
Broadcaster & Commentator

Venue: SIEVEMK Gateway

UNIT 22, Lloyds Court, 667 Silbury Boulevard, Milton Keynes, MK9 3AZ

Not to be missed! Limited spaces

Registration Fee: Students & Graduates: £30.00; Professionals: £50.00

For registration email or phone: info@advantageglobalpositioning.com

Tel: 07967 505 223

Bookings will be taken until the 26th July or until all places are taken

www.advantageglobalpositioning.com





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AGP International Business & Enterprise Summer School is pleased to offer its 2nd summer conference for students, recent graduates and professionals.

Did you know your idea, product or skill is needed by someone in the world?

What do you do to find them?

Do you know what employers are looking for?

The summer conference is a one-day event which includes real-time focusing on global awareness, employability and entrepreneurship for 21st century dynamic corporate business environment. As students, graduates or professionals refocusing, repositioning and reinventing, your strategies are key to responding to the emerging global challenges. This conference offers the perfect opportunity of enhancing your employability and encouraging enterprise skills in your studies, further careers and business ventures. This year's conference will provide a window of "*Localising Globalisation for Individual Advantage*".

There will be opportunities to discuss your business idea, current concerns, share good practice and consider future directions.

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| <p>Benefits for Attending the Conference</p> | <ul style="list-style-type: none"> • Discover and define self-critical awareness in the context of employability and the labour market • Practical entrepreneurship bootcamp to help you think differently and turn ideas into action • Experiential talks by entrepreneurs and industry speakers to gain on-the-ground insights • Opportunities to broaden your network with professionals, industry and recruitment expert • Conference presentations • Competition prize • Annual Complimentary Global Marketing Network Affiliate Membership • Endorsed Certificate of Attendance |
| <p>Topics included</p> | <ul style="list-style-type: none"> • Global awareness, graduate attributes, labour market and employability • Responding to changing world- finding relevance and fit in the emerging world • Responsible leadership in career and business • Practical enterprise bootcamp – ideas creation, innovation, design • Learning in the diaspora: positioning and networking for employment • Employment opportunities in Africa- sectors, CVs and interviews |

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| Who should attend | <p>The conference is open to the following:</p> <ul style="list-style-type: none"> • Final year undergraduate students • Postgraduate students • New graduates • Young professionals • Employers • Interest in global awareness, innovation, creativity and entrepreneurship • Interest in working or doing business across culture |
| What do students who attend our Summer Conference have to say? | <ul style="list-style-type: none"> • <i>“A reminder that the world is changing and you need to make sure that your skills are relevant in your industry”</i> • <i>“it opened my mind to wider perspectives – I’ll never look at things the same way again”</i> • <i>“very informative and inspiring – left me wanting to learn more”</i> • <i>“fantastic speakers, bringing across good ideas”</i> • <i>“very insightful and informative experience”</i> • <i>“that there is more to the world than my immediate environment”</i> • <i>“...helping me think more about what I want to be”</i> • <i>“...helpful and eye opening”</i> • <i>“no idea is a bad idea”</i> • <i>“I shouldn’t knock down ideas too quickly”</i> |

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Speaker Biography



Anurag Saxena

Managing Director, Linkcoz Ltd

Anurag is an energetic and passionate professional with over 22 years' business experience at the very highest levels across in over 30 countries across Asia, Africa, Middle East and Europe. An MBA graduate of the Indian Institute of Management (IIM), Calcutta, much of Anurag's career has been in senior marketing roles in the banking sector. These include marketing director roles with Standard Chartered Bank, Barclays Bank and FCMB. He currently holds Non-Executive Directorships with a number of leading African companies including La Casera Company, the largest FMCG soft drinks organisation in Nigeria. Through his consultancy, Linkcoz, Anurag provides strategic advice to African companies and those companies seeking to take advantage of the potential that the African market represents. Linkcoz is focussed on changing the perceptions people may have of Africa and aims to bridge this gap and market Africa to attract more investors, attract more people, improve execution and, above all make people and companies in Africa succeed.



Ketan Makwana

CEO, Enterprise Lab Ltd

Accidental Entrepreneur Ketan Makwana has a focus and passion in business, enterprise and Youth Development and co-founded Enterprise Lab as the agency that would bridge the gap between education, employability and enterprise. In 2012 Ketan co-founded and delivered Youth Enterprise Live a showcase for 15-30 year olds focusing on opportunities in education, employment and enterprise supported by Prime Minister David Cameron. Ketan is also a Director of [Rockstar Youth](#) a UK leading funding and mentoring organisation that has delivered over £5m start-up funding and mentoring to over 700 businesses started up by 18-30 year olds. He helps to bridge the link between UK and India to develop better Enterprise opportunities. Ketan works with UK Government and International ministries on employability and enterprise eco-systems; he is a mentor, international speaker and ambassador of youth enterprise models. His key experience is in ideation and developing an enterprising mindset. In the summer of 2012 Enterprise Lab went out to Nigeria to support the Kwara State University to develop and deliver their inaugural Summer Programmes in Entrepreneurship.



Ralph Tanyi

Consultant, Bankworld Inc

Over 15 years of international trade and supply chain finance within banks and commodity trade firms with footprints across emerging (African) markets. Ralph consults for the World Bank in Cameroon and Senegal. Gained substantial transactional execution experience covering investment sectors such as [renewable] energy, oil & gas, precious metals, agricultural. Chair Founder, African Diaspora Action Against Malaria (ADAAM), Coordinator, Diaspora Health Volunteering & Institutional Partnerships Steering Group, CEO/General Secretary Cameroon (Diaspora) Forum.



Eric Cassells

Senior Lecturer, Oxford Brookes University

Eric Cassells lectures in strategy, innovation, business design, and consulting capability at Oxford Brookes University Business School. He qualified as Chartered Accountant with Ernst & Young, working as both an accountant and consultant in London and Houston, before becoming intrigued by puzzle-solving and creativity when leading forensic investigations into a major national fraud and theft case. These skills were further developed when circumnavigating Milton Keynes during his first spell working at business schools, leading MBA strategy teaching at the Open University Business School at Walton Hall. Lured back into consulting with PricewaterhouseCoopers, he helped develop PwC Consulting's transformation solution set, with a particular focus on deploying creative problem Solving (CPS) to create new client strategies and business models. Since then, he has worked in partnership at both Perspective LLP and Oxford Agenda Consulting LLP delivering creativity, change and innovation consulting, and taught MBA, MSc and undergraduates at Oxford Brookes. Eric also acts as a visiting lecturer on postgraduate programmes at Oxford Brookes Department of Architecture and at ESC Groupe Dijon. Eric is married to Dorothy, vicariously enjoys sport with his son Duncan, and has no dog



Dr Sola Adesola

Senior Lecturer, Oxford Brookes University/Director, AGP

Dr Sola Adesola is a Senior Lecturer at Oxford Brookes University Business School teaching on international management, law and strategy with particular research focus on strategic foreign investment and international entrepreneurship. As the Chair of the OBU Africa Forum, Dr Adesola is active in developing OBU and Africa initiatives. A lawyer by profession, with a PhD from Cranfield University in Business Process Management, her industry experience spans over legal, manufacturing, pharmaceutical, public and education sectors. Through her consultancy, Advantage Global Positioning, Dr Adesola provides strategic advice and business education for Africa market. Sola writes and speaks at academic, business and public policy conferences, and participates at the UK and European advisory programmes on business education for Africa. She is the founder member of the Nigeria Enterprise Educators Network and was a co-chair of the 1st Africa Enterprise Educators Conference 2013. She was one of the pioneers of enterprise education for academics and student entrepreneurship delivery in Nigeria. Dr Adesola received 2009 *Best of Nigeria Awards on 'Education'* from the Nigerian Achievers Award Institute, and *Certificate of Appreciation* from NIDOE.



Darrell Kofkin

Chief Executive, Global Marketing Network

Darrell is the co-Founder and Chief Executive of Global Marketing Network, the Global Accreditation Body for Marketing Professionals, headquartered in UK. Darrell works extensively with leading marketing academics and thought-leaders, Deans of international business schools, consultancies and global publishers to develop a stronger, more unified Marketing Profession, worldwide. He has been instrumental in establishing the GMN Global Faculty. Before founding Global Marketing Network, Darrell Founded London School of Marketing, (2002), a private marketing college based in London. He is currently on the Visiting Faculty of Oxford Brookes University, University of Hertfordshire, University of Liverpool and University of Westminster. He is also a Certified instructor for Laureate Education on the University of Liverpool MBA. He has written two textbooks, 'Developing Global Marketing Strategy' (BPP, 2010) and



Anuja Prasha

Assistant Professor, HULT International Business School/ Founder, APP

Anuja is involved in academia, consultancy and politics. She teaches in Higher education on International Business, Emerging Economies, Global Management, Globalization, Political Identity & Cross Cultural Communication. Anuja has a BA Economics (Hons.) from University of Michigan, Ann Arbor (USA), an MSc Race & Ethnic Relations, Birkbeck College, University of London and MPhil Sociology, She is currently completing her PhD. Anuja has a long standing record of civic participation in Interfaith & Race Relations work. International experience includes building water wells in villages of Kenya with International women's group, being appointed to Global Strategic Hindu & Jewish Scholars team: Hindu Acharya Sabha, (2007) and appointed to Indian National Commission for Minority Educational Institutions: sub-committee (2007). Anuja is currently a Liberal Democrat Euro Parliamentary Candidate for London. region 2014 and Chair of British United Indian Liberal Democrats (BUILD). She writes regularly for Indialink International magazine, UK on issues of Religion, Transnational Business & Political Identity.



Tunde Makinde

Executive Consultant, Executives in Africa Ltd

Tunde is a graduate from Southampton University. Having qualified as a management accountant, he spent his early career working for world-class organisations such as BBC Worldwide, T-Mobile and Ford. He made the move into Executive Search where he initially recruited across diverse industries such as FMCG, Financial Services, and Professional Services. Since he has been at Executives in Africa he has taken a particular interest in the Telecoms and Technology industries across Africa as well as developing expertise in Aviation and Hotel & Leisure





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Registration: The cost of the one day summer conference is **£30 (student concession) and £50 (others)** (please note that this conference is not residential and accommodation must be arranged independently if required). You can book a place by completing the form, save and email info@advantageglobalpositioning.com or by calling us on **07967 505 223**.

If you have any questions please don't hesitate to get in touch.

Very Best Wishes
The Advantage Global Positioning Team

Online Registration – Delegate Information

| | |
|-----------------------------|--|
| Title | |
| Family name | |
| First name | |
| Company/Institutions | |
| Position | |
| Department/Faculty | |
| Telephone | |
| Name of University | |
| Course and Year | |
| Year of Graduation | |
| Career Aspiration | |
| Email address | |

PAYMENT METHOD: Registration fee **£30 (concession for full time students/new graduates); £50 (experienced/professionals)** credited to bank account before conference. Cancellation will attract **10% cancellation fee**

Make payment to the following account, scan and email the registration form to:

info@advantageglobalpositioning.com together with your bank receipt, student ID, in order to confirm your registration.

Bank details (please quote your name as reference for payment identification):

Account Name: Advantage Global Positioning Limited

Bank: HSBC

Bank Account No: 70052957

Sort code: 40-33-51

Bookings will be taken until the 26th July or until all places are taken

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