



# IESE

## Africa Program

# Leaders Shaping the Future of Africa.



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Co-Director of The Africa Initiative • IESE Business School

Alejandro Lago's research explores the management of complex operations systems, both in manufacturing and services realms, and the design of service systems, with a keen focus on the interplay of suppliers and customers in operations through the use of new technologies. His research has also analyzed the optimization of large transport and distribution systems, and the design and operations of logistics partnerships.

Prof. Lago has served as a visiting professor at Strathmore Business School in Nairobi, Kenya since 2007 and consulted for a range of projects in East Africa. He is the co-director of the IESE Africa Initiative and the academic director of several initiatives in Africa, such as the Global CEO Africa Program, MBA Module in Kenya and the EMBA Pan African Module. Before joining IESE, he worked as a researcher for the French Commissariat for Atomic Energy and Institute for Transportation Studies. Outside the academic sphere, he consults extensively for global organizations on operations and service management challenges.

### Executive Summary

Africa is steadily evolving into the Next Business Frontier of the world. Business leaders are increasingly understanding the opportunities and risks for growth in the region. Equally, the importance of a thriving Africa to global economic and political stability has become evident through the European migrant crisis, and more recently, Covid.

As such, YPO and IESE, one of the world's leading business schools, have design a program with leadership and business skills relevant to being successful in Africa, but also the opportunity for leaving a legacy of positively impacting the societies they are active in, and ultimately, achieving greater global prosperity by reducing the economic divide. This program will offer unique insights to help participants establish or enhance their operations in Africa while offering an unmatched platform for networking and ideas exchange. Additionally, it addresses various dimensions of doing business in Africa: the social and cultural context, optimal growth strategies, and key execution drivers.

The opportunities to engage with, and learn from, leaders already active in Africa will enhance the participant's knowledge of building businesses in volatile markets, where the ability to create positive social and environmental impact is arguably the highest and most fulfilling in the world.

### The Objectives

Making YPO more relevant in Africa and Africa more relevant to YPO, with the following objectives.

- Explore business development and investment opportunities in different African markets.
- Address relevant operational issues from both management and investment perspectives.
- Increase awareness of current geopolitical and cultural dimensions, critical to successfully operate in Africa's diverse countries and regions.
- Examine specific frameworks to contribute to Africa's development.
- Foster a rich networking forum for personal and professional connections.

### The Location & Dates

Strathmore Business School • Nairobi, Kenya  
February 27, 2023 - March 3, 2023



Business School  
University of Navarra

# Agenda

	<b>Africa in the 22<sup>nd</sup> Century</b>	<b>The African Consumer</b>	<b>Innovation in Africa</b>	<b>Civil Society &amp; Stakeholders</b>	<b>YPO Day</b>
	<b>Day 1</b>	<b>Day 2</b>	<b>Day 3</b>	<b>Day 4</b>	<b>Day 5</b>
<b>Arrivals</b>	<b>Breaking the Frame &amp; Africa Know-How Quiz</b>	<b>Red Thread Review</b>	<b>Debrief Company Visit</b>	<b>Red Thread Review</b>	
	<b>Emerging Economies: Africa in the Global Economy</b>	<b>Understanding Markets in Africa: Consumers</b> Session & Workshop	<b>Leapfrogging and Innovation in Africa</b>	<b>Legal Frameworks in the African Market</b>	
	<b>LUNCH</b>	<b>LUNCH</b>	<b>LUNCH</b>	<b>LUNCH</b>	<b>YPO Day</b>
	<b>Geopolitics and Strategy in Africa</b>		<b>International Financial and Risk Management</b>	<b>Ethical Leadership &amp; Legacy in Africa</b>	
<b>Welcome Cocktail</b>	<b>Workshop: Scenario Planning</b>	<b>Operations in action: Expanding to Africa-Company Visit</b>	<b>Panel: Private Investors in Africa</b>	<b>Final Reflections &amp; Closing</b>	
				<b>Graduation Dinner</b>	