

16<sup>th</sup> August 2015

Dear Colleagues,

**Further invitation: Arusha, Tanzania workshop on the  
Entrepreneurial Africa University – 28<sup>th</sup> to 30<sup>th</sup>  
September 2015**

**Do not miss this opportunity to optimize our Higher Education Institutions**

Africa universities are without doubt key enablers of our continent's optimal development.

As institutions of Higher education we are entrusted with Africa's most valuable resource, our Human Capital. Ours is the daunting task to develop graduates with the necessary knowledge, skills and attitudes ('graduate attributes') so as for them to take co-ownership of the challenging task to surmount the barriers that impede the optimal development of our continent.

We are furthermore also required to, in close partnership with public and private sector institutions, generate the necessary knowledge and facilitate application thereof in a suitably contextualized manner and of such a quality that we can compete on an equal footing in a global context.

In striving to meet these challenges, we are faced by driving forces from the socio-economic, political, technological and physical Africa environment. In similar vein the task environment within which we function is characterized by 'hyper competition', regulation, fragmented target audiences and an ever-decreasing support from traditional sources of e.g. funding.

In similar vein our respective internal environments are marked by ongoing change and transformation, a situation exacerbated by:

- The fast changing needs and behavior of our respective students (undergraduate and postgraduate)
- Staff challenges – in general we all experience significant challenges to attract, afford and retain the 'best' staff
- Perhaps, outdated programme offerings and old fashioned forms of programme delivery
- Infrastructural challenges
- Resources (especially sustainable funding) challenges.

We have therefore as Africa institutions of Higher Education probably, and to varying degrees, reached the 'cusp' – a point where entrenched paradigms have the potential of 'putting us back to zero' (a point where our past successes can no longer sustain our journey into the future).

There are therefore various acute driving forces, which, in dynamic interaction with each other, in terms of the environments within which we have to function

successfully, are creating a new and emerging complexus that is both distinctly different and vastly more challenging to what we maybe have become comfortable with.

Ours is the challenge to reduce the complexity of this emerging complexus to manageable simplicity and to re-position our prospective institutions so as to be sustainable in these vastly different circumstances.

The call is therefor for a 'new' type of Higher Education institution – an entrepreneurial institution that, in the transformational terminology, is both distinctly different and vastly better to what it was before. Institutions of which their sustainable competitive advantage is a function of ongoing value innovation as is evident in its programmes (learning & teaching, research, social impact); support activities (human resources, finance, marketing & communication, infrastructure, ICT services, etc.); meeting of its physical infrastructural needs; and its needs driven and value-adding core policies and processes.

In short, Higher Education institutions that base everything that they do on clearly articulated and well understood aspirational, entrepreneurial and appropriate business models.

As university leaders it is our collective and individual leadership challenge to ensure that we provide and cascade the 'right' entrepreneurial leadership approaches for our prospective institutions.

Do not miss this important opportunity to, in the upcoming workshop in **Arusha, Tanzania (28<sup>th</sup> -30<sup>th</sup> September 2015)**:

- ✚ Reflect on the context, context and processes of the entrepreneurial Higher Education Institution
- ✚ To explore 'best practices' by both sharing and learning from the experiences of other participants;
- ✚ Collectively, articulate entrepreneurial priorities and approaches best suited for the context of Africa Higher Education institutions.

To ensure your place at this very important seminar, please complete the attached registration form and submit it to Mrs Yvette Quashie, AAU at [yaquashie@aau.org](mailto:yaquashie@aau.org) at your earliest convenience. **Due to the nature of the workshop participation is limited to a maximum of 50 participants.**

**DATE:**

28<sup>st</sup> to 30 September 2015

(Arrival – Sunday, 27<sup>th</sup> September Departure, Thursday morning, 1<sup>st</sup> October, 2015).

**VENUE:**

Naura Springs Hotel, Arusha TANZANIA

**REGISTRATION:**

In order to register please [click here](#). In case of any queries please email [yaguashie@aau.org](mailto:yaguashie@aau.org) cc: [jmyers@aau.org](mailto:jmyers@aau.org).  
Registration fees can be paid into the AAU account number indicated on the registration forms and proof of transfer forwarded to the same address.

### **ACCOMMODATION:**

Accommodation has been negotiated at the Naura Springs Hotel, as follows:

#### **STANDARD ROOMS:-**

USD 70.00 per Single Room Based On Bed & Breakfast  
USD 110.00 per Double Room Based On Bed & Breakfast  
USD 110.00 per Twin Room Based On Bed & Breakfast  
USD 180.00 per Triple Room Based On Bed & Breakfast

#### **EXECUTIVE ROOMS:-**

USD 100.00 per Executive Single Room Based On Bed & Breakfast  
USD 130.00 per Executive Double Based On Bed & Breakfast  
USD 130.00 per Executive Twin Room Based On Bed & Breakfast  
USD 200.00 per Executive Suite Room Based On Bed & Breakfast

For **reservations**, kindly contact:

**Beatrice Dimitris Dallar**

Hotel Manager

Naura Springs Hotel

P.O.Box 7302, Arusha - Tanzania

Tel: +255 - 27 - 2050001/8 or Tel: +255 - 767500333

Tel: +255 – 786500112 And Fax: + 255 - 27 - 2050009/10

24hrs Mobile - + 255 754 318076

Email: [naura@nauraspringshotel.com](mailto:naura@nauraspringshotel.com)

### **VISA**

All visa enquiries should be sent to MR. GODFREY KACHOLI [gkacholi@mzumbe.ac.tz](mailto:gkacholi@mzumbe.ac.tz)

### **SHUTTLE SERVICES:**

Participants who require shuttle services to and from the airport should kindly contact the Naura Springs Hotel for the necessary arrangements:

[naura@nauraspringshotel.com](mailto:naura@nauraspringshotel.com)

Looking forward to our interaction in Arusha.



Prof E Ehile  
Secretary General  
AAU