

## FOR IMMEDIATE RELEASE

### Get ready for the 2018 annual AABS Connect conference

The [AABS Connect 2018 conference](#) will explore and assess how business schools currently, are and better able to, engage with industry and both the public sector and civil society organisations.

The conference will be hosted by AABS member school, the [University of Dar es Salaam Business School](#), Tanzania on 20 – 22 May, 2018. AABS currently boasts 46-member schools in 13 countries in Africa.

“As stated in our strategy, AABS needs to work diligently to construct strong bridges between business schools and business/industry in order to create a viable management environment and to demonstrate clearly to all stakeholders that management education could have a direct, measurable impact on corporate performance and economic growth. In the end, the real clients of any business school are not the students but rather the businesses,” says AABS Chairman and Director of International Affairs at HEM Business School, Dr Ali Elquammah.

With around 80 delegates, which include deans, heads of business schools, academics as well as business and public-sector leaders, the AABS Connect conference brings together some of the best minds in the management education sector. Last year's event, which was held in Cairo, Egypt, proved to be a forum for lively debate about issues currently faced by business schools in Africa, and this year promises the same.

“Business schools have to seek, on the one hand, to impact companies through the integration of their graduates with the right set of competencies and, on the other hand, to learn from the experiences and practical aspects of business from their partner companies in order to match their programs to field realities. Synergies with the professional world comes with, but not only, student company internships as well as the participation of many company CEOs and managers in course/seminar development and delivery and in them sitting in business school's Advisory Boards, research project committees, etc. – Dr Ali Elquammah

#### Speakers

A strong lineup of speakers includes, amongst others, keynote speakers, Prof Adolph Mkenda, Permanent Secretary in the Ministry of Foreign Affairs and East Africa Cooperation, Tanzania, Prof Howard Thomas, Ahmass Fakahany Professor of Global Leadership at the Questrom School at Boston University, who pioneered the Jam on Business Education as well as visiting professor at GIBS Business School and Singapore Management University. Other speakers include Gilman Kasiga, Director at General Electric; Robert Waggwa Nsibirwa, CEO at Africa Coffee Academy and Buganda Kingdom Minister of Finance, Planning, Investment and Economic Development; Andrew Main Wilson, CEO of AMBA and Chairman of PRME; and Dr Donath Olomi, CEO at the Institute of Management and Entrepreneurship Development in Tanzania.

The Connect conference will kick off with the JAM on Business Education – an innovative series of global dialogues on the future of management education. Those interested can take part in discussions at no cost, virtually or in person at the Best Western Coral Beach hotel at 13h00 EAT on Sunday 20 May. Online registrations are open at <http://questromworld.bu.edu/businesseducationjam/>. One of the highlights of the conference will include the launch of the AABS Accreditation System on Tuesday 22 May. “AABS Accresys aims not only to achieve the recognition of quality for top schools but also to come up with creative ways to help developing African business schools improve their quality through the need to meet the eleven standards that AABS Accresys will be focusing on,” Dr Ali Elquammah.

Online registrations at <https://www.aabschools.com/events/detail/64.html> for the #AABSConnect2018 conference are open till Friday 18 May 2018.

Engage in the conversation and follow the conference at #AABSConnect2018 @AABS\_Info and @UDBS\_TZ.

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