

spark

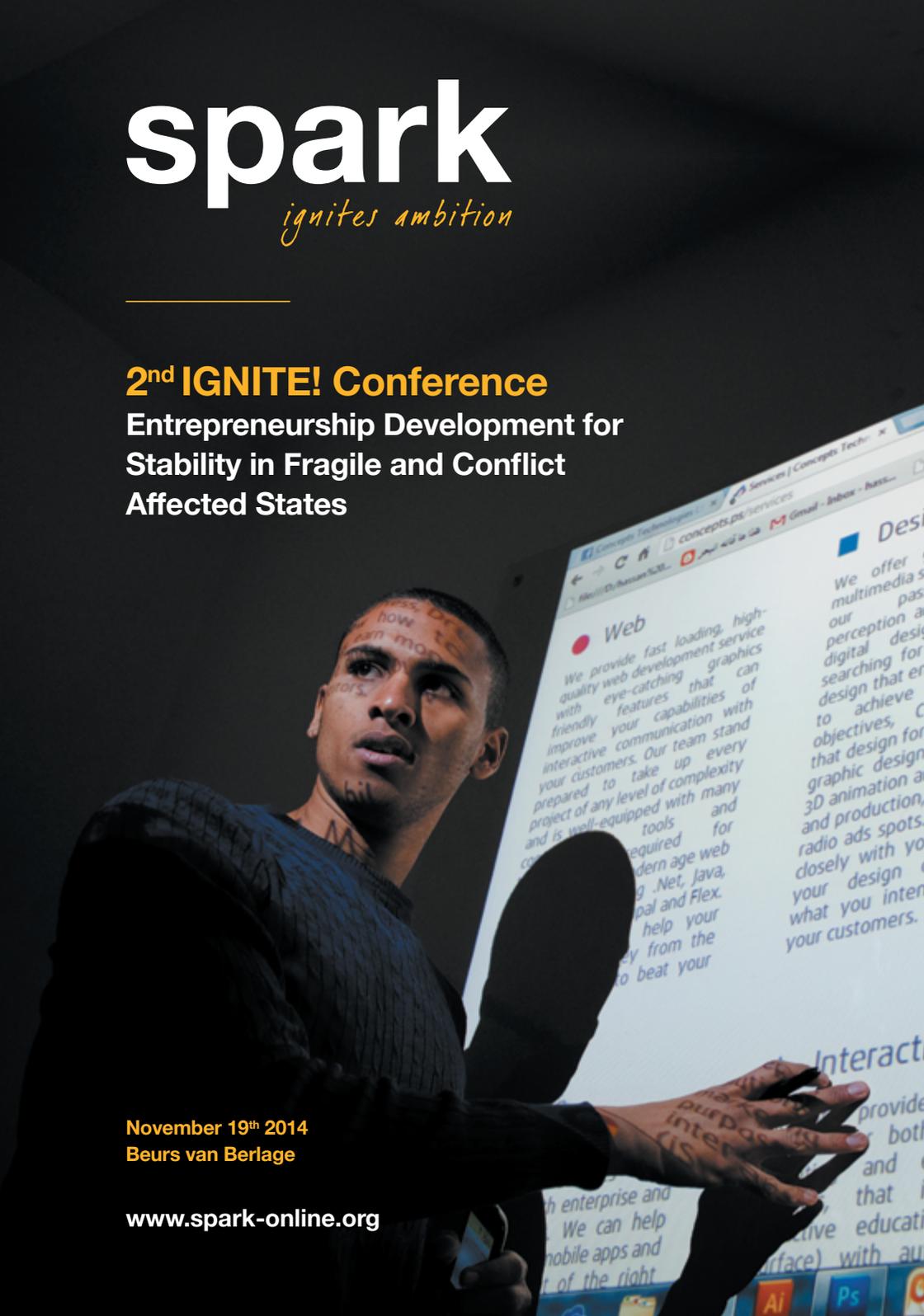
ignites ambition

2nd IGNITE! Conference

Entrepreneurship Development for Stability in Fragile and Conflict Affected States

November 19th 2014
Beurs van Berlage

www.spark-online.org



Hassan Jaddeh (*front page*), *Concepts Technologies, OPT*

As an ambitious student in Palestine's first higher education institution, Hassan jumped at the opportunity to participate in a Business Plan Competition announced by the SPARK's Business Startup Centre in Ramallah. Following the competition, Hassan was able to register Concepts Technologies, a company providing professional social media marketing and online services. Since its inception in 2011, Concepts has hired new employees and enjoyed a stable, growing financial situation. Hassan is currently expanding the company to specialised websites like a store for Arabic eBooks.



Claudine Mutamba, *Holebu Ltd, Rwanda*

As a natural risk taker, Claudine left her steady job at a bank to start her own tailoring business. Rwanda enjoys a growing demand for tailor-made attire from African fabric such as school uniforms and ready-made clothes. This industry generates significant employment, particularly for women and youth.

Introduction

SPARK welcomes you to the second IGNITE! Conference, focusing on Entrepreneurship Development for Stability in Fragile and Conflict Affected States.

The conference aims to create an international platform for cooperation to develop and improve the living standard of marginalised people from fragile and conflict affected regions through entrepreneurship. Creating jobs, especially for youth, women, and internally displaced people, is key to establishing a sustainable economic and political stable environment in these societies. We are proud to present you today's programme which offers insights from entrepreneurs, politicians, policy makers, researchers, NGO's as well as government representatives – from all over the world.

Thank you for joining us today! We look forward to your participation.

SPARK: 20 years

The IGNITE! Conference 2014 marks SPARK's 20th anniversary working in regions which are grappling with the complex effects of (current) conflicts, including high levels of unemployment and limited educational opportunities. SPARK is active in South-East Europe, Middle East, and East and West Africa and remains determined to increase the number of sustainable job opportunities and economic prospects for marginalised groups in these societies – through development of higher education, the public sector, and the local private sector. SPARK is convinced that the creation of economic opportunities in these regions contributes to social cohesion and eventually peace.

Time schedule

08.30 – 09.00	Registration, Coffee & Tea
09.00 – 09.20	Opening
09.20 – 10.40	Keynotes: Axel M. Addy, Bas van Abel, Dahlia Khalifa
10.40 – 11.00	Break
11.00 – 12.30	Workshops Round 1
12.30 – 13.30	Lunch
13.30 – 13.45	SPARK Research Competition
13.45 – 15.05	Keynotes: Abraham Miro, Wim Naudé, Alexandra Sindahera, Stephen Marshall
15.05 – 15.20	Break
15.20 – 16.50	Workshops Round 2
16.55 – 17.10	Closing Ceremony
17.10 – 18.00	Drinks

Host: Rocky Tuhuteru



Islam Amer, *Balloons, OPT*

At only 21 years of age, Islam and his business partner initiated a targeted mobile marketing company. Standing apart from other businesses, Balloons provides a highly detailed database that gives clients the opportunity to communicate directly to a specific target market. Currently offering over 5,000 data records, Islam is excited to begin branching out to other Middle Eastern regions.

Programme

Opening

09.00 – 09.20

Keynotes - Round 1

Effectenbeurszaal

09.20 - 10.40

Opportunities for inclusive growth

Axel M. Addy (*Liberian Minister of Commerce & Industry*)

In 2013, Liberia celebrated 10 years of peace and stability. Yet while Liberia's unemployment rate is just over 3 percent, over 70 percent of the population suffers from vulnerable unemployment. Liberian Minister of Commerce & Industry Axel M. Addy explains why entrepreneurs are absolutely critical to creating an economic transformation and how the government and right partners can foster opportunities for inclusive growth - also during the present Ebola crisis.

for ethical electronics products? Bas van Abel provides the answers.

Educate, engage, enable, and earn

Dahlia Khalifa (*E4E, IFC*)

The E4E Initiative for Arab Youth aims to provide youth with skills that are relevant to the marketplace by investing in education, engaging stakeholders, and enabling solutions so that Arab youth earn a better future. The E4E initiative contributes to addressing youth employability and the supply side of the employment and job creation equation. What strategies does E4E apply? What are its achievements? Dahlia Khalifa responds.

Disrupting the mobile phone industry through values

Bas van Abel (*Fairphone*)

Fairphone is a social enterprise with the goal of creating a fairer economy. By creating a smart phone, Fairphone opens up the supply chain, builds stronger connections between people and their products and stimulates discussions about what is truly fair. How did Fairphone start and what has been achieved? How do you run a sustainable business, while putting social values first? What are the challenges? Is there a market

Workshops - Round 1

11.00 -12.30

Strengthening the resilience of local entrepreneurs in crisis contexts (Liberia, South Sudan)

Room: *Administratie Zaal*

Guest speakers: *Glauca Boyer (UNDP), Lauren Servin (SPARK)*

Moderator: *Levi Zangai (Grand Bassa Community College)*

Both Liberia (Ebola) and South Sudan (violent conflict) are going through devastating crises at the moment. In this workshop we focus on how local enterprises can play a role in the actual crisis response, for instance through filling a market gap in service delivery, transportation, health services etc. Secondly, how can we support affected local entrepreneurs in these crisis situations? SPARK (engage private sector) and UNDP (support private sector) shed light on their experiences in both countries and open the floor to questions about the challenges, success and failure, and the future of crisis response and entrepreneurship.

From norms to action: strategic entrepreneurship in fragile environments

Room: *Verwey Zaal*

Guest speakers: *Jeffrey French (UN Global Compact), Mohamed Mutahar (Bin Al-Mutahar Trading & Oil Services), Bob van der Bijl (NABC) and Joris Larik (The Hague Institute for Global Justice)*

Moderator: *Manuella Appiah (The Hague Institute for Global Justice)*

This workshop focuses on global norms in local context, i.e. how globally promulgated norms can be adapted and implemented to the particularities of fragile environments through responsible business actors at the intersection of both the public and private, as well as the international and domestic spheres. The aim of this session is to address the particular challenges that entrepreneurs face in doing business in fragile environments, and in promoting such norms within the scope of their operations. By combining first-hand experience in responsible entrepreneurship in fragile environments insights from multilateral institutions and their outreach to the business community and policy-oriented research on business and human security, the session seeks to carve out innovative ways and best practices through which entrepreneurs manage to overcome challenges, lend tangible contributions to sustainable peace and human security, and thus help the local community break free from the vicious cycle of fragility and lingering conflict.

Handle with care: job creation in fragile settings

Room: *Mendes Da Costa Kamer*

Guest speakers: *Donato Kiniger-Passigli (ILO), Yusuf Mohamed Ismail Bari-Bari (Ambassador of Somalia & Permanent Representative to the UN in Geneva), Ange Muyumbira (Kaz'o'zah Art), Michel Richter (SPARK)*

Moderator: *Amanda Ellis (Ambassador of*

New Zealand & Permanent Representative to the UN in Geneva)

This session is an opportunity to reflect on the value employment and job creation has as an instrument to counter fragility in conflict and complex environments. Ambassador Ellis briefly introduces the topic, followed by Ambassador Bari-Bari who highlights the benefits of employment for peace and stability in his native country Somalia. Donato Kiniger-Passigli then briefly presents the initial findings of an on-going initiative aimed at elaborating a comprehensive employment and decent work approach to fragile situations. Finally, Michel Richter presents evidence of factual job creation projects and ways to overcome policy and practical issues in conflict zones. Then the floor is open for a discussion on the nexus between employment, decent work and fragility. Key insights from the debate will be gathered and reflected in ILO's current research on employment in fragile settings.

On the edge: doing business in fragile states

Room: *Roland Holst Kamer*

Guest speakers: *Marije Balt (SpingFactor), Steven Schoofs (Clingendael), Maurits van der Ven (PUM) and Peter Davis (consultant).*

Moderator: *Josette Dijkhuizen (entrepreneur)*

Africa is being promoted as the continent of growth and new opportunities, attracting increasing numbers of investors. However,

a number of countries is characterised by fragility, not only political instability, but also vulnerability to crises such as the Ebola epidemic. How does fragility affect doing business and how do companies deal with it? Entrepreneurs from small and medium sized enterprises (SME) – both Dutch and local – investing in the Great Lakes Region, South Sudan and Mali respond to our findings: how is doing business on the edge?

Financing against the stream

Room: *Derkinderen Kamer*

Guest speakers: *Jarl Heijstee (XSML Capital), Joyce Liyan (European Investment Bank) and Marc de Klerk (SPARK)*

Businesses in post conflict, fragile environments have little access to financing as most institutions are staying away or are not offering attainable financing products. Who finances against the stream by continuing to offer applicable financing to businesses in these markets, and how can we increase the opportunities? The panel discusses the financing choices, possibilities and strategies in the markets and looks at the general MSME landscape development in a broader perspective. And what about the collaboration between institutions and non-financial services that are needed in the perspective of increasing financing opportunities and decreasing financing risks?



Zoran Popovic, PP 'OZ', Kosovo

During SPARK's Business Plan Competition, Zoran was able to convince the jury of his idea to add heating tunnels to his greenhouse in order to maximize production and was given a grant. This enabled him to produce off-season flowers sold at higher prices and, in this way, increase employment opportunities.



Pandora Hodge, Kriterion Monrovia, Liberia

Pandora founded Kriterion Monrovia, an NGO run exclusively by students in the Liberian capital, inspired by the student-run Kriterion in the Netherlands. Usually KM screens art house movies. But since the outbreak of the deadly Ebola disease, KM has given its full attention to awareness-raising campaigns and activities.

Keynotes - Round 2

Effectenbeurszaal

13.45 - 15.05

Essential services and entrepreneurship in Syria after 3 years of ongoing war

Abraham Miro (*Minister of Finance and Economy, Syrian National Coalition, Syrian Interim Government*)

Abraham Miro presents a short introduction on the Syrian conflict, and how the worst case scenario gradually became a cruel reality in Syria. Furthermore, he touches upon the effects of the conflict on economy in general, and on entrepreneurs in particular. Looking forward, Miro shares perspectives on different opportunities and challenges for rehabilitation and entrepreneurship in Syria with an ongoing war.

Business under fire: violent conflict and entrepreneurship

Wim Naudé (*Maastricht School of Management*)

The relationship between conflict and entrepreneurship, and small business in particular, is not well understood in the scientific literature, for various reasons. This talk summarizes the results of a recent project, based on a number of novel micro (firm and household) level studies in conflict affected countries to fill this gap, and to understand better how businesses in conflict-ridden countries can manage risks associated with violent conflict. There are 8 lessons to be learned!

A new journey: local sourcing

Alexandra Sindahera (*Brarudi/Heineken*)

Despite challenging times, local beer brewery Brarudi stayed operational in Burundi since 1955, even increasing its impact on the Burundian economy. In 2009 Brarudi began a new journey, following Heineken's commitment for a sustainable sourcing of raw material. Alexandra Sindahera talks about this journey and the challenges Brarudi faces to secure the supply chain of sorghum – which is needed to brew the beer – and the role that entrepreneurship plays to ensure the success of the programme.

Economic development and peace: the Myanmar story

Stephen Marshall (*ILO*)

Myanmar is undergoing a dramatic transformation – political, economic and social – moving from a controlling, repressive and insular military dictatorship to a more open, inclusive, democratic environment. Steve Marshall discusses progress in the reform and peace processes, the relationship between economic development and the peace process, the role of SME's in the new environment and the responsibilities of external stakeholders, as they balance trade and investment aspirations against domestic humanitarian and human rights imperatives.



MY PLAYMATE
BOBBY OSCAR & KEITH

Nina Kabayabaya, *Champion Restaurant and Catering, Burundi*

Nina began Champion Restaurant and Catering because she recognised a gap in the market for catering and food delivery in her hometown, where only traditional sit-down services were available. In order to create jobs for others, Nina aims to open school canteens offering healthy lunches.

Workshops - Round 2

15.20 - 16.50

A regional perspective to the Syria crisis response and resilience

Room: *Administratie Zaal*

Guest speakers: *to be announced*

Moderator: *Glauca Boyer (UNDP)*

This workshop focuses on the regional response to the Syria crisis, specifically the impact of more than 3 million refugees currently hosted in neighbouring countries such as Jordan and Lebanon. The refugee inflows have exacerbated pre-crisis, pressing vulnerabilities of reduced economic growth, high levels of (youth and women) unemployment, and limited access to basic services. In this session experts engaged in relevant countries share their experiences with enterprise recovery, employment issues and providing support to local women and youth entrepreneurs to cope with the crisis.

Special Economic Zones for Social Enterprises

Room: *Verwey Zaal*

Guest speakers: *Axel Addy, Anne-Cecile Souhaid, Laure Gendron, Bob Haywood, James Brathwaite, Richard van Hoolwerff*

Moderator: *Christian Steinbarth (LBBF & SPARK)*

Rethinking traditional economic zone models for the post-conflict context, this workshop focuses on the application of a Social Enterprise approach in designing and implementing a Special Economic Zone (SEZ) as a tool for generating inclusive

growth. What is the scope of Social Enterprise in a post conflict context? How can SEZ programmes maximize both social and economic impact? A panel of SEZ and Social Enterprise experts will lead a discussion concerning the lessons learned from the SEZ experience in Africa, and how they have been adapted into the planning of the Liberian Social Enterprise Special Economic Zone Programme to address the social and economic development needs in a post-conflict state recovering from a public health crisis.

Female entrepreneurship in the Middle East

Room: *Mendes Da Costa Kamer*

Guest speakers: *Manal Elattir (Anarouzz), Dahlia Khalifa (IFC E4E), Razzan Atiya (Sukkar Cakes), Vanessa Branson (Marrakech Biennale)*

Moderator: *Elaine Gold (Silatech)*

In Middle East and North Africa, female entrepreneurs are pioneers in employing dynamic solutions to sustain a successful business. Issues of culture, opportunity, professional and sometimes personal safety, demand a complex range of entrepreneurial skills. Join this panel session to hear how female entrepreneurs deal with difficulties in the region and share your strategies for turning challenges into opportunities.

Agricultural value chains for economic development

Room: *Roland Holst Kamer*

Guest speakers: *Karlijn van Arkel (Cordaid), Lauren Blair Servin (SPARK), Michel Botzung (CASA)*

Sufficient, safe and nutritious food is a basic need. In situations of fragility and conflict, people are often dependent on food aid to fulfil this basic need. As soon as conflict ends and the food aid stops countries and communities depend again on their agriculture that might have been hit hard by the adverse effects of conflict. Next to being the most important source of nutritious food, agriculture often is the main economic sector, on which a large part of local economic development thrives. How long does it take for a country to be able to rely again on its own agricultural system? And how can we support to rebuild this? What works, and what doesn't work?

Migrant Entrepreneurs Pitch

Special Guest: *Fatima Mohamud Abukar and Jean-Seraphin Kpeguep*

Moderator: *Pieter van den Wall Bake*

Room: *Derkinderen Kamer*

Want to directly support a starting entrepreneur? Two ambitious diaspora entrepreneurs, part of SPARK's Diaspora Entrepreneurship Programme, who are about to begin a business in Somalia and Ghana share their story. Do you want to help them with analysing their challenges and sharpening their business strategies? Can you share your advice and views on socio-cultural challenges they can run into? Fatima and Jean-Seraphin have the skills, the plan and the courage. Your views, input and expertise is very valuable for them. We will tap into our group genius to help realise their ambitions.

SPARK Research Competition

Effectenbeurszaal

13.30 – 13.45

During this conference SPARK and the Amsterdam Business School introduce a new research competition. This year's research proposals focus on Entrepreneurship Development for Stability in Fragile and Conflict Affected States, with a subject related to Yemen, South Sudan, Burundi, Kosovo, Liberia, Occupied Palestinian Territories and/or Rwanda. The proposals are evaluated by an interdisciplinary jury. Three nominees are invited to pitch at the conference; the audience will have a partial vote for the best proposal! The winning project receives €5000 in funding as well as monitoring by the Amsterdam Business School.

Biographies



Bas van Abel is founder and CEO of Fairphone, a social enterprise which uncovers complex production systems to change how things are made. Open design is the driving force behind many of his initiatives, combined with his passion for building new relationships between people and products. Prior to Fairphone, Bas was Head of Waag Society's Open Design Lab, where he established Amsterdam's FABLab, a community maker space, and initiated the Instructables Restaurant, the world's first open source restaurant.



Axel M. Addy was appointed Deputy Minister for Commerce and Industry in August 2012. Prior to joining government, he was Country Representative for Populations Services International, a leading social marketing health organization, where he served as the founder of the Liberia platform managing a multi-million dollar portfolio. Axel holds an MA in African Studies with emphasis on International Development from the University of California, Los Angeles (UCLA), and a BA in Political Science with emphasis in Public Law from California State University, Long Beach (CSULB).



Moammar Mutahar M. Al-Eryani was just appointed Yemeni Minister of Tourism, previously acting as Minister of Youth and Sports until beginning of November 2014. Before his engagement within the Yemeni government, he founded the Al Raqib newspaper in 1997 and worked as an editor as well. He holds Bachelor degrees in Planning and Development from the University of Baghdad and Human (political) Science from the American University in London, and a Master degree in Political Science from America World University. He has been awarded several times for his efforts for the Arab youth.



Manuella Appiah is a researcher at The Hague Institute for Global Justice. Her fields of expertise include international human rights, intellectual property and international trade law. Born in Kumasi, Ghana, she obtained a bachelor's and Master's degree in International and European Law at Tilburg University, Netherlands (both with distinction).



Karlijn van Arkel has a Master degree in Rural Development Studies (access to natural resources), and a Masters in Disaster Studies. She also did a Post Doctoral Master in Advanced Development Studies. She has worked on development issues from various perspectives for over 15 years; in NGO's, in consultancy, a field advisory organization, and an institute for higher education.



Razan A.F. Atiya is entrepreneur and owner of Sukkar Cakes. She finished her study at the Faculty of Dentistry in 2006, but due to certain conditions, she decided to pursue her passion in baking and cake decorating. Razan started the business in her home kitchen and created a Facebook page to promote her products. When she realised people loved and admired her work, she moved into a basement in her building with larger and heavier duty equipment. Recently she was supported by her family and trained by SPARK to open a shop in the main street in the neighbourhood of Shu'fat in East Jerusalem.



Marije Balt is entrepreneur in peace building and former Dutch government diplomat. She worked for nearly 20 years on post-conflict reconstruction in the Balkans and Africa. Through her work in crisis areas, she discovered her drive: young people, against all odds, connecting globally to shape their futures together. She ended her diplomatic career in 2012 and started SpringFactor Research & Consultancy. She now advises companies on working in complex environments and build on opportunities such as youth and their entrepreneurial potential.



Bob van der Bij is Managing Director of Netherlands-African Business Council (NABC) since 2007. Bob has been instrumental in moving NABC up the value chain over the past years, by introducing sectoral programmes, e.g. in agribusiness (poultry, dairy, horticulture), port development and oil & gas. Bob is an economist from Groningen University with a specialisation in international and development economics. He has previously worked for KPMG Consulting, Doctors without Borders and the Dutch government. Visiting Africa since his student years, Bob has almost 25 years of Africa experience and has visited over 40 African countries.



Glaucia Boyer works as a Policy Specialist at the United Nations Development Programme (UNDP) in Geneva, focusing on issues related to Solutions for Displacement and the Reintegration of conflict affected groups. Glaucia has held several assignments with the UN since 1994 in different agencies (OCHA, DPKO, ILO, UNDP) supporting the design, implementation and evaluation of disarmament, demobilization and reintegration (DDR) programmes in different countries in Africa. She has a Law Degree from the University of São Paulo, Brazil, and a PhD in International Relations from The Graduate Institute of International Studies, in Geneva, Switzerland.



Vanessa Branson is President and Founder of the Marrakech Biennale and responsible for North Africa's only trilingual arts festival, an event now entering its 5th edition – comprising visual art, literature and film programmes featuring acclaimed international and Moroccan artists. She was awarded the Royal distinction of Officer of the Order of Ouissam Alaouite in 2014. Between 1999 and 2004, she was co-founding curator with Prue O'Day of the Wonderful Fund Collection. Her other cultural projects have included the establishment and co-direction of the Portobello Arts Festivals in 1987, 1988 and 1989. She is a trustee of the British Moroccan Society and Virgin Unite, and on the board of trustees of Global Diversity Foundation.



James E Brathwaite is an internationally recognised business leader with operational experience in the media and Britain's first Black CEO of a publicly quoted company in 1996. James was awarded the CBE in the 2001 New Years Honours for Services to the Sussex Economy and Appointed Honorary Consul for South Africa for South East England in 2007. As co-founder and Executive Chairman of Drenl Ltd, which focuses on developing 1-10MWe facilities using waste and biomass as the feedstock, he is working on sites in the UK and Internationally with the intention to build 100MWe in the UK by 2020.



Peter Davis is a political economist specialising in the impacts of the private sector in developing countries, particularly in fragile and conflict-affected states. Peter also advises governments and international organisations at senior level, currently advising the Swedish Government on its strategy for private sector development in Afghanistan, and the OECD on a similar project in Iraq. Peter is Visiting Research Fellow at Birkbeck, University of London. He was educated at the Universities of Oxford and London. His book, Corporations, Global Governance and Post-Conflict Reconstruction was published in 2012. A further book, The Corporate Sector in International Development will be published in 2015.



Josette Dijkhuizen is a freelance entrepreneur, (entrepreneurship) advisor, PhD Candidate and author of several books on entrepreneurship, including 'The Entrepreneurial Gen' and the 'Start-up Manual'. In late 2012 the Dutch Minister of Foreign Affairs appointed Josette as a Special Women's Representative in the Kingdom of the Netherlands to the UN General Assembly.



Manal Elattir is founder and CEO of ANAROUZ, one of the first social enterprises in Morocco that aims at empowering women through entrepreneurship and market access. Before launching the enterprise, Manal was the director of the Middle East Partnership Initiative (MEPI) Alumni Network, a network of activists, politicians, entrepreneurs and civil society actors that worked in synergy to design and lead development initiatives in Morocco. She is also the founder of IMDAD, the first NGO to tackle social entrepreneurship for youth in the country. Manal is also currently a consultant with Silatech on career orientation, youth employment and entrepreneurship.



Amanda Ellis is an economist specialising in international trade and development. She has an extensive career in development within the New Zealand Aid Programme, the Poverty Reduction and Economic Management group at the World Bank, Gender Entrepreneurship Markets global programme at the International Finance Corporation, Women's Markets and Women in Business for Westpac Banking Corporation in Australia. Amanda is the author of two bestselling Random House books on women and business and five research publications in the World Bank Directions in Development Series.



Mogga Moses Ezibon is a South Sudanese ational with a diploma in Agricultural Engineering from Busitema University in Uganda. Currently he is a vegetable grower in Yei County of Central Equatoria State, Republic of South Sudan. Mogga worked for IFDC Seeds for Development Project in the Green Belt region of South Sudan which has enabled him gain substantial experience to carry on with his business; his ambition is to see horticultural production change from subsistence to commercial production.



Jeffrey French is the Project Manager of Business for Peace (B4P) at the UN Global Compact, the world's largest corporate citizenship initiative. He runs a programme dedicated to assisting companies implement responsible business practices in high-risk areas. Prior to joining the Global Compact, he worked for five years at a non-profit specialised in developing systems and services to prevent armed conflict. Jeffrey received his Masters degree in International Development and also holds a dual honours degree in Political Science and History from the University of Colorado – Boulder.



Laure Gendron spent eight years with leading Investment Banks. With her knowledge of financial modelling she then moved to consulting for international Institutions and financial firms. She is passionate about identifying and facilitating business linkages between the private and public sector, and implementing projects that generate not only financial, but also economic, social and environmental impacts and returns. Laure holds a PhD in Quantum Mechanics and graduated from Ecole Polytechnique (France).



Elaine Gold is Director of Organisation and Strategy for Silatech based in Doha, Qatar. Elaine has over 25 years' experience of management consultancy experience, holding senior management and executive positions in 3 international consultancies with a focus on individual, team and organizational change. Elaine has worked with a wide variety of organizations supporting and mentoring entrepreneurs, and start-ups in the UK and the wider MENA Region.



Robert C. Haywood is currently co-owner of Community Matters, Inc. He has been Director of the Secretariat of the World Economic Processing Zones Association (WEPZA) for 23 years, developing flexible methodologies to use Economic Zone to meet increasingly challenging conditions. He inspected over 80 industrial parks and free zones in over 30 countries. Robert holds an honours degree in Physics from Worcester Polytechnic Institute and a MBA with distinction from Harvard University. He has done advance studies in International Business, Business Policy, and Economics at both Harvard and the University of Colorado.



Jarl Heijstee is co-founder and Managing Partner of XSML, with over 15 years of experience in selecting, setting up, and managing investments funds in emerging markets. He has gained expertise in structuring private equity and mezzanine transactions in Africa and Latin America, with a particular focus on SME and microfinance sectors investing for FMO, the Dutch Development Bank. Prior to FMO, Jarl was a consultant with Arcadis, managing private sector investment projects in Eastern Europe. Jarl holds an MA in Business Administration from the University of Groningen.



Richard van Hoolwerff joined SPARK in 2010, supporting the launch of an SME development programme in Liberia. Having experience with entrepreneurship by establishing a student-run restaurant, and a renewable energy company, Richard found a good match with his work in Liberia. Additionally, his degrees in Political science and Psychology were of added value to his work for SME development in post-conflict countries. Currently, Richard manages the MFS II programme, Social Enterprise Special Economic Zone (SESEZ), Branson Scholarship, SIDA IT-sector and Chevron programme in Liberia, and is initiating an economic development programme for the artisanal diamond industry in Côte d'Ivoire. As extracurricular projects, Richard also develops new activities, services and interventions for entrepreneurs in fragile states, like the BSC Academy, and BSC Advisory Board.



Mahmud Johnson is Founder and CEO of J-Palm Liberia, an oil palm processing company started in 2013. J-Palm was recognized by Liberia's Business Start-up Centre as one of the top four Liberian SMEs with the most growth potential, and was showcased at the 2013 "Growing SMEs" conference in Kigali, Rwanda. Mahmud is a 2014 Branson Scholar at the Branson Centre for Entrepreneurship in Johannesburg, South Africa. He holds a BA in Economics from Dartmouth College in the USA, and a certificate in Business Strategy from the Tuck School of Business. On weekends, Mahmud co-hosts "Let's Talk About It," a radio talk show that explores current social, political, and economic topics in Liberia.



Dahlia Khalifa heads the World Bank Group's E4E Initiative for Arab Youth, which aims to enhance Arab youth employability by investing in education and training, and enabling solutions that lead to skills more relevant to the marketplace. Prior to joining the World Bank Group, Dahlia established and managed financial services companies providing brokerage, corporate finance, private equity investing, management consulting, and technical assistance services primarily in the Middle East and Africa. Dahlia holds a PhD in Government, as well as an MA in International Law from Georgetown University, and MA and BA in Economics from the American University in Cairo.



Donato Kiniger-Passigli is Head of the Fragile States and Disaster Response Group at the International Labour Organisation. He has been working with the UN for 27 years and undertook assignments ranging from development assistance to humanitarian aid, peacekeeping and employment generation and from combating the use of weapons of mass destruction to the prosecution of war criminals.



Marc de Klerk is managing the Enterprise Development programme (MFSII) at SPARK, funded by the Dutch government and implemented in 5 countries. He graduated at Utrecht University as International Economist and Economic Geographer and specialized in international organizational theory and development. He spent a large part of his professional career in Bosnia-Herzegovina and other South East European countries. Working as an advisor, freelance consultant and entrepreneur, Marc became an experienced small business, organisation, and entrepreneurship development consultant.



Joris Larik is a senior researcher at The Hague Institute for Global Justice. His work focuses on the advancement of global normative frameworks, including in economic, cyber and regional governance. In 2014, he was awarded the prize for the best doctoral thesis in comparative law by the European University Institute.



Joyce Liyan is Head of the Policy and Business Development Unit for Operations outside the EU at the European Investment Bank (EIB). Joyce has been working at the EIB since 2006 where she held several positions in strategy and outreach at the Bank's Mediterranean Department. Joyce previously worked at UNESCO in Paris and for the United Nations Office for Project Services (UNOPS) in Lebanon. She holds a Master's Degree in International Affairs from the Institut d'études politiques in Paris and La Sorbonne-Paris 1.



Stephen Marshall has been the ILO Liaison Officer in Myanmar since 2007. Initially his responsibilities focused on the elimination of forced labour including in public works and military operations. Since 2011 this has extended to supporting the Government and peoples of Myanmar in achieving inclusive, balanced social and economic growth including support of the peace process. Steve was previously Chief Executive of the New Zealand Employers Federation, Chairman of the Board of four companies and a director on some eight other companies.



Abraham Miro is the Minister of Finance and Economy of the Syrian Interim Government, Syrian National Coalition since 2013. He has previously worked as an economist at the Dutch Central Bank, focusing on modernising economic policies in the banking sector, health insurance, and economic stability. Prior to becoming minister, Abraham was Director General at the Management Unit of The Syria Recovery Trust Fund, an efficient, transparent and accountable funding mechanism to meet the priority needs of the Syrian people. Abraham holds a Master degree in Macro, Micro and Social Economics from Universiteit van Amsterdam.



Yusuf Mohamed Ismail Bari-Bari is Ambassador and Permanent Representative to the UNOG since 2008. He obtained a degree in Political Science at the University of Bologna followed by a journalism course, and has worked as a producer of the foreign desk of the TG1 news bulletin of the Italian State owned RAI TV. After the elections in 2004 of the late President of the Transitional Federal Government of Somalia (TFG), Yusuf was appointed by H.E. Abdullahi Yusuf Ahmed as Spokesperson of the President. After his role as spokesperson, he served as Special Envoy of the TFG to the European Union.



Mohamed M. Mutahar is the CEO of Bin Al Mutahar for Trading & Oil Services (a family business) in Sana'a, Yemen. He is also a Board Member of Yemeni Business Club, an NGO that acts as an alternative organisation in Yemen, to the traditional Chambers of Commerce, acting on behalf of the board as in-charge of Entrepreneurship Unit. Mohamed also founded a civil society organization in 2012 named Hemmat Shabab Foundation for development focusing on (1) socioeconomic development for poor families and (2) empowering youth in entrepreneurship.



Ange M. Muyubira has always been a visionary with the goal of facilitating entrepreneurship among those with less opportunity. After living in England for 10 years, she returned to Burundi to pursue her passion for art and craft industry. Motivated by her desire to empower and support Burundian artisans, Ange founded the social enterprise Kaz'O'zah Art. Since 2012, Kaz'O'zah has employed and improved the lives of over 100 Burundian artisans by increasing their access to larger and more internationally based markets.



Wim Naudé is Dean of the Maastricht School of Management, and holds the Chair in Business and Entrepreneurship in Emerging Markets at the Maastricht University School of Business and Economics. He is also Research Fellow of IZA in Bonn. Previously he was Professorial Fellow at UNU-MERIT in Maastricht; Senior Research Fellow at UNU-WIDER in Helsinki; Research Director at North-West University in South Africa; and Research Officer and lecturer at the University of Oxford.



Markus Scheuermaier is a Senior Operations Officer with IFC's Advisory Services in Johannesburg, focusing on public-private partnerships in conflict-affected African countries. He has managed IFC's Special Economic Zone project in the Democratic Republic of Congo, which has been incorporated into a \$110 million World Bank Growth Pole Project in the country. Markus has been working on investment issues in Africa since the 1990s, for the Economist Intelligence Unit, for Brait, Africa's largest private equity fund, and as a consultant for the World Bank, IFC and Oxford Analytica, among others. He holds degrees in economic development, management and African studies.



Steven Schoofs recently joined the Conflict Research Unit of the Clingendael Institute to conduct research on informal economies in fragile and conflict-affected situations. He previously worked in London and Manila for International Alert. While in the Philippines, Steven developed a research and advocacy programme on “shadow economies” and their impact on conflict and governance in the Southern Philippines. Together with Francisco Lara he edited the book *Out of the Shadows: Violent Conflict and the Real Economy of Mindanao* (2013). Steven holds an MA degree in International Relations from the University of Warwick and an MSc degree from Wageningen University.



Lauren Servin is currently South Sudan Country Manager for SPARK. She manages the Agribusiness Creation Programme (ABC), which develops agro-enterprises along selected value chains (these are virtually non-existent in South Sudan), to promote food security while creating structural jobs for young people. Prior to SPARK, Lauren obtained a Master in Public Administration at New York University (NYUN Reynolds Fellow in social entrepreneurship). She was also a Pipeline Fellow at the Roosevelt Institute with a focus on agricultural subsidies and food prices. Co-Founder of the New Sudan Education Initiative (NESEI), now known as AfricaELI, and Project Manager of its secondary school and school farm for education and income generation.



Alexandra Sindahera has been with Brarudi for nine years, after graduating and working as a tax lawyer at Landwell & Partners (PWC Legal) in Paris. As HR Director ad interim and General Secretary, Alexandra is in charge of Brarudi Public Affairs agenda, as well as of defining its social responsibility programmes. As such, she is at the core of Brarudi embedment of Heineken engagement for the sustainable sourcing of raw materials which has, to this day, led to a positive impact for more than 80,000 Burundians.



Anne-Cécile Souhaid is a strategy and development expert with a track record of more than 10 years in Africa. Having worked with leading consulting firms, she advises governments, the World Bank Group, UN agencies and private investors on integrated economic and spatial development, growth poles and SEZs. She delivered projects in the Caribbean and Africa. Anne-Cecile graduated from Ponts et Chaussées, the French leading engineering school.



Christian Steinbarth is Programme Manager of the SPARK and LBBF Liberian Social Enterprise Special Economic Zone (SESEZ) Programme. His research has been instrumental in identifying the scope of Social Enterprise (SE) in Liberia’s post-conflict context and in the development of Enterprise for Inclusive Growth and Liberian SESEZ models. Christian has worked in import/export and international trade organizations in the US. He holds a Masters degree with honours in International Development Studies from Universiteit van Amsterdam (UvA), and has done advanced studies in post-conflict economics and post-conflict development at the University of Denver and UvA.



Maurits van der Ven is senior expert, Country Coordinator for Mali and member of the Credit Coordination Committee within PUM. He started his career within the banking world, first for the Dutch ABN AMRO Bank, followed by his engagement for the Bank of Boston with various functions in Corporate Banking in the USA, Brazil, UK and Nigeria. He also worked as a Senior Advisor for the Rwanda Development Bank.



Levi B. Zangai is President at Grand Bassa Community College in Buchanan, Liberia. He has twenty years of experience in education and international development, including his tenure as a former Minister of Education, former Minister of State for Peacekeeping, and Associate Professor of Public Administration and Political Science at the University of Liberia. Levi has also served as a consultant with UNECA and UNICEF. Levi holds a BA in Political Science, MA in Government & Political Science, MPA in Public Administration, and a PhD in Public Administration & International Development.

THANK YOU!

SPARK would like to thank everyone involved in organising this second IGNITE! Conference. It's been a pleasure and we hope to see you again next year!

