



UNIVERSITY OF EMBU

REMARKS BY

**PROF. DANIEL MUGENDI NJIRU,
VICE-CHANCELLOR, UNIVERSITY OF
EMBU**

**DURING THE ENTREPRENEURSHIP
SEMINAR FOR YOUNG PEOPLE**

TO BE HELD ON

22ND MARCH 2022 FROM

10.00 A.M.



**ISO 27001:2013
Certified**

Knowledge Transforms



**ISO 9001:2015
Certified**

- The Director, Italian Cultural Institute, Nairobi, **Mrs. Elena Gallenca**
- The delegation from the Italian Cultural Institute
- The founders of Seedling Design, **Arch. Roberto Gerosa** and **Arch, Fabiana Alcojor**
- Representatives of **E4 - Impact**
- Staff and students of the University of Embu, physically present and those attending this seminar online
- Invited guests
- ladies and gentlemen

Good morning!

It is a great honour for the University of Embu to host all of you today for this entrepreneurship seminar. I welcome you



all to the University. Thank you for visiting us.

I would like, in a special way, to thank the **Director of Italian Cultural Institute, Mrs. Elena Gallenca**, for conceiving the idea of organizing this important seminar, which strengthens our blossoming partnership.

Since the signing of the **Memorandum of Understanding** between the two institutions in 2021, we have made significant strides towards achieving our mutual goals as envisaged by the MoU.

I salute the efforts that both institutions are making towards empowering young Kenyans with knowledge and skills for successful business start-ups. Last



November, we held a joint lecture on sustainable agriculture with facilitators from Italy. Just recently, the Italian Cultural Institute approached us with an opportunity for funding to establish an Italian language programme at the University of Embu. Today, we are here again to empower our students with entrepreneurial skills and knowledge to prepare them for their future life. This is indeed a great partnership that we have forged.

The theme of today's seminar is ***Start-Ups Entrepreneurship and Creative Industry: Best practices from Kenya and Italy.***

The University is a hub for generating ideas and innovations that require the right skill-



set for business incubation and start-ups. From the seminar, we shall learn more about turning our ideas, innovations and talents into start-ups and businesses using best practices from Kenya and Italy.

In the crowded world of employment, our young people need to have entrepreneurial skills that will enable them to:

1. Be job-creators as opposed to job-seekers.
2. Be able to establish new business ventures and define their business objectives in order to grow.
3. Analyse the environment around them and make the right decisions about their products and services market.



4. Understand the legal processes and procedures involved in establishing new business ventures.

As a University, we strive to equip our graduates with the necessary knowledge and skills to help them thrive in their chosen careers, be it in the area of entrepreneurship or in the labour market. We shall continue to provide alternative models of learning and experience, such as this seminar series, so that we can help them to easily integrate into the ever dynamic and competitive market upon graduation.

In conclusion, I once again welcome all of you to today's seminar. I am sure that you



will all have fruitful engagements throughout the planned sessions and that we shall all benefit greatly from the presentations. I look forward to more and more seminars, conferences and workshops organised by the Italian Cultural Institute and the University of Embu in the future.

Ladies and Gentlemen,

With those remarks, it is now my great pleasure to declare this seminar, officially opened.

I now welcome the Director, Italian Cultural Institute, Mrs. Elena Gallenca to make her remarks.

Thank you and God bless you.



Prof. Daniel Mugendi Njiru, P.hD
Vice-Chancellor, University of Embu



ISO 27001:2013
Certified

Knowledge Transforms



ISO 9001:2015
Certified