

KIWi Connect & Match: Entrepreneurship in Jordan and Germany – New Potential for Academic Co-operation

Wednesday, 18 January 2023 & Thursday, 19 January 2023

Language: English, Platform: Virtual mode via DAAD Events App

Context

There is a growing amount of potential in engaging in academic exchange with the countries of the Middle East. Several countries of the MENA region are currently establishing themselves as regional educational hubs and are strengthening their international links - including links with higher education partners in Germany, albeit to significantly different degrees. The DAAD has taken this development into account by setting up its new regional office in the Jordanian capital Amman.

Germany currently enjoys a high reputation in the region and decision-makers are increasingly interested in the German education system and research landscape. At the same time, universities and science institutions are important pillars of innovation. Through knowledge generation and transfer, they make important contributions to social development. Entrepreneurship, digitalisation and employability are becoming increasingly important not just in Germany, but also in many countries of the Middle East. Against this background, this “KIWi Connect & Match” event will bring together German and Jordanian HEI and address the following questions:

- How can German and Jordanian universities and scientific institutions fully harness the potential of students, graduates and HEI staff through entrepreneurship education and training courses for economic and social development?
- Which tools and what infrastructure are used to establish successful entrepreneurship ecosystems?
- How can co-operation best work in international entrepreneurship projects?
 - What should be taken into account when initiating and implementing co-operation?
 - What success factors can be derived from good practice examples?
 - What can both sides learn from each other?

Objectives

KIWi Connect

- focus on opportunities in the field of entrepreneurship within German and Jordanian HEI
- best practice exchange with representatives of German and Jordanian universities and research institutions

KIWi Match

- moderated virtual networking platform for representatives of German and Jordanian higher education and research institutions in order to further explore potential collaborations in the field of entrepreneurship
- facilitate new collaborations and partnerships



DAAD KIWI

Deutscher Akademischer Austauschdienst
German Academic Exchange Service

KIWI Connect: Entrepreneurship in Jordan and Germany – Opportunities for Academic Co-operation

Wednesday, 18 January 2023

2:00 – 4:00 pm for Germany (UTC+1)

4:00 – 6:00 pm for Jordan (UTC+3)

Language: English

Platform: Virtual mode via DAAD Events App

Moderation: Suad Shumareye

Tentative Agenda

2:00 – 2:10 pm	Introduction Suad Shumareye , Senior Desk Officer, Centre for International Academic Collaborations (KIWI)
2:10 – 3:00 pm	Introduction dialogue: Entrepreneurship Education at HEI Prof. Dr. Michael Frese , Professorship for Psychology with focus on Innovation and Entrepreneurship, Research Center for Entrepreneurship Evidence, Leuphana University Lueneburg, Germany Dr. Hadeel Mahmoud Khaleel Maaitah , Faculty of Economics and Administrative Sciences, Hashemite University, Jordan
3:00 – 3:40 pm	Co-operation Examples Dr. Nida Bajwa , Deputy professorship for Entrepreneurship and Innovation Psychology, Saarland University, Project co-ordinator: JUICEE – Developing Jordanian Universities' Innovation Capacities and Entrepreneurship Education Dr. Susanne Schübel , Project co-ordinator Start-up Network SAXEED TU Chemnitz
3:40 – 4:00 pm	Co-operation Potentials & Funding Opportunities Benjamin Schmäling , Head of DAAD Regional Office Amman



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Matchmaking: Matching Jordanian and German HEI

To identify interesting projects in the field of entrepreneurship, a Call for Institutional Profile will be released among Jordanian universities and German HEI. The Institutional Profile Template will be distributed via the DAAD regional office Amman and via DAAD KIWI. The received profiles will be arranged in thematic sub-groups led by an expert in the field of entrepreneurship. These sub-groups will constitute the topic tables in the second part of the matchmaking.

Thursday, 19 January 2023

9:00 – 11:30 am for Germany (UTC+1)

11:00 am – 13:30 pm for Jordan (UTC+3)

Language: English

Platform: Virtual mode via DAAD Events App

Programme

9:00 – 9:10 am

Introduction

Suad Shumareye, Senior Desk Officer, Centre for International Academic Collaboration (KIWI)

9:10 – 10:10 am

One-slide presentations based on Institutional Profiles of participating Higher Education Institutions

10:10 – 10:20 am

Coffee break

10:20 – 11:20 am

Moderated Break-out rooms / 'Topic Tables' (topics tbd)

- Entrepreneurship – sub-topic 1
 - Entrepreneurship – sub-topic 2
 - Entrepreneurship – sub-topic 3
 - Entrepreneurship – sub-topic 4
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11:20 – 11:30 am

Summary

Benjamin Schmäling, Head of DAAD Regional Office Amman
