

Pace MBA Students Spend Spring Break in Tanzania

13. Mar, 2008

Spring Break in Tanzania:

Pace University MBA students to examine the dynamics of social and commercial entrepreneurship up-close in University's first field study course with East African political, business, academic and community leaders

– Tanzania visits to include a coffee entrepreneur, a media mogul, an ambassador, and a social entrepreneurship organization that fights poverty by using a business-oriented methodology –

NEW YORK, NY, March 7, 2008 – On March 13, fifteen MBA students from Pace University's Lubin School of Business will forego the traditional spring semester break and embark for Tanzania on an intense 10-day international field study course.

They are being led by Professor Bruce Bachenheimer, an entrepreneur himself, who is the director of Lubin's growing entrepreneurship program and a Faculty Fellow at the University's Wilson Center for Social Entrepreneurship.

Pace selected Tanzania for its African program launch, Bachenheimer says, because of "the country's unique and successful move to free capital markets, its stable government and its World Bank reputation as a success in implementing a free market economy." Added Bachenheimer, "While this initial trip is only 10 days in length, it is also designed to serve as a foundation for a long-term relationship between the University of Dar es Salaam and Pace, one which will be truly meaningful and mutually beneficial."

According to Lubin Dean Joseph R. Baczko, an international business figure himself as the former President and COO of Blockbuster Entertainment Corporation and founder and President of the international division of Toys R. Us., Inc. "Our students know a year abroad, semester or even a spring break is excellent preparation for professional careers that are in demand."

Development strategies. Directly experiencing many of the concepts they have studied in the classroom, the Pace graduate students, based in Dar es Salaam, will:

- Meet with political, business, academic and community leaders
- Participate in an intense two-day workshop on March 18 and 19 in conjunction with the University of Dar es Salaam Entrepreneurship Centre (UDEEC)
- Visit social ventures and commercial enterprises
- Be challenged to examine and assess what they observe in the context of the eight U.N. Millennium Development Goals, which have galvanized unprecedented efforts to meet the needs of the worlds-poorest, evaluate business strategies and make recommendations for short-to-long-term marketing plans after listening to a presentation by local CEOs about the "Challenges of Running a Business in Tanzania."

The group is scheduled to meet with several of Tanzania's most prominent leaders, including:

- David Robinson, the son of U.S. baseball legend and civil-rights hero Jackie Robinson, who is using the coffee grown on his 280-acre farmers' cooperative Sweet Unity Farms to encourage social change.
- Reginald Mengi, an industrialist and media tycoon. The former Chairman and Managing Partner of Coopers & Lybrand (now PricewaterhouseCoopers) in Tanzania, Mengi is the founder and Executive Chairman of the IPP business conglomerate.
- Ambassador Daudi N. Mwakawago, who served as Tanzania's Permanent Representative to the United Nations and was in charge of UN peacekeeping forces in Sierra Leone.
- Alex Mkindi, Deputy Country Director of TechnoServe, one of the world's most successful social entrepreneurial organizations. TechnoServe recently received a \$46.9 million grant from the Bill & Melinda Gates Foundation to help small-scale farmers in East Africa improve coffee quality, increase production and link to markets.

A meeting at the Ministry of Industry, Trade and Marketing will provide insight into the role the government plays in supporting small and medium enterprises. The session will give particular attention to the structure of financial systems and the impact of global business on local development, including how foreign investors and multinational firms are embracing entrepreneurs to produce successful ventures and partnerships.

Speeches and spices. Pace will also have its turn at the podium as Bachenheimer and his students speak to University of Dar es Salaam faculty members and students about "The Changing Role and Increasing Importance of Entrepreneurship in the United States" and "The Recent and Dramatic Growth of Social Entrepreneurism in the United States."

Not all of the trip will be academically-focused. The group will also be visiting the island of Zanzibar, known for its exotic spices, sandy beaches and historic Stone Town, said to be the only functioning ancient town in East Africa. An overnight safari will take place at Mikumi National Park, a favorite venue of wildlife photographers because of its population of elephants, giraffes, buffaloes, zebras, antelopes and tree-climbing lions.

Professor Bachenheimer has been enamored of Tanzania since childhood, when he was captivated by stories in National Geographic about Louis Leakey's discoveries near Olduvai Gorge and Jane Goodall's work with the chimpanzees of Gombe National Park. "But this study group will focus on the new economic dynamism of Africa," he says.

About Tanzania: Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 25 % of the land protected by the Government. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; the Serengeti, named in October, 2006, as the New 7th Wonder of the World by USA Today and Good Morning America; the Selous, the world's largest game reserve; Olduvai Gorge, "the cradle of mankind;" and seven UNESCO World Heritage Sites. For more information, visit www.tanzaniatouristboard.com.

About Pace University: For 102 years Pace University has combined exceptional academics with professional experiences and the advantages of the New York metropolitan area. A private

university, Pace has campuses in New York City and Westchester County, New York, enrolling more than 13,000 students in bachelor's, master's, and doctoral programs in its Lubin School of Business, Dyson College of Arts and Sciences, Lienhard School of Nursing, School of Education, School of Law, and Seidenberg School of Computer Science and Information Systems. www.pace.edu

Thanks to the generosity of the Figueroa Family of Westchester, NY, Pace recently created a \$1 million fund to support an international travel experience for undergraduates and graduates, 61 of whom will participate this year in field studies, summer studies and semesters abroad in Brazil, China, England, Italy, Panama and Tanzania.

About The Lubin School of Business at Pace University. Lubin is accredited for both business and accounting by AACSB International, an elite distinction shared by fewer than 3% of business schools worldwide. With a tradition of practice-oriented curricula, the School has achieved national recognition for both its graduate and undergraduate programs in U.S. News & World Report and other media. Approximately 4,000 students are enrolled in Lubin's undergraduate, graduate and professional degree programs in Downtown and Midtown New York City, and Pleasantville and White Plains in Westchester County. Prominent alumni include Melvin Karmazin, CEO, Sirius Satellite Radio; James Quinn, president, Tiffany & Co.; Ivan Seidenberg, chairman and CEO, Verizon; Marie Toulant, CEO, Barnes&Noble.com; and Richard Zannino, former-CEO, Dow Jones & Company. www.pace.edu/lubin.

Media Contact:
Samuella Becker
Pace University, Public Information
sbecker2@pace.edu
212-346-1637 or 917-734-5172