



University of Lay
Adventists of Kigali
(UNILAK)

Newsletter April Edition 2024

"We hope you enjoy reading about these exciting events and more in this edition of our newsletter. As always, we remain committed to fostering excellence and innovation in education, research, and community engagement."



Welcome to the April 2024 Edition of UNILAK Newsletter!

This month, the University of Lay Adventists of Kigali has been a hub of exciting developments and achievements. We are thrilled to announce the launch of the UPLIFT Agriculture Project, a groundbreaking initiative set to transform the role of higher education in agricultural development across Kenya, Rwanda, Burundi, and Zimbabwe. This project aims to bring innovative solutions and cutting-edge research to the agricultural sector, empowering communities and fostering sustainable growth.

In our ongoing commitment to promoting quality education, we had the honor of welcoming Prof. Marius Potgieter, a distinguished expert in marketing. During his stay, Prof. Potgieter shared his extensive knowledge and experience with the Marketing Department within the Faculty of Economic Sciences and Management, enriching our academic community and inspiring future leaders in the field.

Our students continue to excel and make us proud with their remarkable achievements. This month, UNILAK students triumphed in various competitions, including the negotiation competition and the reading and writing competition. Their success is a testament to their hard work, dedication, and the exceptional support of our faculty and staff.

"We
hope you enjoy
reading about these
exciting events and more in
this edition of our newsletter. As
always, we remain committed to
fostering excellence and innovation
in education, research, and
community engagement."

Warm regards,

*The UNILAK
Newsletter Team*



UNILAK hosts launch event for UPLIFT Project- Ag.

In a bid to revolutionize higher education's role in agricultural development across Kenya, Rwanda, Burundi, and Zimbabwe, UNILAK played host to the launch event of the UPLIFT Project-Ag.

The initiative, aimed at empowering the efficacy of higher education institutions in the aforementioned countries, seeks to establish robust connections with key stakeholders within the agricultural sector.

Speaking at the event, Dr. Emmanuel Hakizimana, the Deputy Vice-Chancellor for Academic and Research at UNILAK, underscored the pivotal role that higher education institutions play in driving innovation and sustainable development in agriculture.

"The UPLIFT Project-Ag marks a significant milestone in our collective efforts to bridge the gap between academia and the agricultural industry," he remarked.

The UPLIFT Project-Ag aims to address critical challenges facing the agricultural sector. These challenges include limited access to cutting-edge research, inadequate skill development programs, and insufficient collaboration between academia and industry.

Through strategic interventions such as curriculum reforms, research partnerships, and experiential learning opportunities, the project endeavors to equip students and faculty with the requisite knowledge, skills, and networks to drive agricultural innovation and entrepreneurship.

Speakers at the event emphasized the need for a holistic approach to agricultural development that transcends traditional boundaries between academia, government, and industry.

They highlighted the importance of fostering a culture of collaboration, knowledge exchange, and technology adoption to unlock the full potential of the agricultural sector in driving economic growth and food security.

The launch event featured interactive discussions and networking sessions aimed at fostering dialogue. Participants expressed optimism about the transformative impact of the UPLIFT Project-Ag and pledged their commitment to supporting its implementation and scaling up its impact across the region.

The launch event concluded on a note of hope and determination, signaling the beginning of a new chapter in the journey towards agricultural excellence and prosperity in Kenya, Rwanda, Burundi, and Zimbabwe.



PROF. MARIUS RECEIVES WARM WELCOME AT UNILAK

On April 22nd, 2024 UNILAK senior management extended a warm welcome to Visiting Professor Marius Potgieter as he arrived on campus to begin his tenure in the marketing department of the Faculty of Economic Sciences and Management.

Prof Marius, renowned for his expertise in marketing, shared his insights and experience to the Marketing Department within the Faculty of Economic Sciences and Management. His appointment signifies the university's commitment to fostering excellence in education and providing students with access to top-tier scholars in their respective fields.

In his interactions with the UNILAK senior managers, Professor Marius expressed his excitement about joining UNILAK and his eagerness to engage with students. He emphasized his commitment to enhancing the learning experience in the marketing department and contributing to the academic excellence of the university.

Dr. Christine Umumararungu, Dean of the Faculty of Economic Sciences and Management, extended a warm welcome to Prof Marius, emphasizing the value of his presence in advancing the university's academic mission.

"We are thrilled to have Professor Marius joining us as a visiting professor. His wealth of knowledge and practical experience will undoubtedly benefit our students and faculty members, enriching our academic programs and research endeavors," remarked Dr. Christine.

As Professor Marius settles into his role, students and faculty members alike are looking forward to benefiting from his knowledge and insights. His lectures are expected to provide valuable real-world perspectives that will enhance students' understanding of marketing principles and practices.

Prof Marius engages Lecturers on African consumer behavior and marketing principles

The Faculty of Economic Sciences and Management at UNILAK welcomed Professor Marius Potgieter, a visiting lecturer, for an enlightening research seminar focused on African consumer behavior and marketing principles. The seminar attracted a diverse group of lecturers eager to explore the nuances of consumer behavior in the African context.

Professor Marius, known for his extensive research in consumer psychology and marketing strategies, delivered a series of engaging presentations that delved into the unique characteristics of African consumers. He emphasized the importance of understanding cultural influences, societal values, and economic factors that shape consumer behavior on the continent.

Speaking at the seminar, Prof Marius highlighted the need for marketers and businesses to adopt a more culturally sensitive approach in their marketing campaigns.

He emphasized the significance of building trust and establishing emotional connections with consumers, factors that are particularly crucial in the African market.

During the seminar, participants had the opportunity to engage in lively discussions and exchange ideas on various topics, including the impact of digitalization on consumer behavior, the role of social media in shaping purchasing decisions, and strategies for effective marketing campaigns in diverse African markets.

Professor Marius stressed the importance of authenticity and cultural sensitivity in marketing strategies, highlighting successful campaigns that have embraced African cultural elements.

UNILAK remains committed to fostering a culture of academic excellence and innovation, and seminars like these play a crucial role in enriching the academic experience for both faculty and students alike.





UNILAK CLAIMS SECOND PLACE IN INTER-UNIVERSITY WRITING AND READING COMPETITION

UNILAK secured second place in the Inter-University Writing and Reading Competition held in the beginning of April 2024. The event, which attracted participants from universities across the nation, showcased the talents of writers and readers in various disciplines.

Despite stiff competition, UNILAK team stood out with their exceptional writing skills and insightful reading abilities.

The team's performance not only impressed the judges but also earned them praise from fellow competitors. As a reward for their hard work and dedication, the winning team members were presented with medals and brand-new laptops. The medals were handed over to the winning team and to the Vice Chancellor of UNILAK as well coordinators of UNILAK campuses.

UNILAK success in the competition is a testament to the institution's commitment to fostering academic excellence and nurturing talent in diverse fields.

The university is proud of its students' accomplishments and looks forward to more such achievements in the future.



UNILAK Law Students won the National Negotiation Competition

Law students from UNILAK have triumphed in the National Negotiation Competition 2024, securing the honor of representing Rwanda in the upcoming International Competitions in Brazil. The competition, organized by the Certa Foundation Center for Law and Innovation took place on the 4th of April, 2024, and witnessed intense negotiations among university teams from across the country.

UNILAK team, comprised of Emmanuel Patrick and Comson W. Vaye, students of the Law Faculty, emerged victorious after a series of challenging rounds, showcasing their proficiency in negotiation tactics, legal reasoning, and problem-solving abilities. Their success is a testament to their hard work, dedication, and unwavering commitment to excellence.

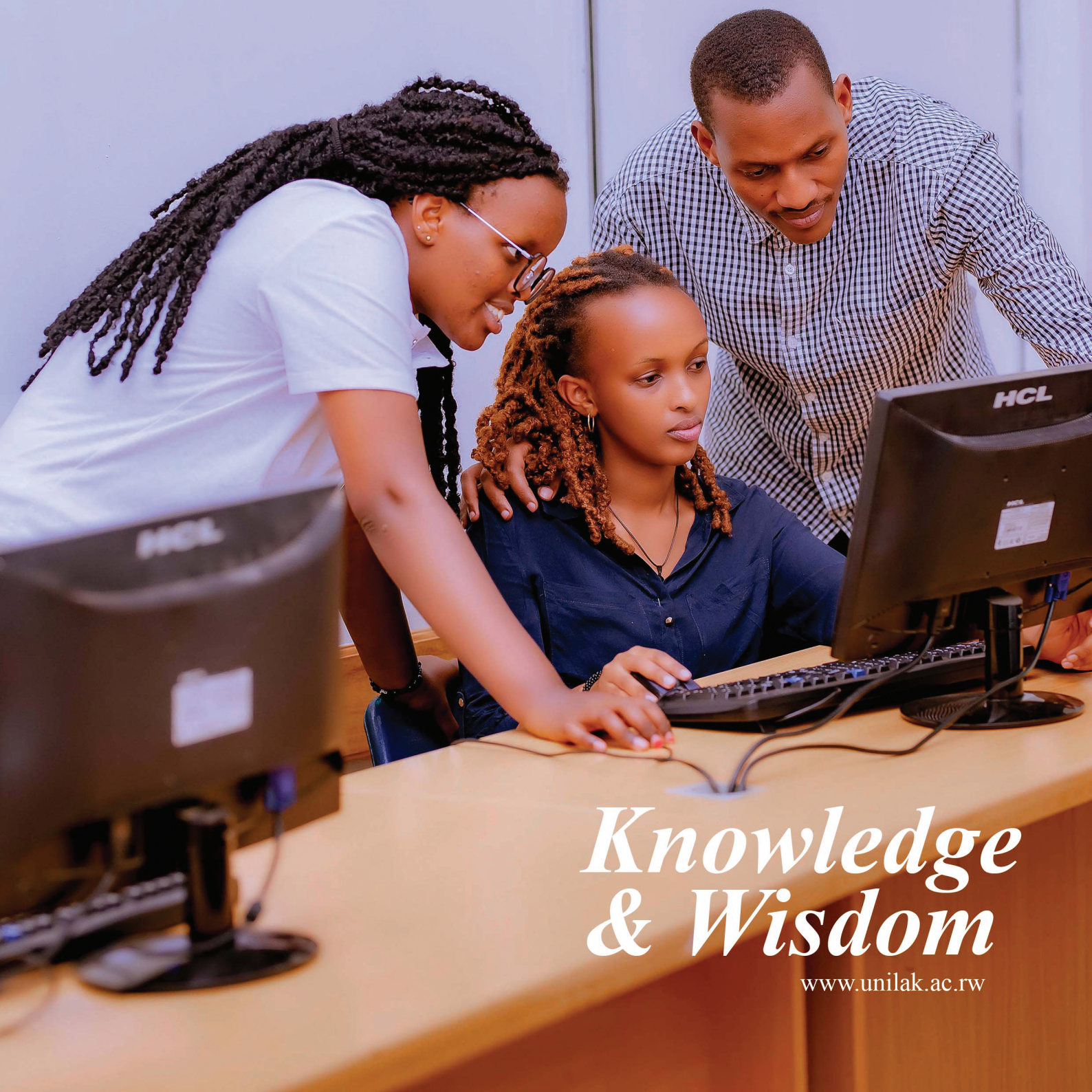
"We are incredibly proud of the UNILAK for their outstanding performance in the National Negotiation Competition," said Mr. Turyahebwa Robert, the dean of the faculty of Law at UNILAK.

"Their victory not only reflects their exceptional skills but also highlights the quality of legal education at our institution."

The Certa Foundation Center for Law and Innovation, the organizing body behind the competition, commended all participating teams for their exemplary performance and sportsmanship.

The competition provided a platform for students to hone their negotiation skills, engage in meaningful dialogue, and showcase their talents on a national stage.

As the UNILAK team prepares to represent Rwanda on the international stage in Brazil, they carry with them the best wishes and support of their university, fellow students, and the entire legal community. Their journey is a testament to the power of hard work, determination, and passion for the law, inspiring future generations of legal professionals to strive for excellence.



*Knowledge
& Wisdom*

www.unilak.ac.rw