



GRETSA UNIVERSITY



INAUGURAL BUSINESS CONFERENCE & INNOVATION EXPO 2026

THEME: Re-Imagining Business in a Disruptive Era: Driving Digital Transformation and Sustainable Innovation

DATES: WEDNESDAY 25TH MARCH TO FRIDAY 27TH MARCH 2026

The Inaugural Business Conference & Innovation Expo2026 brings together academia, industry leaders, entrepreneurs, researchers, policymakers, investors, and students to showcase practical solutions addressing today's emerging business challenges.

CONFERENCE PRIORITY AREAS (SUB-THEME)

- Sustainable Leadership, Governance & Future Enterprises**
ESG integration, ethical business practices, succession planning, and the future of work.
- Digital Infrastructure & Intelligent Enterprise Systems**
Cloud computing, AI, big data analytics, automation, and integrated digital platforms transforming business models.
- Smart Supply Chains & E-Commerce Transformation**
E-commerce growth, logistics innovation, e-procurement, supplier digitization, and platform-based trade systems.
- Digital Marketing, Strategic Partnerships & Customer Experience**
Omnichannel strategies, ecosystem partnerships, digital branding, customer intelligence, and growth platforms.
- FinTech Innovation & Inclusive Digital Finance**
Digital payments, fintech ecosystems, financial automation, financial education, cross-border systems, and financial inclusion strategies.
- Blockchain, Cybersecurity & Trusted Digital Ecosystems**
Blockchain applications, smart contracts, data governance, cybersecurity, and secure digital supply chains.

What to Submit

2-3 page practical concept brief indicating;

- Title of innovation or solution
- Problem being addressed
- Description of the solution
- Stage of development (idea, prototype, pilot, market-ready)
- Business model or commercialization strategy
- Impact (economic, social, environmental)
- Target market
- What you need (investors, partners, scaling support, policy support)
- Students should indicate: Institution name and program and Supervising mentor (if applicable)

Submission Category

- Industry Innovation Presentation
- Startup Pitch Session
- Product Demonstration
- Exhibition Booth Showcase
- Student Innovation Competition Entry

IMPORTANT DATES

- 13 th March 2026** Deadline for submission of innovation from industry and students
- 18 th March 2026** Response on the submission
- 25 th -27 th March 2026** Conference and Exhibition

Submission Email:

sobere@research@gretsauniversity.ac.ke

PAYMENT AND REGISTRATION *(Physical & Online)*

**Student innovator-free
Organisation/Institution-Ksh 10,000**

Payments mode;

1 Bank name; Equity Bank,
Account Number: **0180290365510**

OR

2) MPESA PAYBILL **195079**,

Account Name: put **YOUR NAME-IBCIE2026**



Register via the link or Scan : <https://forms.gle/m6aiB39as9LmXxxj9>
Awards and Certificates will be issued

For further information kindly contact:(send the bank/M-Pesa message)

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