

Mission:

To build a network of international workforce, mobilizing communities to be self-sufficient, executing effective and efficient assessments, feasibility studies, and implementing projects for the complete physical, mental and social wellbeing of all.

—Optimal Wellbeing.

What do we do?

A-Kins Analysts and Project Managers, a minority woman owned community based small business, is a specialty provider of Health Consulting Services including:

- Health Impact Assessments
- Health Care Projections & Forecasting
- Preventive Health/Health Economics Consulting & Project Management

Executing efficient and effective, successful international Business Projects.

"Successfully implementing impossible projects in impossible places"

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Berlin Journal, Germany

by Folo Akintan MD MPH MBA

I took the day off on Friday to finish packing my bags and put my business in order for the week. I lay in bed that night, wondering what to expect from this visit, trying not to

think about all the horrors I had heard about Germany and Hitler, while growing up in Africa. I tried to be calm, surely, I will find something positive to take back from Berlin. Secretly, I tried not to anticipate too

much though, so I would not be disappointed if nothing much happened. One thing for sure, the young men in our group were looking forward to visiting some of the luxury car manufacturers,

including Karl Benz's Mercedes Benz (founded in 1926); Bayerische Motoren Werke BMW (founded in 1916); Volkswagen/Porsche (founded in 1931).

of the fascinating buildings. Lovely, I thought, this is going to be a great experience for me. I love the thought of old architecture and meeting the people of this great old city, talk about their home,

vived Hitler and all the killings of World War I and War II. A city with many gates yet walled in by the division of Germany in 1949 and the building of the wall in 1961. The east of Germany being called the



Above: The German Plate, boiled potatoes, roasted pork and cooked cabbage, out-door dining and loots of desert. Missing? Some good German Beer! Below: the original German built car before the war, re-editioned by the Trabi-Safari company.



Waking up to the clouds, heavy with rain, the first day began with a tour of the city of Berlin. Majestic buildings elaborately architectures with beautiful gates, decorated with majestic statures, to my delight, I had found my heaven. I took out my camera and started to take pictures

their culture and their food!

Berlin, the capital of Germany. The birthplace of Protestant Lutheranism (1517) and let's not forget, Antisemitism (1935). A strong people, who sur-

"Command Economy", while the west was called the "Social Market Economy", an economic miracle in Germany. One would wonder why two groups of states divided by a wall could have such diverse economy. In the words of Ronald Reagan, "Mr. Gorbachev, tear down the wall".

The walls are down, and the re-building has begun. The re-building of a great city and its economy, Berlin. Thanks to funds from International Monetary Funds (IMF) and United Nations Educational Scientific and Cultural Organization

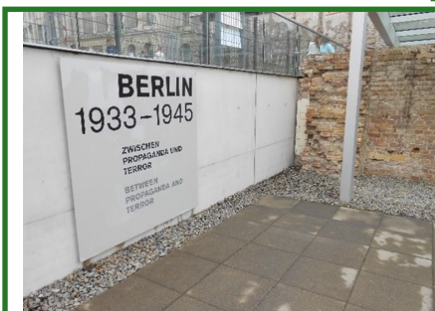
(UNESCO) “World Heritage Sites, every other road or building was under construction or repair from the ruins of the war.....uuuuuuuh, what damage wars can cause, to generations and for decades to come.

We had come to Berlin, Germany, to the oldest Business School on earth. A French business school, ESCP, Europe, established in 1819, with campuses in Berlin, London, Madrid, Paris, Turin, and Warsaw. ESCP is considered as one of the best rated Busi-

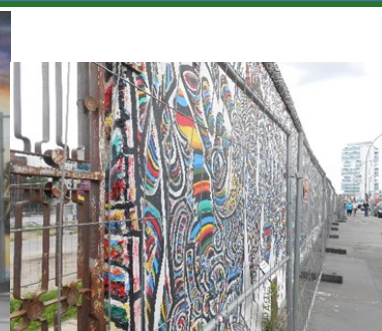


Above: The Schloß Bellevue the Presidents villa, the cathedral—Berliner Dom (Same as on the front page), the Reichstag building which is the parliament building,. Below: Siegessaule, a statue of peace, the bombed cathedral with the modern alternative being build right next to it.

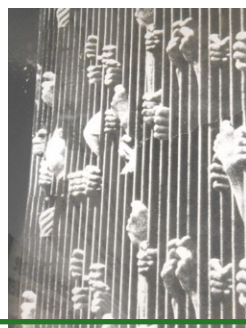




Above: The Holocaust Memorial called, "Holocaust Denkmal" and the Secret Service/Terror Monument.



Above: The wall and Below: memorial for those who tried to escape .



ness Schools in the world, certainly the best in Europe; and number two (2) in Finance education in the world (Financial Times 2010).



School was however out at ESCP, so we

space and government funds/grants being made available. The Charlottenburg Innovation Center (CHIC) is all about innovation; with the Berlin Aldershof Science City, linking research to businesses in order to generate innovative ventures.

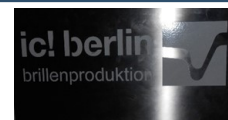
Dumont, an analysis of International Business Industries, in the world and the European Union and its trade. I loved the way he collected and presented information on international industries and I hope to be able to do the same myself in the near future.



The Berlin Kaiser Wilhelm Stature, the Sculpture Manvmentale, and the Flower House.

never got to meet the faculty or students. We however got to visit an up-and-coming business Berlin, with innovation being the emphasis of all new ventures, sponsored by the German Government, to encourage both German and foreign country innovative businesses to settle in Berlin. Subsidized office

There were lectures including Intercultural Aspects in management by Claudia Muller; E.On Company presentation by Dr. Joachim Lang; and Current Economic Situation in Germany presented by Prof. Wolfgang Maenning. My favorite lecture being that of Alain



The business site visits to IC! Berlin was interesting, but I felt the business was exaggerated. A 20-year-old business which started as a partnership with 3 partners, then 5 partners, and currently with no partnership (all partners being bought-out). Operating with

150 employees, producing about 200,000 products per year, a 200-variety package, generating 15 Million Euros in Revenue each year. Cost of production was reported

the business model is common, and the business is yet to make a profit, yet able to raise 200 Million from investors to establish in 54 cities, and 13 countries. Its main innovation, targeting over 5,000 five-star res-

partners at a fast rate, in order to gain loyalty and business. Their customers, "the affluent", and their "choice restaurant".



Above: The group taking a picture in front of the ESCP school campus, Berlin, Germany.

Below: The school Mascot, the Berlin Bear and Flag.

to ranging from 35-50 Euros and selling price 200-500 Euro, making the profit margin 165 to 450 Euro, that is between 33 to 90 Million per year, a huge difference from the reported 15 Million. Considering Tax is about 20% to 50% of earning, this could actually be the case.



The Deliveroo business was quite modest,



taurants and locking them in as



I however found the E.On lec-

ture and site visit most interesting. My heart went out to Africa and other Third World Countries, when Professor Lang spoke of communities owning their source of energy and selling the excess energy to the state and the government. That was most certainly futuristic and innovative. I will most certainly be

Below: Tulane students taking a roof top picture in Berlin with the CEO of IC Berlin, Ralph Anderl, the Berlin luxury Sunglasses manufacturer with the Fernsehturm in the background.



Below: Two E.ON innovative idea posters, sponsoring start-up companies in an effort to diversify their portfolio, as fossil energy phases out in Germany.



in touch with E.On, and follow up on its progress, for the sake of Africa and its futuristic self-sustaining energy industry.

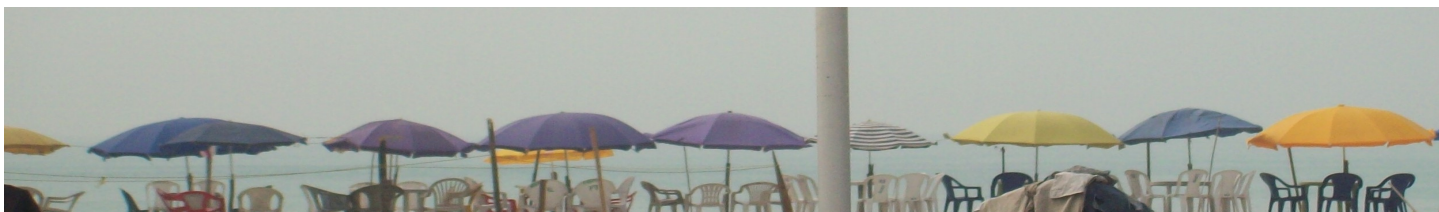
As I left for the airport, on my way back to U.S, I

thought, “what a good research prospect on the long-term outcome of a country, divided by a wall, one side being a socialist economy and the other being a capitalist economy, yet re-building, and

in economic surplus. A Quasi Economic Retrospective (Retro-active) and Prospective (pro-active) Research Study would be a good follow-up study proposal for the German economy.



*The author, Folorunso Akintan, MD MPH MBA,
at the Brandenburger gate of Berlin with the wall down!*



The Best of Two Worlds: Bar Beach, on the Island, Lagos Nigeria



Author: Folorunso Akintan MD MPH MBA

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Looking forward to hearing from you!

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