

European Entrepreneurship Colloquium 2011 – Warsaw School of Economics, Warsaw July 17-23

Programme Details are subject to change								
Time	Sunday, July 17	Time	Monday, July 18	Tuesday, July 19	Wednesday, July 20	Thursday, July 21	Friday, July 22	Saturday, July 23
		8:15 - 9:00	Group case discussions	Group case discussions	Group case discussions	Transfer to Warsaw		
		9:00 - 10.15	Pursuing an Entrepreneurial Opportunity in a Challenging Emerging Market Context: Georgia Glass and Mineral Water Walter Kuemmerle	Issues of International Growth: 'Zotter: Living by Chocolate' Mukti Khaire <i>Harvard Business School</i>	Popular Perceptions of the Home-Country and Branding in Overseas Markets: ABICI Bicycles Mukti Khaire <i>Harvard Business School</i>	Tour of Warsaw followed by ENTREPRENEURS DAY - broadcasted by international media, and held under the patronage of the Polish Presidency of the European Union. More than 25 successful entrepreneurs from Eastern Europe, large businesses and venture capitalists will join the academics for this day. Rector's address - Prof. Adam Budnikowski Note by the Polish Presidency of EU - Vice-Minister Mikolaj Dowgielewicz New European Champions: Breakout Discussions with International Entrepreneurs from Central and Eastern Europe "International Market Entry & Growth"	Workshop on How to Write a Great Case Derek Abell <i>ESMT</i>	Management and Leadership Practice Research: Avoiding the Trap of Irrelevance Derek Abell <i>ESMT</i>
		30 min.	Coffee	Coffee	Coffee		Coffee	Coffee
		10:45 – 12:00	A Framework for Understanding and Teaching International Entrepreneurship: Globetrotters Mukti Khaire <i>Harvard Business School</i>	Understanding service internationalization: Brapotech; Mobicomp Julia Prats <i>IESE Business School</i>	Professionalizing Management in Family Business. Appointing a Sales Dept. Country Director: Getmor Jerzy Cieslik <i>Kozminski Academy</i>		Workshop on How to Write a Great Teaching Note Derek Abell <i>ESMT</i>	Program Summary & Reflections Jolanta Mazur Bert Twaalfhoven EEC 2012 Cambridge Yupar Myint, EFER
		12.00 – 13.30	Lunch	Lunch	Lunch		Lunch at School 12.30	Lunch
		13:30– 14:45	Linking research and teaching: an international agenda Julia Prats <i>IESE Business School</i>	When Seasoned Managers Think about Becoming International Entrepreneurs: Singulus Walter Kuemmerle	Creating Sustainable Entrepreneurship Programmes at University Andy Goldstein <i>LMU</i>		Learning for Leading and Entrepreneurship Derek Abell <i>ESMT</i>	
		15 min.						
14.00– 16.00	Registration	15.00– 16.15	Starting and Growing a Cross-border Business: Internet Securities, Inc: Financing Growth Walter Kuemmerle	How to implement an international entrepreneurship syllabus Christine Volkmann <i>Wuppertal University</i>	Breakout sessions: panels 1. Entrepreneurship Education Across Borders Marzena Starnawska, Lene Foss, Karen Wilson 2. Building Entrepreneurship Ecosystems. Tea Petrin, Univ. of Ljubljana, Yupar Myint EFER		Breakout sessions 1.Reinventing a Company in Petabyte Age: A Return to Garage Piotr Ploszajski, Warsaw School of Economics 2.Designing Your Business to Going International Oliver Buecken, TUM	
		30 min.	Coffee	Coffee	Coffee	Coffee	Coffee	
16:00– 17:15	Program introduction EFER, Consortium Yupar Myint, EFER Programme description Participants introduction Jolanta Mazur <i>Warsaw School of Economics</i>	16:45– 18:00	Out of the Bottle. Inspiration from an Entrepreneur Graham Webb <i>The Webb Press Ltd</i>	Regional Innovation System in Lower Silesia: Key Role of Wroclaw Research Centre EIT+ Ltd Miroslaw Miller <i>Wroclaw Polytechnic / EIT+Ltd</i>	Academic Entrepreneurship: Creating Gazelles from Universities Andy Goldstein, LMU Entrepreneurship Education Policies across Europe, Marko Curavic, European Commission	Key Note - Alexey Komissarov (TBC) - Entrepreneur and Minister for SME Development in Moscow (Russia) New European Champions: Breakout Discussions with International Entrepreneurs from Central and Eastern Europe "Financing International Growth"	Entrepreneurship Education Policies Across Europe Karen Wilson <i>EFER advisor</i> Representatives from the European Commission	
17.15 - 18.30	International Entrepreneurship as a Promising Field for Research and Teaching Walter Kuemmerle	18.00- 18.30	Individual Study	Helping Students Learn Entrepreneurship and Venture Capital Franklin Pitcher Johnson <i>Asset Management Company</i>	Dinner		Free time	
18.30	Welcome cocktail. Dinner Welcome and Remarks from Bert Twaalfhoven, President and Founder, EFER	18 30 –	Dinner	Dinner event (barbecue)	Concert at Zelazowa Wola (Chopin's birthplace)	Champions Gala. Address by Prof. Sir Leszek Borysiewicz, Vice-Chancellor, University of Cambridge	Certificate ceremony and celebration dinner	