



INTERNATIONAL ENTERPRISE PROMOTION CONVENTION

15-17 November 2009 - Harrogate, North Yorkshire, UK

Workshop Teams – Issue 4

These participative Workshops will be led by relevant Organisations and facilitated by specialists in each subject who will highlight recent experiences in the field and stimulate discussion and debate on the practical and policy implications of presentations of best practice in enterprise promotion from all around the world. All presentations are limited to 15 minutes to allow debate.

A - Advancing entrepreneurship education & training world-wide

- A1 Entrepreneurship and enterprise education policy and strategy
- A2 Entrepreneurship education and graduate enterprise experiences
- A3 Enterprise education methods and experiential learning – case studies
- A4 Business games and enterprise simulations for schools and colleges
- A5 Training of entrepreneurs and small business owners and managers

Track Partner: *EEUK- Enterprise Educators UK*

Facilitator: *Prof. David Brooksbank, Director of Enterprise, Cardiff School of Management, UWIC*

Facilitator: *David Gibson, Head of Enterprise Education, Queens University, Belfast*

B - Business creation and development - stimulating start-ups

- B1 Business birth-rate strategy as part of economic development policy
- B2 Stimulating start-ups and helping unemployed to become self-employed
- B3 Managed workspaces with supporting services for small start-ups
- B4 Encouraging enterprise amongst mature entrepreneurs
- B5 Cultural and creative industries - developing personal skills into businesses

Track Partners: *NFEA –the national enterprise network + ACT- for enterprise support professionals*

Facilitator: *Terry Owens, Founder, Inbiz Ltd, Middlesbrough (QAEP 2007)*

Facilitator: *Charles Hadcock, Chair, Creative Lancashire + Watermark Studios (QAEP 2007)*

C - Community, ethnic minority, rural and social enterprises

- C1 Social and community enterprise development in depressed areas
- C2 Encouraging enterprise in rural communities & disadvantaged groups
- C3 Ethnic and minority enterprise development + benefits of global linkages
- C4 Corporate social, environmental and ethical responsibility in small businesses
- C5 Integrating informal businesses into the mainstream of society

Track Partners: *Co-operatives UK + Asian Business Development Network*

Facilitator: *Charlotte Young, Chair, The School for Social Entrepreneurs, London (QAEP 2009)*

Facilitator: *Sikander Badat, Head of Special Projects, Regeneration Dept, Bolton (QAEP 2005)*

D – Developing enterprise in emerging and transition economies

- D1 Creating and supporting small businesses in developing economies
- D2 Entrepreneurship and SME development in developing economies
- D3 Micro-finance and other novel initiatives in developing economies
- D4 International aid agencies supporting development of entrepreneurship
- D5 Entrepreneurship education and training in developing economies
(Climate change – opportunity or threat for developing economies? **Now in M4**)

Track Partners: *Commonwealth Secretariat + WASME World Association for SMEs (TBC);*

Facilitator: *Dr T. O. Williams, Head, Enterprise & Agriculture Section, Commonwealth Secretariat*

Facilitator: *Marielou Guerrero MBE, Past-President, World Association for SMEs, Gibraltar (TBC)*

E - E-business, e-learning, e-mailing and website marketing

- E1 E-business development and implementation in a global economy
- E2 E-learning, pod casting, technology transfer and digital support networks
- E3 E-mailing and improving customer relationship management on-line
- E4 Web site marketing and optimisation techniques for small businesses
- E5 Transition to a knowledge-based economy – best practices in ICT

Track Partner: *e-skills UK - The Sector Skills Council for Business & Information Technology*

Facilitator: *Jamie Murray Wells, Founder & Executive Chairman, Glasses Direct, London (QAEP 2009)*

Facilitator: *Zulf Ali, Managing Director, Zentek Solutions Limited, Bolton (QAEP 2008)*

- best practice and innovation in the creation and support of small businesses world-wide

Workshop Teams *(continued)*

I - Innovation, incubation, networks and knowledge transfer

- I1 Innovation & incubation centres, science parks and technology clusters
- I2 Development and management of business-to-business networks
- I3 Knowledge transfer partnerships and corporate spin-out processes
- I4 Intellectual property protection and technology commercialisation
- I5 Innovative supply chain linkages and international trade networks

Track Partner: *UKSPA – United Kingdom Science Parks Association*

Facilitator: *Dr Nicholas O'Shiel, Chief Executive, Omagh Enterprise Co Ltd, (QAEP 2008)*

Facilitator: *Janette Pallas, Head of Enterprise Services, De Montfort Univ, Leicester (QAEP 2008)*

M - Management, skills, environmental and global growth issues

- M1 Critical factors, models and HR strategies for success – case studies
- M2 Small business globalisation issues and export promotion programmes
- M3 Marketing methods for small businesses & importance of branding
- M4 Environmental impacts and sustainability of "green" businesses
- M5 Franchising as a successful model for expanding small businesses

Track Partners: *IBC - Institute of Business Consulting + CMI Chartered Mangmt. Institute*

Facilitator: *Dr Bryan Keating, Managing Partner, CIP Partnership, Newtownabbey, NI (QAEP 2006)*

Facilitator: *Pamela Neal, CODA Business Management Ltd, Newport (QAEP 2008)*

S - Supporting small business development world-wide

- S1 National and regional programmes of entrepreneurship support
- S2 Innovations in small business support policies and structures
- S3 Small business management development, mentoring and training
- S4 The key role of Trade Associations, Chambers and Business Clubs
- S5 Quality assurance for business support professionals and organisations

Track Partner: *SFEDI – Small Firms Enterprise Development Initiative*

Facilitator: *Tony Robinson OBE, Founder/Director, SFEDI, Scarborough*

Facilitator: *Amanda Parris, Business Centres Manager, Rotherham MBC. (QAEP 2006)*

V – Venture capital, business angels, finance and taxation

- V1 Informal and formal venture capital for business start-up and growth
- V2 Banks and small firms – loans, guarantees and other schemes
- V3 Enterprise loan funds and enterprise finance guarantee schemes
- V4 Financing, facilitating and promoting international trade by SMEs
- V5 Innovations in small business financing for start-up and growth

Track Partners: *IFA - Institute of Financial Accountants + FTA - Federation of Tax Advisers*

Facilitator: *Nigel Brown OBE, Chair, Great Eastern Investment Forum, Cambridge (QAEP 2007)*

Facilitator: *Doug Richard, Chairman, School for Start-ups, Cambridge (QAEP 2006)*

W - Women's enterprise and family business development

- W1 Women's entrepreneurship development - international experience
- W2 Women's enterprise support schemes - challenges and developments
- W3 Gender and family-life issues in entrepreneurship policy and support
- W4 Family business – management, gender roles and succession planning
- W5 Transfer of family businesses – problems and practices world-wide

Track Partners: *WiRE - Women in Rural Enterprise + WiN - Women into the Network Ltd*

Facilitator: *Joy Nichols MBE, Chief Executive, CMB2 Group Ltd, London (QAEP 2005)*

Facilitator: *Beverley Pold, Business Dev/Policy Manager Chwarae Teg, Cardiff (QAEP 2009)*

Y - Youth enterprise support programmes world-wide

- Y1 Young Enterprise and Junior Achievement International – case studies
- Y2 Employer engagement - stimulating and supporting young people
- Y3 Make Your Mark Campaign – Global Entrepreneurship opportunities
- Y4 Enterprise education in schools – case studies and model programmes
- Y5 International Youth Enterprise case studies and knowledge transfer

Track Partners: *Shell LiveWIRE + Young Enterprise + Enterprise Insight + YPEF*

Facilitator: *Janet Brumby, Young Enterprise Yorkshire & Humber (QAEP 2006)*

Facilitator: *Derek Browne; Entrepreneurs in Action, London (QAEP 2006)*