



ICSB
World Congress



ICSB WORLD CONGRESS
10X10 PROGRAM

JULY 1 - JULY 5, 2024

ICSB.ORG

ICSB'S HISTORY

Founded in 1955, the International Council for Small Business (ICSB) was the first national and international membership organization to promote the growth and development of small businesses worldwide. The organization brings educators, researchers, policy-makers, and practitioners worldwide to share knowledge and expertise in their respective fields through publications, programs, workshops, training sessions, and certifications. ICSB is a not-for-profit organization hosted in Washington, D.C., at the George Washington University.

ICSB proudly holds the distinction of being the founder of the United Nations initiative for small businesses. The United Nations created the U.N. Micro-small and Medium-sized Enterprises Day (MSMEs Day), which is now celebrated every June 27th. This pioneering effort has shaped global policies and initiatives in support of entrepreneurship and economic development. Through its visionary leadership and collaborative efforts, ICSB continues to drive impactful change on a global scale, advocating for the needs and interests of small businesses worldwide.





ICSB
World Congress

BERLIN, GERMANY
JULY 2-5, 2024



2024 ICSB WORLD CONGRESS

Empowering Entrepreneurship for a Better Future. A global event that brings together ALL small business and entrepreneurship stakeholders to advance research, support enterprises, and advance a global network.



ICSB'S 10X10 PROGRAM

Specifically Tailored for the Growth and Advancement of SMEs

The International Council for Small Business, in conjunction with Airtifae Group, will host the 10x10 Program during ICSB's 2024 World Congress in Berlin, Germany, July 1-5. This program promotes trade between small- and medium-sized businesses from the United States and other countries. To do so, Airtifae Group aims to educate and counsel small- and medium-sized companies on successfully expanding their operations internationally by ensuring a strategic plan to understand the market, identify key partners and opportunities, and utilize capital. Following ICSB's vision to promote the growth and development of SMEs internationally, Airtifae has partnered with the organization to provide SMEs with in-depth knowledge and guidance to **“go global.”**

The following Industry Sectors will be of focus: Technology, Hospitality/Tourism, Healthcare life/ sciences, Education, and Professional Services.





ICSB'S 10X10 PROGRAM

HOW IT WORKS

Attendees will learn from global industry experts through keynote speaking engagements and panels about best practices, guidance for new businesses, their thoughts on the most critical issues facing the international business community today, and outlooks on new and future trends. Attendees will also connect with like-minded SMEs from all over the world, including Argentina, Brazil, France, Germany, Ghana, Indonesia, Mexico, the Philippines, Qatar, Singapore, South Korea, and the United States, and have opportunities to learn from them and identify business opportunities and partnerships. Additionally, Airtifae Group and ICSB are coordinating meetings and engagements with local partners in Berlin to showcase what the city and country has to offer to international SMEs looking to expand, help them connect within the German business ecosystem, and teach them all they need to know to enter the German market successfully. All of these agenda items complement what will be taught to delegates through the 10x10 training sessions. Through the education and exposure provided through the ICSB World Congress, attendees can expect to leave Berlin excited about doing business internationally and feel confident in their strategy.

OUR EXPERTS



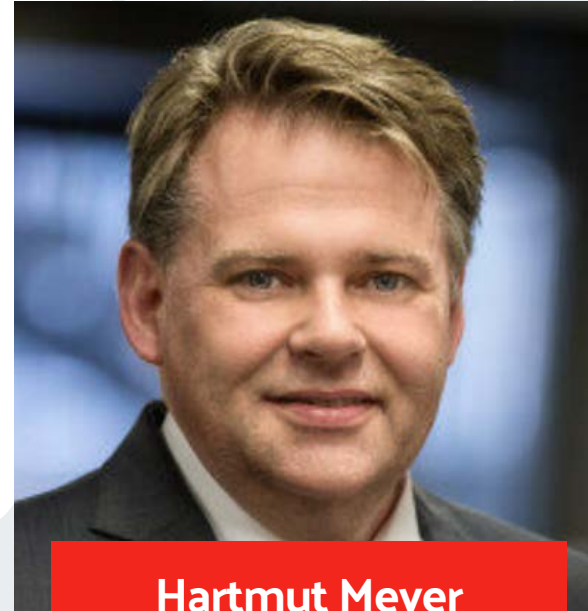
Ayman ElTarabishy

President & CEO, ICSB



Winslow Sargeant

Immediate Past Chair, ICSB
Company Executive



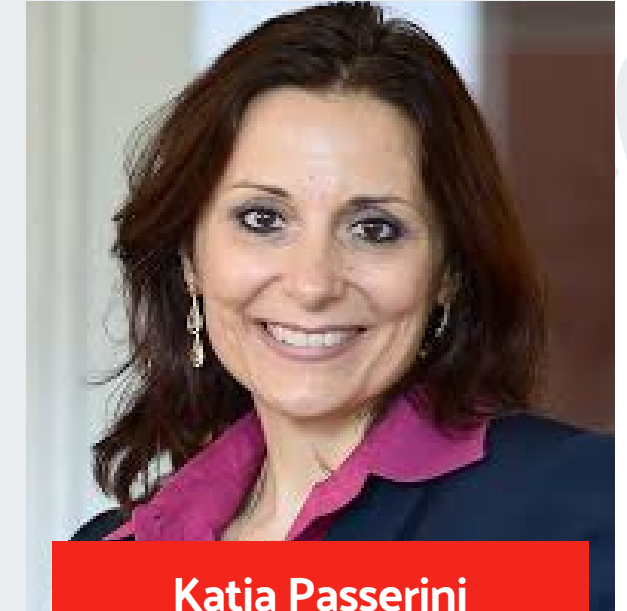
Hartmut Meyer

Congress Co-Chair and
Business Professor, FOM Germany



Andrés O. Hayes

President & CEO
Airtifae Group



Katia Passerini

Interim President,
Seton Hall University



Ki-Chan Kim

Chair, ICSB Business Professor,
The Catholic University of Korea



Thomas Heupel

Vice-Rector for Research,
FOM Germany



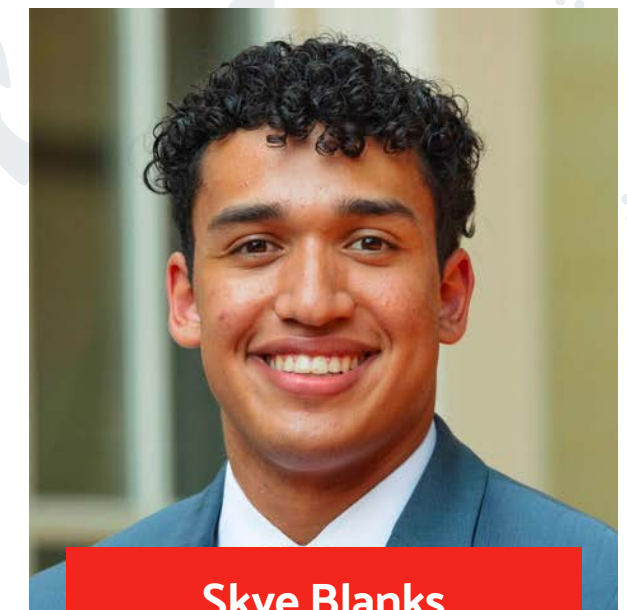
Christian Meisel

Business Professor, Hochschule
Magdeburg-Stendal



Hans-Josef Helf

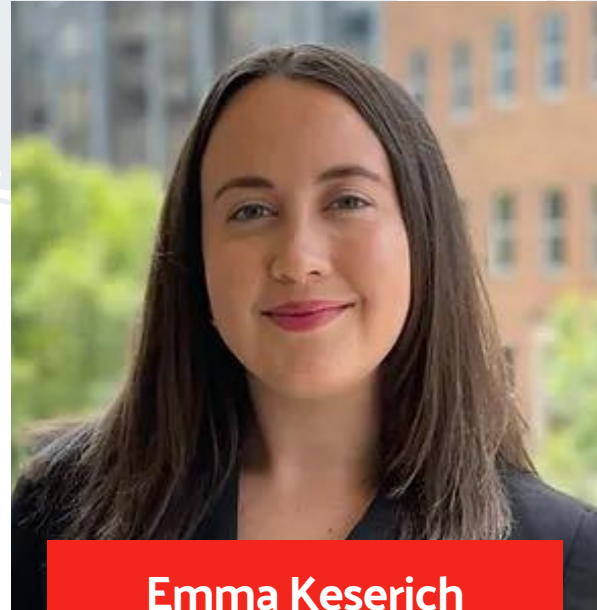
Director, Akedmie für Den
Mittelstand



Skye Blanks

Chief Operations Officer, ICSB

OUR EXPERTS



Emma Keserich

Group Operations Manager,
Airtifae Group



Junggho Suh

Teaching Assistant Professor
of Management, GWSB



Kyle Lyon

Data Scientist,
Silicon Mountain



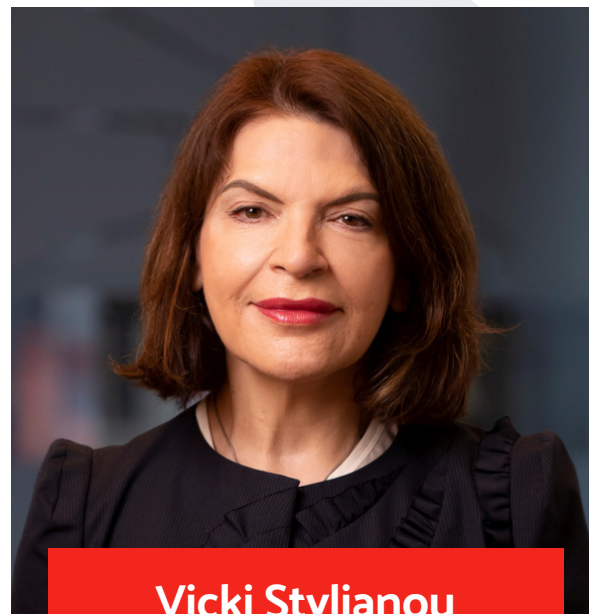
Ruben Ascua

Rector at Universidad
Nacional de Rafaela



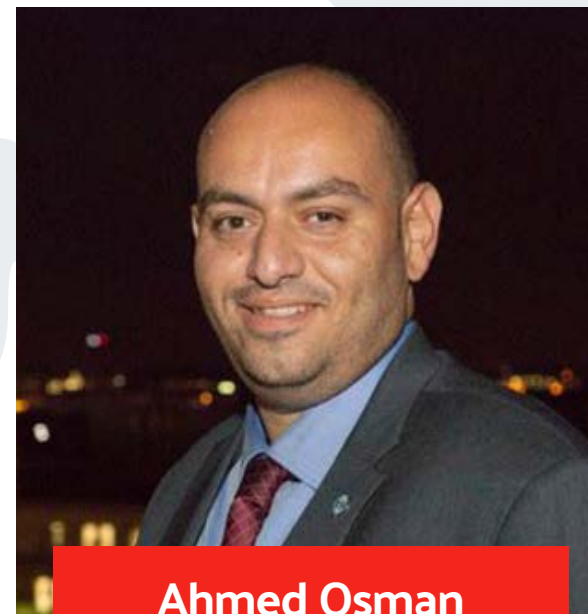
Oh Joon

Former Korean Ambassador to the UN and
the 71st President of the United Nations
Economic and Social Council (ECOSOC)



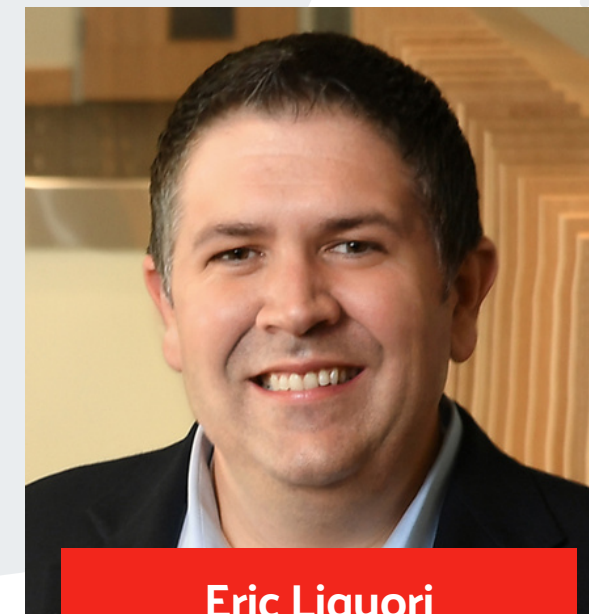
Vicki Stylianou

Head of Advocacy and Policy at
Institute of Public Accountants



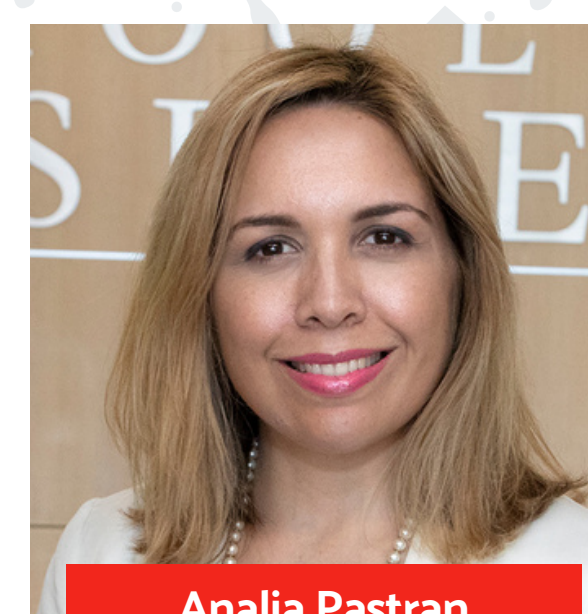
Ahmed Osman

Past Chair, ICSB
CEO, Chrome



Eric Liguori

Associate Dean FSU Moran
College of Entrepreneurship



Analia Pastran

Co-chair of the World Urban Campaign,
UN Habitat; Founder of Smartly Social
Enterprise on the SDGs

PRICING CONFERENCE PRICE LIST



ICSB
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The estimated price per person for the Germany program is \$5500 USD and includes the following:

- Hotel 5 nights at DoubleTree by Hilton Berlin Ku'dammin, ([Los-Angeles-Platz 1 10789 Berlin Germany](#))
- Most lunches and dinners
- Breakfast included with Hotel stay
- Local transportation (Including transportation to and from the airport in Berlin, Germany)
- Local excursions
- Participation in the ICSB World Congress
- Desired Certification from the ICSB One Day University Program





2024 ICSB WORLD CONGRESS

ITINERARY JULY 1-3

JULY
01

Day 0: Arrival, Optional Site Visits and Networking

ALL DAY: Arrival to Berlin (Check in at DoubleTree by Hilton Berlin Ku'dammin, Los-Angeles-Platz 1 10789 Berlin Germany)

9:00 AM - 12:00 PM: Optional: Doing Business in Germany Lecture at FOM University of Applied Sciences

12:00 PM - 2:00 PM: Lunch

2:00 PM - 6:00 PM: Optional: Babelsberg Entrepreneurial Media Center and Film Studios

6:00 PM - 8:00 PM: Optional Networking Event: German Beer Garden Dinner in Babelsberg with Managers of Start-Up Companies and Experts

Day 1: Introduction to doing Business in Berlin/ Tech Site Visit

8:00 AM - 9:00 AM: Registration at FOM University of Applied Sciences

9:00 AM - 11:30 AM: Introduction to 10X10 Program & Doing Business Abroad

11:30 AM - 1:00 PM: Attend Lunch reception in Sachsen-Anhalt with Federal State Representatives

1:00 PM - 2:00 PM: Site Visit: Intel Factory "Silicon Junction", Magdeburg Germany

2:00 PM - 2:45 PM: Tech Experts Panel and Networking

3:00 PM - 4:30 PM: Magdeburg City Center Visit

6:00 PM - 9:00 PM: Dinner Reception by the Federal State Representatives of Sachsen - Anhalt in Berlin

9:30 PM - 10:00 PM: Return to hotel

JULY
02

JULY
03

Day 2: ICSB One Day University Certification/ Hospitality Sessions

9:00 AM - 12:00 PM: ICSB One Day University Certificate Program: Networking with German Managers: Special Courses for international participants (Hosted at Double Tree by Hilton Berlin Ku'dammin)

12:00 PM - 1:00 PM: Lunch

1:00 PM - 2:00 PM: Hospitality Session at Double Tree

2:00 PM - 2:45 PM: Option 1: Hospitality Experts Panel

2:00 PM - 5:00 PM: Option 2: Visit to BMW Factory Plant

2:45 PM - 4:30 PM: 10X10 Program Networking at Double Tree

6:00 PM - 9:00 PM: Opening Reception of the 68th ICSB World Congress at Rotes Rathaus (Berlin City Hall)

9:00 PM - 9:30 PM: Return to hotel



2024 ICSB WORLD CONGRESS

ITINERARY JULY 3-5

JULY
04

Day 3: ICSB World Congress Opening / Healthcare and Professional Sessions

- 9:00 AM - 10:30 AM:** Official Opening Welcome Remarks at Chamber of Commerce and Industry of Berlin (IHK Berlin)
- 10:30 AM - 11:00 AM:** Coffee Break and Networking
- 11:00 AM - 12:30 PM:** Plenary Session Led by FOM
- 12:30 PM - 1:30 PM:** Working Lunch: Execution and Best Practices
- 1:30 PM - 2:30 PM:** Healthcare Session at IHK Berlin
- 2:30 PM - 2:45 PM:** Coffee Break
- 2:45 PM - 3:45 PM:** Professional Services Session at IHK Berlin
- 4:00 PM - 5:00 PM:** 10X10 Program Networking Forum with IHK Berlin Entrepreneurs
- 5:30 PM - 6:30 PM:** Boat Tour on the Spree (River of Berlin)
- 7:00 PM - 9:30 PM:** Networking Barbeque with the Bürgerschaftsbank Berlin (Trustee Bank for Entrepreneurs)
- 9:30 PM - 10:00 PM:** Return to Hotel

JULY
05

Day 4: ICSB World Congress /Cultural Day

- 9:00 AM - 12:00 PM:** World Congress Executive meetings and Workshops at IHK Berlin
- 12:00 PM - 4:00 PM:** Berlin Tour and Free Time in Berlin
- 6:00 PM - 7:00 PM:** Gala Networking Reception of the 68th ICSB World Congress at Tipi Palace in Berlin
- 7:00 PM - 7:30 PM:** Official announcement of the Berlin Declaration to promote Entrepreneurship
- 7:30 PM - 11:00 PM:** Gala Dinner with live music and small shows
- 11:00 PM - 11:30 PM:** Return to Hotel

The Eiffel Tower in Paris, France, is illuminated at night, with its golden lights reflecting on the water of the Seine River. The tower's intricate lattice structure is clearly visible against the dark sky.

2021 ICSB WORLD CONGRESS PARIS, FRANCE



The Future of Entrepreneurship: Policy and Practice

Entrepreneurship is the ability to combine creativity and innovation as it relates to the economy. A strong and sustainable economy should seek to bring out the talents of individuals and institutions in society. The challenge, however, is how do policymakers work within their respective government systems to put in place practical measures that will be embraced and understood by the people, especially those individuals and groups who may feel stuck on the margins of their society. To continue this dialog and progress made, ICSB recognizes that Entrepreneurship is not a one-size fit all policy or viewpoint.

ICSB supports the work that the Organisation of Economic Co-operation and Development (OECD) which promotes “policies that improve the economic and social well-being of people around the world.” This is done through ICSB’s association as a member of the Working Party for Small and Medium Enterprises (WPSME).



2022 ICSB WORLD CONGRESS WASHINGTON, DC



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The Entrepreneurial Revolution

Necessity is the mother of innovation, as evidenced by the current startup surge, with new businesses opening up at rapid rates across the globe. In addition, the events of 2020 brought about a global awakening to social inequities such as racial injustice, climate change, and income inequality. Creating solutions to right these societal wrongs requires constructing economic systems guided by ethics and empathy rather than individual interests. Human-centered or humane, entrepreneurship addresses the needs of both employees and society at large. With an emphasis on inclusiveness, cooperation over competitiveness, and leading humanity forward, this way of operating is making space for an entrepreneurial revolution that disrupts society as we know it.



2023 ICSB WORLD CONGRESS GWANGU, SOUTH KOREA



Entrepreneurship for Humanity & Peace

Human cooperation lies at the core of successful entrepreneurial ventures. The mutualistic exchange of commerce, recognizing needs, providing services, and supporting one another are fundamental elements that drive businesses forward. Emphasizing the importance of human cooperation and community caregiving, the 2023 International Council for Small Business (ICSB) World Congress will explore the theme of “Entrepreneurship for Humanity and Peace.” The congress, set to take place in Gwangju, South Korea, aims to highlight the significance of communal harmony for the future of micro, small, and medium enterprises (MSMEs).



ICSB WORLD CONGRESS • BERLIN

20 24

• ICSB ONE DAY •

UNIVERSITY®

WEDNESDAY, JULY 3, 2024

8 AM – 1:30 PM

PRESENTED BY THE INTERNATIONAL COUNCIL FOR SMALL BUSINESS

[ICSBCONGRESS.COM](https://icsbcongress.com)

ICSB was founded to foster innovation, entrepreneurship, and sustainable economic growth by promoting MSMEs worldwide. Over the years, we have diligently worked to connect leading experts, professors, educators, policymakers, and business leaders to create a vibrant and dynamic community dedicated to advancing MSMEs.

The ICSB One Day University represents a dynamic and significant expansion of our portfolio of services, catering to the evolving needs of professionals in the business world. This innovative initiative brings together a diverse range of experts, including distinguished educators, professors, and pioneering researchers, who will deliver insightful and comprehensive knowledge in a condensed format.

Our goal with the ICSB One Day University is to facilitate a seamless connection between academia and practical application, providing a unique learning experience for business owners, consultants, and practitioners. By condensing each session to a precise 55-minute duration, we ensure that participants receive a concentrated dose of the most cutting-edge and relevant information.



At its core, the ICSB One Day University embodies our unwavering commitment to lifelong learning and the continuous improvement of business practices worldwide. By providing a direct conduit for knowledge transfer and fostering a culture of ongoing education, we aim to empower individuals to stay ahead of the curve, drive innovation, and thrive in today's rapidly changing business environment.

WE INVITE YOU TO
EMBARK
ON THIS **EXCITING**
EDUCATIONAL
JOURNEY

We invite you to embark on this exciting educational journey with us through the ICSB One Day University –**a gateway to a world of knowledge, collaboration, and growth.**

ICSB ONE DAY UNIVERSITY PROGRAM

8:00 AM – 9:15 AM Registrations and Network Breakfast

Start your day by registering for the event and enjoying a delightful network breakfast. Meet fellow participants, speakers, and experts in a relaxed and engaging atmosphere.

9:15 AM – NOON Parallel Sessions

Dive into the heart of our program with eight parallel sessions. These sessions will cover critical topics in separate rooms, allowing you to choose the ones that align with your interests and expertise. Engage in dynamic discussions and gain insights from renowned experts.

ICSB Knowledge Core #1 Using Artificial Intelligence in Starting Your Business (ENTREPRENEUR CHATGPT)

ICSB Knowledge Core #2 Social Media Integration in New Customer Recruitment

ICSB Knowledge Core #3 New Leadership Formats for Small Businesses

ICSB Knowledge Core #4 Building a Resilient Small Business Post-Pandemic

ICSB Knowledge Core #5 Financial Management Strategies for Sustainable Growth

ICSB Knowledge Core #6 Employee Engagement & Productivity in Small Businesses

ICSB Knowledge Core #7 Navigating Regulatory Compliance for Small Business

ICSB Knowledge Core #8 Effective Networking and Partnerships for Small Business Expansion

12:00 PM - 1:30 PM Power Networking Lunch

Fuel up for the afternoon with a Power Networking Lunch. Enjoy a satisfying meal while exploring booths filled with valuable resources and information. This is an excellent opportunity to make connections and discover new opportunities.

1:30 PM Event Conclusion

As the clock strikes 1:30 pm, we'll wrap up the ICSB Morning University. We hope you've had a productive and enriching experience filled with knowledge, networking, and inspiration.

Thank you for being a part of this transformative event. We look forward to seeing you again in future ICSB endeavors!



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