

MSMES World Cup

2026 ICSB

WORLD CONGRESS

WASHINGTON, D.C.

JUNE 28 – JULY 1, 2026

Innovation Unleashed: Empowering MSMEs for a Resilient Future

Hosted by

International Council for Small Business (ICSB)

in partnership with The George Washington University School of Business

2201 G St. NW Fungler Hall Ste 315 | Washington, DC 20052 USA
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Welcome to the 2026 ICSB World Congress

Set against the backdrop of the United States’ capital, a global hub of policy, innovation, and international collaboration, this Congress will celebrate entrepreneurship as a universal force for economic empowerment, social progress, and sustainable development. Just as the World Cup unites nations through shared passion and competition, this event will bring together the global MSME community to showcase excellence, share breakthrough innovations, and champion entrepreneurship as a catalyst for inclusive prosperity worldwide.

Over four days, the ICSB World Congress brings together students, researchers, women CEOs, marketplace founders, policymakers, and seasoned entrepreneurs from around the world for an immersive program built around one shared question: how do micro, small, and medium-sized enterprises lead the way in a world of digital transformation, global shifts, and inclusive economic development?

This program is multi-track by design. You can follow a single track end-to-end, mix and match across tracks, or participate in the joint programming that draws the entire community together — the Opening Ceremony, Welcome Reception, Capitol Hill day, and the Awards Gala.

How This Program Is Organized

Each session is tagged with one or more tracks. Use the track badge in the left margin of every session block to scan for what fits your interests. Joint programming is tagged ALL.

<p>ACADEMY ICSB Academy</p> <p>10th annual student boot camp. International student teams design SDG-aligned ventures and pitch them on Capitol Hill for the Academy Cup.</p>	<p>ACADEMICS Research Track</p> <p>Competitive paper sessions and workshops covering women entrepreneurship, corporate entrepreneurship, MSME policy, innovation, inclusion, and entrepreneurship education.</p>
<p>WOMENCEO Women CEO Track</p> <p>For women leading businesses at scale. Sessions on succession, fast growth, sales, culture, and government contracting.</p>	<p>MARKETPLACE Marketplace Track</p> <p>Practitioner-led professional development for MSME leaders. Three signature programs: ABC of AI for Business, Entrepreneurial Leadership, and Innovation Management Certificate.</p>
<p>DOCTORAL Doctoral Consortium</p> <p>Workshop track for early-career researchers. Includes ICSB & JICSB Editor sessions and 'Publish Like a Machine' with Herman Aguinis.</p>	<p>ALL TRACKS Joint Programming</p> <p>Plenary sessions for the whole Congress: Opening Ceremony, Welcome Reception, Capitol Hill day, and the Awards Gala.</p>

The Week at a Glance

	SUN Jun 28	MON Jun 29	TUE Jun 30	WED Jul 1
Morning	—	Academy + Marketplace + Doctoral	WORLD CONGRESS OPENING (All)	U.S. Capitol — Panels (All)
Lunch	—	Lunch at Western Market (All)	Lunch (All)	Lunch on Capitol Hill (All)

	SUN Jun 28	MON Jun 29	TUE Jun 30	WED Jul 1
Afternoon	—	Academy field sprint • WomenCEO • Marketplace • Awards Judging	Academy • Academics papers • WomenCEO • Doctoral	Panels • ★ Academy Cup Final
Evening	Academy Welcome	Marketplace Showcase • Welcome Reception	Halcyon Site Visit (Academy) • Free Time	★ Awards Gala (All)

All Sunday programming is reserved for the ICSB Academy. Day 1 (Mon) and Day 2 (Tue) include parallel programming across tracks at GW School of Business. Day 3 (Wed) is a joint Capitol Hill day for the entire Congress.

DAY 0 • ARRIVAL & ORIENTATION Sunday, June 28, 2026

Academy-only programming. World Congress delegates arriving Sunday: see the hotels list on page 2.

ACADEMY

9:00 AM – 5:00 PM Dorm / Hotel Check-In

The Hive Hotel • The River Inn • GW campus dorms • Speakers: Academy Coordinators

Coordinators on-site to greet students, distribute welcome packets (lanyard, schedule, DC Metro SmarTrip card, t-shirt), and assist with check-in. International students arriving from the airport should contact the Academy hotline in the welcome packet.

ACADEMY

3:00 PM – 5:00 PM Foggy Bottom & Monuments Walk (Optional)

Departs from GWU University Student Center lobby

Optional 90-minute student-led walking tour for early arrivals. Route passes the World Bank, the State Department, the Watergate, the Lincoln Memorial, and the WWII Memorial — a working introduction to the city you'll be pitching in. Comfortable shoes recommended.

ACADEMY

6:00 PM – 6:30 PM Launch of the Academy Cup

The Hive Hotel Rooftop • Speakers: Ayman ElTarabishy (President & CEO, ICSB); Skye Blanks (COO, ICSB)

Welcome from ICSB leadership. Overview of the Academy mission, the Academy Cup pitch competition, and the rules of engagement. Introduction to the United Nations Sustainable Development Goals as the framework for the week.

ACADEMY

7:30 PM – 9:00 PM Team Building & Pizza Social

The Hive Hotel Rooftop

Casual welcome dinner. Meet fellow Academy students, surface shared interests around the SDGs, and form pitch teams (4–5 students per team, intentionally cross-cultural). Final team rosters confirmed before the night ends.

DAY 1 • DESIGN Monday, June 29, 2026

GW School of Business. Parallel tracks all day with joint lunch and evening reception.

8:00 AM — Morning Open

ACADEMY

8:00 AM – 8:30 AM Grab-and-Go Breakfast

Dorm / Hotel

ALL

8:00 AM – 9:00 AM Registration

GW School of Business — Main Lobby

Open registration for all Congress tracks. Pick up badge and Day 1 materials.

9:00 AM – 12:15 PM — Morning Sessions (Parallel)

ACADEMY

9:00 AM – 10:00 AM The Airplane Exercise

GW School of Business • Speakers: Academy Faculty

Hands-on team challenge: design, build, and iterate paper airplanes under tight time and material constraints. Introduces three concepts used all week — prototype quickly, learn from each flight, pivot before you run out of paper.

ACADEMY

10:00 AM – 11:00 AM Academy Session 1 — The SDG Entrepreneur: Profit, People, Planet

GW School of Business • Speakers: Ki-Chan Kim (ICSB Chair); Analia Pastran (UN Habitat / Smartly)

Foundational session on what makes an SDG-aligned business different from a traditional startup. Walk through the 17 SDGs, see real-world examples of for-profit ventures driving systemic change. Output: each team selects 1–2 anchor SDGs that will shape their venture for the rest of the week.

DOCTORAL

10:00 AM – 11:30 AM Doctoral Consortium

GW School of Business • Speakers: Ayman ElTarabishy (ICSB President & CEO / JSBM Managing Editor); Jeff Alves (JICSB Managing Editor)

Parallel doctoral track for early-career researchers. Editor-led conversations on positioning, contribution, and the publishing pipeline.

MARKETPLACE

10:00 AM – 12:00 PM Marketplace Session 1 — ABC of AI for Business Success

GW School of Business • Speakers: Patrick Petit (Director, AI & Advanced Capabilities, Integrated Data Services)

A three-part program that equips MSME leaders with the knowledge, tools, and strategic mindset needed to integrate AI into their businesses. Participants move from understanding AI as a competitive advantage, to implementing practical AI solutions in operations, customer engagement, marketing, and productivity, to advanced growth and scaling strategies for AI-driven market shifts. Real-world case studies, live demonstrations, hands-on mini projects, and peer networking. Attendees leave with actionable skills, a personalized implementation strategy, and a clear plan to position their businesses for long-term success in the AI era.

ACADEMY **11:15 AM – 12:15 PM Academy Session 2 — Ideation & Opportunity Recognition**
GW School of Business • Speakers: Norris Krueger (Senior SME Expert, OECD); Eric Liguori (Professor & Associate Dean, FSU Moran)
 Working session on spotting problems worth solving. Use the 'Five Whys' and 'Jobs to Be Done' frameworks to dig past surface-level ideas. Teams leave with 3–5 candidate problem statements anchored to their selected SDG(s).

12:15 PM – 1:30 PM — Lunch Block

ACADEMY **12:15 PM – 1:30 PM Academy Pitch Prep — Round 1: Problem Framing (Working Lunch)**
GW School of Business • Speakers: Academy Mentors
 Mentor-guided team work over lunch. Teams converge on a single venture idea and draft a one-sentence problem statement plus a target customer profile — the brief for the afternoon's customer discovery sprint.

BOARD **12:15 PM – 1:15 PM Outgoing Board Meeting**
GW School of Business
 Closed meeting of the outgoing ICSB Board of Directors.

ALL **12:15 PM – 1:30 PM Lunch at Western Market**
Western Market, GWU
 Open-format lunch with the full Congress community. Sit with someone you don't know yet.

1:30 PM – 4:45 PM — Afternoon Sessions (Parallel)

ACADEMY **2:00 PM – 4:00 PM Customer Discovery Sprint (Gallup-informed)**
Departs from GW School of Business • Speakers: Gallup Facilitators; Academy Mentors
 Signature field exercise of Day 1. After a 30-minute briefing on Gallup's strengths-based interview methodology, teams disperse into nearby DC neighborhoods (Foggy Bottom,

Dupont Circle, Georgetown, the National Mall) to conduct 8–10 short customer interviews each. Return at 3:30 PM for synthesis and debrief.

WOMENCEO

1:30 PM – 3:00 PM Women CEO Welcome and Succession Planning

GW School of Business

Women CEOs are increasingly focused on building enterprises that deliver both financial returns and an enduring legacy. Effective exit planning demands strategic foresight, robust succession frameworks, and a clear understanding of business valuation — yet only approximately 1% of women-owned businesses successfully execute an exit. This session addresses that gap with practical frameworks for governance, valuation, and successor development.

MARKETPLACE

1:30 PM – 3:00 PM Marketplace Session 2 — Entrepreneurial Leadership

GW School of Business • Speakers: Rico Baldegger (Professor, Suffolk University)

We are living in Permanent White Water: a reality where disruption is continuous, certainty is rare, and leaders are expected to perform, teach, and advise others without the comfort of stable ground. In this environment, entrepreneurial leadership is no longer just for founders — it is a critical capability for executives, educators, and consultants alike. This session provides a shared, practical framework for entrepreneurial leadership that works across classrooms, boardrooms, and advisory engagements. Participants leave with the mindset, tools, and language needed to lead themselves and others effectively when change never slows down.

AWARDS

2:45 PM – 4:45 PM Awards Judging

Closed judging session for: ICSB Global Impact Awards for Best Entrepreneurship Centers; ICSB Global Impact Awards in Entrepreneurship Educator Excellence; ICSB Global Impact Awards in Entrepreneurship Education Excellence.

MARKETPLACE

3:15 PM – 4:45 PM Marketplace Session 3 — Innovation Management Certificate

GW School of Business • Speakers: David Roach (Professor, Dalhousie University)

A certificate program guiding participants through the essential phases of the innovation journey: understanding the limitations of widely used innovation frameworks, applying a structured front-end innovation process, identifying and evaluating opportunity spaces, transforming insights into actionable innovation concepts, and connecting creativity with disciplined execution. Participants gain practical tools that can be applied immediately within startups, corporations, and entrepreneurial ecosystems. In an era of constant disruption, organizations cannot rely solely on creativity or experimentation — successful innovation requires structured thinking, disciplined exploration, and strategic alignment between opportunity and execution.

5:00 PM Onward — Evening

ICSB	<p>5:00 PM – 5:45 PM Annual General Meeting <i>GW School of Business</i> Annual General Meeting for ICSB members.</p>
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ALL	<p>5:00 PM – 8:00 PM Marketplace Showcase <i>GW School of Business — Marketplace Hall</i> Open showcase across the Marketplace Hall. Meet entrepreneurs, see real products, gather inspiration.</p>
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ALL	<p>6:00 PM – 8:00 PM Welcome Reception <i>GW School of Business</i> Join the entire World Congress community — Researchers, WomenCEOs, Marketplace exhibitors, Doctoral Consortium fellows, and policymakers. The first chance to network beyond your home track.</p>
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DAY 2 • DEVELOP Tuesday, June 30, 2026

Joint Opening Ceremony in the morning. Parallel research, Academy, WomenCEO, and Doctoral programming in the afternoon.

8:00 AM — Morning Open

ACADEMY

8:00 AM – 8:45 AM Grab-and-Go Breakfast

Dorm / Hotel

ALL

8:00 AM – 9:00 AM Registration & Coffee

Jack Morton Auditorium

9:00 AM – 12:00 PM — Joint Plenary

ALL

9:00 AM – 12:00 PM ICSB World Congress Opening Ceremony

Jack Morton Auditorium • Speakers: Ayman ElTarabishy (CEO, ICSB); Katia Passerini (President, Gonzaga); Winslow Sargeant (Past Chair); distinguished keynotes TBA

Official opening of the 2026 ICSB World Congress. Keynote speakers, ICSB leadership remarks, and kickoff for all tracks. Academy students are seated together as a delegation and introduced to the full Congress audience.

12:00 PM – 1:15 PM — Lunch

ALL

12:00 PM – 1:15 PM Lunch

GW School of Business

1:30 PM – 2:30 PM — Afternoon Block 1 (Parallel)

ACADEMY

1:30 PM – 2:30 PM Academy Session 3 — Crafting Your Value Proposition

GW School of Business • Speakers: Rita Grant (Grand Valley State); Jeffrey Alves (JICSB Editor)

Use the Value Proposition Canvas to translate yesterday's customer interview insights into a clear product or service concept. Map customer pains and gains against the proposed solution. By end of hour, every team has a one-sentence value proposition.

WOMENCEO

1:30 PM – 2:30 PM Women CEO Session — Fast Growth & Scaling / Sales Strategy and Revenue Growth

GW School of Business

Scaling rapidly demands resilient systems, leadership bandwidth, and market readiness. Women CEOs are leveraging technology, digital platforms, and strategic networks to expand operations — average revenue for women-owned businesses increased by more than 15% from 2022 to 2023. A disciplined sales strategy is foundational to long-term sustainability. Women CEOs encounter structural barriers — from talent retention to pipeline management — requiring deliberate, data-driven solutions combined with authentic leadership.

DOCTORAL

1:30 PM – 3:00 PM Publish Like a Machine with Herman Aguinis

GW School of Business • Speakers: Herman Aguinis (Professor, GWSB)

Doctoral Consortium signature workshop on academic publishing strategy. A practical roadmap for moving from defended dissertation chapters to indexed journal articles.

ACADEMICS

1:30 PM – 2:30 PM Academic Paper Session 1 — Women Entrepreneurship

GW School of Business

› **In the bar for networking: Entrepreneurship and gendered patterns of venue-specific drinking** — *Edgar Demetrio Tovar-Garcia, Isaac Dixon, Dean A. Shepherd [Competitive Paper]*

Examines whether entrepreneurship is associated with context-specific alcohol consumption in Russia. Using panel data (2000–2023) from RLMS-HSE, the study finds a positive association between entrepreneurship and drinking in restaurants/bars — stronger for women — consistent with networking and social-capital production rather than generalized increases in consumption. Implications for women entrepreneurs in networking venues.

› **Beyond Survival: The Virtuous Development Cycle of Subsistence Entrepreneurship in Chile** — *Pablo A. Farias-Gadal, Isabel E. Torres-Zapata [Competitive Paper]*

Chile's nearly two million subsistence micro-entrepreneurs are predominantly women. Using Constructivist Grounded Theory across 15 cases, the study proposes the Virtuous Development Cycle (VDC) — a four-pillar framework linking purpose, financing, digital visibility, and formalization. Operationalizes the Humane Entrepreneurial Framework in a gender-specific subsistence context and advances SDG 1, 5, and 8.

› **Reconsidering Mompreneurs' Conflicts: An Exploratory Framework from a Life-Course Perspective** — *Momoho Kikuchi [Competitive Paper]*

Conceptual paper reframing mompreneurs' conflicts as a dynamic process shaped by life-course transitions (pregnancy, childbirth, childcare) rather than a static work–family balance problem. Proposes an exploratory framework integrating roles, identities, and norms across life stages.

ACADEMICS

1:30 PM – 2:30 PM Academic Paper Session 2 — Corporate Entrepreneurship & Entrepreneurial Finance

› **Is Founder Control Always Beneficial? Governance Configuration and Startup Survival** — *Cheng-Hsi Liu, Yi-Chi Hsiao [Competitive Paper]*

Longitudinal dataset of 259 Taiwanese startups (2017–2024). Cox proportional hazards models reveal a U-shaped relationship between founder control and survival: both high and low control elevate exit risk; moderate control minimizes it. Findings suggest policy interventions should account for governance heterogeneity rather than adopt a uniform approach.

› **Bridging the ESG Data Gap: The Financial Effects of Exogenous ESG Exposure in SMEs** — *[Competitive Paper]*

Shifts the focus from ESG performance to exogenous ESG exposure. Examines how external ESG constraints — sectoral, geographic, and value-chain pressures — affect French SMEs' profitability, growth,

investment, and financing. Constructs a composite index from publicly available data; addresses endogeneity through firm and time fixed effects.

ACADEMICS

1:30 PM – 2:30 PM Academic Paper Session 3 — Entrepreneurship Skills for Tomorrow & The Future of Entrepreneurship Education

› Entrepreneurship Skills for Tomorrow — *Caroline E.W. Glackin, Xin Liu [Experience]*

An experiential teaching framework that integrates generative AI into entrepreneurship education through community-engaged, problem-based learning. Embeds AI use within authentic entrepreneurial challenges. The pedagogical contribution is a flexible, repeatable structure that lowers barriers to AI adoption while preserving core experiential learning objectives and normalizing responsible AI use.

› Teacher-Driven Institutional Change: Sustainable Adoption of Hackathons in Entrepreneurial STEM Education — *Anette Bentz, Ewald Mittelstaedt, Claudia Wiepcke, Erbil Yilmaz [Competitive Paper]*

Qualitative study of how hackathons can be sustainably embedded in formal school systems. Identifies three dimensions for sustainable adoption: alignment with teachers' professional identity, perceived instructional feasibility and risk, and institutional embedding through leadership support and collaborative structures.

2:30 PM – 3:45 PM — Afternoon Block 2 (Parallel)

ACADEMY

2:30 PM – 3:30 PM Academy Session 4 — Entrepreneurship & AI: Tools for Modern Founders

GW School of Business • Speakers: Mike Tadesse (Professor, GWSB); Jungho Suh (Professor, GWSB)

Practical hands-on workshop on using AI tools for the work of building a venture: market research, customer segmentation, financial modeling, competitor analysis, and pitch refinement. Students leave with a starter prompt library and direct experience using AI to sharpen their pitch materials.

WOMENCEO

2:45 PM – 3:45 PM Women CEO Session — HR, People and Company Culture

GW School of Business

An inclusive, purpose-driven culture is a defining competitive advantage — directly influencing retention, engagement, and resilience. While women own approximately 34% of U.S. small businesses, their companies account for only around 9.6% of total employment, signaling significant untapped potential. Practical frameworks for building people systems that scale.

ACADEMICS

2:45 PM – 3:45 PM Academic Paper Session 4 — Entrepreneurship & MSMEs Policy / MSMEs and Technology Innovation

› From Aspiration to Self-Sufficiency: Policies & Practices to Move the Needle — *Caroline E.W. Glackin, Murat Adivar [Competitive Paper]*

› AI-Driven Transformation of Media MSMEs: The Emergence of Virtual Anchors as Entrepreneurial Enablers — *Pei-Ling Lee, Hsien-Tung Tsai [Competitive Paper]*

Qualitative multiple-case approach including an in-depth study of NOWnews in Taiwan. AI anchors reduce labor dependency, enhance content scalability, and enable multilingual cross-border expansion. Positions AI as a scalable digital infrastructure that allows MSMEs to overcome resource constraints and participate in global entrepreneurial ecosystems.

ACADEMICS	<p>2:45 PM – 3:45 PM Academic Workshop 5 — Women Entrepreneurship <i>GW School of Business</i></p> <p>› The Multiplier Effect: How Women Entrepreneurs Drive Economic Development Through International Trade — <i>Tonya McNeal-Weary [Workshop, 60 minutes]</i></p> <p>Interactive workshop based on research conducted in five countries. Examines how women-led MSMEs generate disproportionately positive outcomes in job creation, supply-chain development, community investment, and cross-border innovation. Despite owning one-third of businesses globally, women-owned firms account for less than 15% of exporters. Three focused modules with case studies, table discussions, and individual action planning.</p>
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ACADEMICS	<p>2:45 PM – 3:45 PM Academic Session 6 — Inclusive Entrepreneurship & Academic Entrepreneurship</p> <p>› Migrant Women Entrepreneurship in Times of Adversity — <i>Oyedele Martins Ogundana [Competitive Paper]</i></p> <p>Investigates the lived experiences and resilience strategies of migrant African women entrepreneurs in the United Kingdom during adversity. Examines how they navigated adversity by mobilising entrepreneurial ecosystems — personal networks, government institutions, and community-based support.</p> <p>› How Soft and Hard Quality Management Practices Interact in Higher Education — <i>Abbos Utkirov [Competitive Paper]</i></p> <p>Survey-based study using Hayes' PROCESS macro. Soft Quality Management practices do not directly enhance financial performance — their effects are fully mediated by Non-Financial Performance and operationalised through Hard Quality Management systems. Introduces an AI-enabled implementation via the BrightBridge platform.</p>
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3:30 PM – 5:00 PM — Afternoon Block 3 (Parallel)

ACADEMY	<p>3:30 PM – 5:00 PM Academy Pitch Prep — Round 2: Build the Deck <i>GW School of Business • Speakers: Academy Mentors</i></p> <p>Working session with assigned mentors. Build the five-slide pitch deck, rehearse delivery, run a timed dry run. Five-slide structure: (1) Problem + SDG, (2) Customer, (3) Solution + value prop, (4) Why now / why your team, (5) The ask. By 5 PM every team has a deck ready for tomorrow.</p>
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WOMENCEO	<p>4:00 PM – 5:00 PM Women CEO Session — Women in Government Contracting <i>GW School of Business</i></p> <p>Government contracts offer a powerful avenue to diversify revenue and build credibility, yet procurement remains opaque. Women CEOs are leveraging digital platforms, partnerships, and peer networks to compete at federal, state, and local levels.</p>
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ACADEMICS	<p>4:00 PM – 5:00 PM Academic Session 7 — Innovation & Creativity</p> <p>› Entrepreneurial Innovation in Dementia Caregiving: Integrating Design Thinking, Inner Development, and AI for Sustainable Impact — <i>Sylvia Azucena Robles [Competitive Paper]</i></p> <p>An experience-based framework positioning dementia caregiving as a domain for entrepreneurial innovation. Integrates Design Thinking, Inner Development Goals, the Transactional Model of Stress and Coping, and AI-enabled technologies. Prior implementations of the VIP Idea Lab (N≈187) demonstrate significant improvements in empathy, resilience, collaboration, and innovation capacity.</p>
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ACADEMICS	<p>4:00 PM – 5:00 PM Academic Session 8</p> <p>Paper session — speakers and titles to be announced.</p>
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ACADEMICS	<p>4:00 PM – 5:00 PM Academic Session 9</p> <p>Paper session — speakers and titles to be announced.</p>
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5:30 PM Onward — Evening

ACADEMY	<p>5:30 PM – 7:30 PM ★ SITE VISIT — Halcyon Incubator (Georgetown)</p> <p><i>Halcyon House, 3400 Prospect St NW, Georgetown</i></p> <p>Visit one of the world's premier incubators for impact-driven entrepreneurs. Halcyon supports founders working in three SDG-aligned verticals — Climate, Health, and EquityTech — housed in an 18th-century Georgetown mansion. 90-minute program: facility tour, fireside chat with current Halcyon Fellows, Q&A with program staff. Walk back through Georgetown for free time and dinner. Coordinated as a confirmed group visit; advance RSVP required.</p>
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ALL	<p>7:30 PM Onward Free Time</p> <p>Suggestions: dinner in Georgetown, Kennedy Center performance, walk along the Potomac.</p>
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DAY 3 • DELIVER Wednesday, July 1, 2026

The full Congress moves to Capitol Hill. Joint programming all day, culminating in the Academy Cup and Awards Gala.

ALL

8:30 AM – 9:00 AM Group Transit: GW Business School → U.S. Capitol

Meet at GW School of Business main entrance

Group movement by Metro. Wear professional attire. Bring photo ID for security screening at the Capitol — international students bring your passport. Leave large bags at the dorm; only essentials inside the Capitol.

ALL

10:00 AM – 10:30 AM ICSB Welcome Remarks

U.S. Congress — Ways & Means Committee Room • Speakers: ICSB Leadership; Congressional host TBA

Opening of the Capitol Hill day.

ALL

10:30 AM – 11:30 AM Panel Session 1 — Small Business Testimonies

U.S. Congress — Ways & Means Committee Room

Real entrepreneurs share what U.S. policy gets right and wrong for MSMEs.

ALL

11:30 AM – 11:45 AM Coffee Break

U.S. Congress

ALL

11:45 AM – 12:45 PM Panel Session 2 — Small Business Testimonies (cont.)

U.S. Congress — Ways & Means Committee Room

ALL

12:45 PM – 1:30 PM Lunch

U.S. Congress

ALL

1:30 PM – 2:30 PM Panel Session 3

U.S. Congress — Ways & Means Committee Room

ACADEMY

2:45 PM – 4:00 PM ★ THE ACADEMY CUP — Final Pitch Competition

U.S. Congress — Ways & Means Committee Room • Speakers: Judging Panel: ICSB Leadership, Policymakers, Industry Experts

The capstone of the week. Each team presents their SDG-aligned venture (5-minute pitch + 3-minute Q&A) to a panel of judges including ICSB leadership, policymakers, and seasoned entrepreneurs. Pitches are scored on clarity of problem and SDG alignment, strength of

customer evidence, quality of value proposition, feasibility, and delivery. Winning team takes home the ICSB Academy Cup.

ALL **4:00 PM – 7:00 PM Free Time**
Suggestions: photos at the Capitol steps, the Library of Congress (next door — visitors welcome), or a return trip to the National Mall.

ALL **7:00 PM – 11:00 PM ★ ICSB Awards Ceremony & Gala**
City View Room
Closing celebration of the Congress. Award presentations (including the Academy Cup), dinner, dancing, and a panoramic view of the DC skyline. Dress: business or cocktail.

DAY 4 • DEPARTURE Thursday, July 2, 2026

BOARD

9:00 AM – 10:00 AM Incoming Board Meeting

Closed meeting of the incoming ICSB Board of Directors.

ACADEMY

Morning Optional Farewell Brunch

TBD — details in welcome packet

Informal goodbye for Academy students. Exchange contacts, take a final cohort photo, trade ideas about how to keep teams connected after Washington.

ACADEMY

Through 11:00 AM Hotel Check-Out

Hotel check-out by 11:00 AM. Academy coordinators available until 3:00 PM for transit assistance to the airport.

Venues & Logistics

Primary Venues

GW School of Business — Fonger Hall (2201 G St NW): main Congress venue for Days 1 and 2.

Jack Morton Auditorium (805 21st St NW): home of the Tuesday Opening Ceremony.

Western Market (2000 Pennsylvania Ave NW): Monday lunch venue.

U.S. Capitol — Ways & Means Committee Room: Wednesday's Capitol Hill day. Photo ID required; international attendees bring passport.

City View Room: Wednesday evening's Awards Gala.

Halcyon House (3400 Prospect St NW, Georgetown): Tuesday Academy site visit.

Hotels & Accommodation

World Congress delegates can book either or use the discounted group rates at the Congress hotel.

Option One — State Plaza Hotel

Option Two — The Hive Hotel or The River Inn at special ICSB rates

What to Bring

Business attire for Tuesday's Opening Ceremony, Wednesday's Capitol visit, and the Wednesday evening Gala. Comfortable walking shoes (Wednesday is a 15,000+ step day). Laptop or tablet. Photo ID — passport for international attendees, required for U.S. Capitol entry on Wednesday. A light layer and small umbrella (D.C. summers are humid with afternoon thunderstorms). Business cards or a printed LinkedIn QR code.

Pricing

World Congress Registration: \$699

Group registration (6+): contact congress@icsb.org for tiered pricing.

Questions? Contact us.

congress@icsb.org • icsbcongress.com

Note: times, topics, speakers, and site visits may be subject to change depending on availability and unforeseen factors.