

68th Annual



World Congress

Empowering Entrepreneurship for a Better Future



JULY 2 – 5, 2024

Berlin, Germany

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WELCOME

As we embark on a transformative journey, we are thrilled to welcome you to the 68th ICSB World Congress in Berlin in 2024. The theme for this year, "Empowering Entrepreneurship for a Better Future," serves as our north star, guiding us towards impactful change and nurturing entrepreneurial leaders amid global challenges like climate change and poverty.

Throughout this congress, we invite you to engage in meaningful discussions, share valuable insights, and forge connections with fellow entrepreneurs, scholars, and leaders from across the globe. Together, we will delve into the transformative power of entrepreneurship in driving sustainable development, fostering social inclusion, and promoting economic growth.

As we convene in Berlin, a city renowned for its rich history and entrepreneurial spirit, we have a unique opportunity to harness the innovative potential of entrepreneurship for the betterment of humanity. We can pave the way for a more prosperous and peaceful future by embracing collaboration, creativity, and compassion.

Within these sessions, we will delve into the transformative power of humane entrepreneurship. It is a call to foster an ecosystem that values empathy, compassion, and ethical practices, nurturing enterprises beyond profit-making to create a positive social impact. By highlighting the significance of humane entrepreneurship, we aim to inspire entrepreneurs, policymakers, educators, and stakeholders to embrace a people-centric approach that prioritizes well-being, diversity, and sustainable practices.

I thank Drs. Hartmut Meyer, Heinrich Meyer, Thomas Heupel, Christian Meisel, and Hans-Josef Helf for their invaluable support and dedication. Their contributions have been instrumental in bringing this event to fruition, and we sincerely appreciate their unwavering commitment to the cause of entrepreneurship. Additionally, I extend my warmest gratitude to our hosts, partners, sponsors, and the organizing committee for their dedicated efforts in making this congress a resounding success. Your unwavering support is instrumental in creating a dynamic knowledge exchange and collaboration platform.

I also warmly thank each participant for joining us in this remarkable event. Your presence and contributions hold immense value as we collectively strive to unlock the full potential of entrepreneurship for the betterment of our societies and the pursuit of peace.

Welcome to the 68th ICSB World Congress in Berlin. May this congress inspire, empower, and ignite the spirit of entrepreneurship in each of us, driving sustainable and inclusive growth for a better future.

Best Regards,

aguseda

Dr. Ayman ElTarabishy President & CEO, ICSB

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International Council for Small Business World Congress Program 2024



I am very pleased that the world's largest SME congress ICSB will be held in Berlin for the first time in 2024. It is a fitting match, since the conference motto "Empowering Entrepreneurship for a Better Future" has been actively and creatively practiced in our city for many years. With its 180,000 companies, a large number of qualified and committed specialists, the largest German start-up ecosystem, outstanding digital, health and creative industries as well as the highest research density in Germany, Berlin is one of Europe's leading business and innovation locations.

There is no better place than Berlin for stakeholders from small and medium-sized enterprises and start-ups to network successfully with those working in science, research and innovation. Our city is also the place to explore new funding opportunities or promote women's entrepreneurship. Berlin is the city of ideas: here, new ideas are conceived, new companies are founded and innovative ventures are made. In Berlin you will find out what it takes to make medium-sized companies in Germany and Europe fit for the future and how to attract the young generation to entrepreneurship. Together with the ICSB, this creates a platform that provides the best conditions for a creative, innovative exchange.

At the same time, our city is known for its cosmopolitan atmosphere and an open culture that welcomes people from all around the world. We uphold these values because they are an essential feature of our city and a key location factor for a strong and sustainable economic development.

In this spirit, I welcome the International Council for Small Business and all participants to Berlin and wish you an interesting and exciting time at the conference and in our city.

Franziska Giffey

Mayor of Berlin and Senator for Economic Affairs, Energy and Public Enterprises

Internationaler Rat für Kleinunternehmen Weltkongressprogramm 2024



Ich freue mich sehr, dass der weltweit größte Mittelstandskongress ICSB in 2024 erstmals in Berlin stattfindet. Denn in unserer Stadt wird das Konferenzmotto "Empowering Entrepreneurship for a Better Future" seit vielen Jahren aktiv und kreativ gelebt. Berlin ist mit seinen 180.000 Unternehmen, einer großen Zahl qualifizierter und engagierter Fachkräfte, dem größten deutschen Startup-Ökosystem, einer herausragenden Digital-, Gesundheits- und Kreativwirtschaft sowie der höchsten Forschungsdichte Deutschlands schon heute einer der führenden Wirtschafts- und Innovationsstandorte Europas.

Nirgendwo besser als hier in Berlin bieten sich so hervorragende Möglichkeiten für Interessen-vertreterinnen und -vertreter aus kleinen und mittleren Unternehmen und Startups, sich gewinn-bringend mit Akteuren aus Wissenschaft, Forschung und Innovation zu
vernetzen. Berlin ist auch der Ort, um neue Finanzierungsmöglichkeiten zu eruieren oder
das Thema Women-Entrepreneurship voranzutreiben. Denn Berlin ist die Stadt der
Ideen: hier wird Neues erdacht, hier wird gegründet und Innovatives gewagt. Hier finden
Sie Antworten auf die Frage, was es braucht, um mittelständische Unternehmen in
Deutschland und Europa zukunftsfähig zu machen und auch die junge Generation für das
Unternehmertum zu gewinnen. Zusammen mit dem ICSB bildet sich so eine Plattform,
die beste Bedingungen für einen kreativen, innovativen Austausch schafft.

Gleichzeitig überzeugt unsere Stadt durch ihre Weltoffenheit und ihre gelebte Willkommenskultur. Diese Werte halten wir hoch, weil sie ein Wesensmerkmal unserer Stadt sind und auch ein entscheidender Standortfaktor für eine gute und nachhaltige wirtschaftliche Entwicklung.

In diesem Sinne heiße ich das International Council for Small Business und alle Teilnehmerinnen und Teilnehmer herzlich willkommen in Berlin und wünsche Ihnen eine interessante und spannende Zeit im Rahmen der Konferenz sowie darüber hinaus in unserer Stadt.

Franziska Giffey

Bürgermeisterin und Senatorin für Wirtschaft, Energie und Betriebe des Landes Berlin

World Congress Programming



Highlights



SUNDAY, JUNE 30

Welcome

MONDAY, JULY 01

Keynote Talks

TUESDAY, JULY 02

City Tour

WEDNESDAY, JULY 03

One Day University/ Womenpreneurs

THURSDAY, JULY 04

Paper Presentations & Workshops

FRIDAY, JULY 05

Paper Presentations & Workshops

The ICSB Academy combines the best ICSB and external experts from industry and academia to share cutting edge insights and tools. This program has been curated to cultivate your entrepreneurial skills through high-impact learning. Explore transformational leadership to build the ability in yourself and your team to combat complex challenges and thrive while utilizing empathy, breakthrough innovation, and creativity. 'Glocal' strategy, a combination of

global and local, integrates you in a landscape of international opportunity with a 'local' mindset. Our panel of industry veterans are illustrating the art of management so that you can produce a deliberate and choreographed approach to execution, achieving your strategic goals in the process. Built around the philosphy that enterprises exist to service community and societal needs, the Academy will emphasize the triple bottom line: profit, people and the planet.

Womenpreneurs

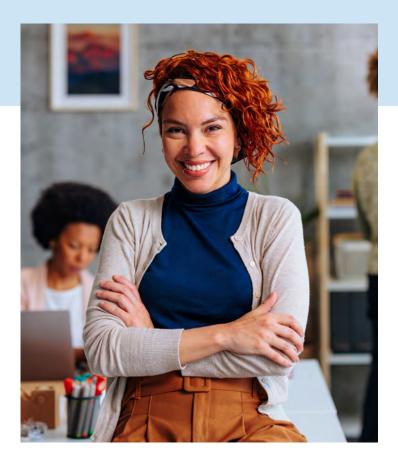
JULY 03

SESSION TOPICS

- Women Leadership Growth: Progress Amidst False Starts
- Women Leadership in Higher Education
- Women in International Development
- Role Models and Empowerment
- Capacity building in the Pacific
- Women investing in Startups
- Women in Medicine

SPEAKERS:

Maria Fernanda, Katia Passerini, Analia Pastran, Nkem Okeke, Vicki Stylianou, Simone Chlosta, Dr. Kyungrang Yang



PURPOSE

Created by and for women entrepreneurs, ICSB Womenpreneurs (WE) takes a multifaceted approach where women can grow, advance, and succeed together. Welcome to members of all stages in their career journey, this program enables attendees to build and learn from a women-dominated network of experienced leaders and awardwinning speakers. Additionally, experts will dissect issues such as overcoming impostor syndrome, finding the ideal work-life balance, and other matters affecting female self-starters.

This event is designed to uplift women entrepreneurs and educators, offering them a space to exchange stories with an international network. WE are on a mission to support and equip women with the tools and experience necessary to become successful leaders, no matter what level of career they are currently in. Our vision is that everyone involved in the ICSB World Congress is inspired by this week, connects with lifelong contacts, and walks away with a new energy to grow their careers and change the world.

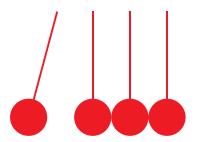
ICSB Annual World Export – 2024 Congress Ready Program

Airtifae Global Services will support SME's in the ICSB World Congress program in exporting their products and services internationally through a well-rounded and thorough training program. The purpose of attending this training program is to prepare businesses to pivot their operations and enter new markets successfully, thus providing them with a competitive advantage and the ability to reap rewards that are lesser available without internationalization.

OBJECTIVES

- To educate SME's on the benefits
 of doing business internationally
 and how to become "international
 ready" and position themselves in a
 competitive market.
- To support SME's in expanding their products and services internationally to strategic countries from our selective network.
- Identify international partners to do business with SME's who are looking to export their products and services to the United States.

June 27 MSMEs DAY



GALVANIZING MSMES WORLDWIDE BY SUPPORTING WOMEN AND YOUTH ENTREPRENEURSHIP AND RESILIENT SUPPLY CHAINS

The United Nations General Assembly designated 27 June as "Micro-, Small, and Medium-sized Enterprises Day" (A/RES/71/279) to raise awareness of the tremendous contributions of micro-, small and medium-sized enterprises (MSMEs) to the achievement of the United Nations Sustainable Development Goals (SDGs).

MSMEs and self-employed workers serve a core function in the development of economies. Globally, they represent about 90 percent of all businesses and account for over two-thirds of employment. If adequately supported, they can effectively contribute to the structural transformation of economies and drive inclusive, sustained, and equitable economic growth and jobs.

However, multiple simultaneous shocks and crises have disturbed the global working environment for entrepreneurs and MSMEs. In addition, conflicts, commodity dependence, geopolitical tensions, and pandemics drive social and economic instability, making MSMEs extremely vulnerable to rising inflation and supply chain disruptions.

Among the most vulnerable, women- and youthowned enterprises are often at risk of external shocks. This is when the percentage and overall number of business formations by women and youth are increasing worldwide. However, facing limited access to affordable finance, capacitybuilding support, partnership networks, and global markets, women and young entrepreneurs need help to overcome the numerous challenges that frequently stifle the growth of their businesses, confining many of them to informality or necessity entrepreneurship.

Policies that strengthen capacities and support MSMEs development and entrepreneurship for women and youth need to be at the forefront to address those challenges, lower and remove barriers, and provide an operating environment for women- and youth-owned businesses to grow, thus contributing to the full achievement of SDGs 1, 4, 5, 8, 9, 10 and the "leave no one behind" promise of the 2030 Agenda for Sustainable Development and its Sustainable Development Goals (SDGs).

This MSMEs day will also focus on supporting resilient supply chains to ensure workers and the environment benefit. Supply chains are a critical

component of global trade and commerce, and conflicts, disasters, and pandemics can quickly impact their functioning, increasing costs and making transactions more difficult.

In addition, competition and concentration of critical operations in international supply chains can pressure suppliers who are pushed to cut costs to stay in business. Poor working conditions, lack of workers' representation, unfair wages, unsafe working environments, and reduced attention to

environmentally-sound practices generate adverse outcomes. A human-centered approach is needed to help improve these conditions.

Practices that result in environmental degradation and compromise working conditions will ultimately affect MSMEs and the communities they serve. Therefore, policymakers and businesses must join forces to ensure economically viable, socially, and environmentally sustainable supply chains.

International MSMEs Day

The International MSMEs Day, observed on June 27th every year, provides an opportunity to highlight the crucial role of MSMEs in sustainable development and advocate for policies that support their growth. The United Nations General Assembly designated June 27th as the International Day for MSMEs in recognition of the importance of MSMEs in promoting economic growth and job creation. Argentina proposed the Day with the International Council for Small Business (ICSB).















SME WORLD FORUM 2024 KUALA LUMPUR, MALAYSIA

November 27th - 30th, 2024

The SME World Forum Kuala Lumpur 2024 will bring together some of the most creative and emphatic world leaders in the business world, policy makers, SME business owners, entrepreneurs, academic, women and youth. This World Forum will be hosted by ICSB Malaysia Networks, with the support of Malaysian Govt & other Partners. This event will take place from November 27 to November 30, 2024 in Kuala Lumpur, Malaysia.

The SME World Forum Kuala Lumpur 2024 aims to address issues impacting sustainable growth including ESG, Energy Transition, Sustainability, Innovation, Digitalisation & AI.

The Forum will target five key segments: Private Sector Companies, Startups, Policy Makers, Academic Sector, Oil, Gas & Energy sector with special dedicated sessions on youth and women entrepreneurship.



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The SME World Forum Kuala Lumpur 2024 aims to address issues impacting sustainable growth including ESG, Energy Transition, Sustainability, Innovation, Digitalisation & AI.

For more information and registration, visit our official website:

SMEWorldForum.org



WHAT IS IT?

SME World Forum is a preeminent event providing guidance, training, and networking opportunities for small businesses and entrepreneurs.

WHO IS IT FOR?

Anyone with entrepreneurial passion or interest is encouraged to attend. Alongside members of the local academic community, entrepreneurs, and small businesses we are expanding this year's Forum to invite researchers from all over the world to join us and participate in the forum for a global dialog.

WHY WAS IT CREATED?

We are gathering together in order to support and celebrate the resilient small business and entrepreneurial community.

HOW CAN YOU PARTICIPATE?

Join the event in-person or online as an attendee, speaker, volunteer, or sponsor.



SME WORLD FORUM 2023 BAKU, AZERBAIJAN

The Small and Medium-sized Enterprises World Forum (SME World Forum) in collaboration with the International Council of Small Business (ICSB) recently took place in Baku, Azerbaijan. This event brought together business professionals, small business owners, legislators, researchers, educators, and individuals from various sectors to share their creativity and innovative ideas.

Hosted by the Small and Medium Business Development Agency of Azerbaijan (KOBiA), the SME World Forum 2023 was a remarkable gathering of influential leaders from both the academic and business communities. Participants explored new possibilities and discussed strategies to support and empower small and medium-sized enterprises.

INTERNATIONAL COUNCIL FOR SMALL BUSINESS

The International Council for Small Business (ICSB) is an organization dedicated to providing knowledge, information on new developments, and useful resources to micro, small, and medium-sized enterprises to inspire growth and profitability.

The mission of the ICSB is to advance entrepreneurship worldwide by developing research skills, offering opportunities for career advancement, organizing live events, and initiating partnerships with community groups.









SUNDAY, JUNE 30

6:00 PM - 8:00 PM PM: ICSB Academy Opening Session, Paper Plane Workshop & Dinner

Speaker: Ayman ElTarabishy **Tracks:** Academy

6:00 PM - 11:59 AM Berlin Euro Cup Championship Watch Party and Team Building

Tracks: 10 X 10, Academics, Womenpreneurs

8:00 PM - 11:59 PM Join the party for the EM Public Viewing Championship

Location: FOM Building Tracks: Academy

MONDAY, JULY 01

9:00 AM - 12:00 PM Empowering Entrepreneurship in a Federalist State System

Keynote Talks - INVITE ONLY

Tracks: 10 X 10

9:00 AM - 9:45 PM Navigating Entrepreneurship: Keys to Success

Speaker: Jungho Suh Tracks: Academy

9:45 AM - 10:45 AM Ecosystem Development and Identifying Community Needs

Speaker: Maria Fernanda **Tracks:** Academy

10:45 AM - 12:00 PM The Social Business Model Canvas

Tracks: Academy

12:00 PM - 2:00 PM Lunch

Location: August-Bebel-Str. 26-53, 14482 Potsdam, Germany

Tracks: Academy, 10 X 10

12:00 PM - 2:00 PM Visit to Babelsberg Entrepreneurial Media Center and Film Studios

• Reception by Media-Center Management and political officials

• Visit of Film Studios

• Presentation of Future Media Management and Artificial Intelligence

Key Note Talks

Location: August-Bebel-Str. 26-53, 14482 Potsdam

Tracks: Academy, 10 X 10

6:00 PM - 10:00 PM Joint German Beer Dinner in Babelsberg with Managers of Start-Up

Companies and Experts

Tracks: Academy, 10 X 10

TUESDAY, JULY 02

7:30 AM - 6:00 PM Magdeburg – City Center

Tracks: 10 X 10

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

Tracks: Academy

9:00 AM - 12:00 PM Innovation Design Challenge Lectures and Workshops as part of

the European Unions Education for Climate Coalition
Led by: Prof. Dr. Dipl.-Ing. Friebe & CIBE Team (Center for

Innovation, Business Development & Entrepreneurship at FOM)

*The Day is Supported by the EU and FOM

Tracks: Academy

9:00 AM - 6:00 PM Option Two: City Tour for participants and free time in Berlin

Guide Provided

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

Tracks: 10 X 10 State Representatives

Tracks: 10 X 10

12:00 PM - 1:00 PM Lunch at FOM

Tracks: Academy

1:00 PM - 3:00 PM Innovation Design Challenge Continued

Speaker: Michael Friebe Tracks: Academy

3:00 PM - 4:00 PM The Art of Pitching and Presenting

Speaker: Emmanuel Moges Tracks: Academy

4:00 PM - 5:00 PM Academy Teams Consult Experts

Tracks: Academy

5:00 PM - 11:00 PM Leisure time and site seeing in Berlin,

Enjoy Dinner Independently

Tracks: Academy

WEDNESDAY, JULY 03 - MORNING

9:00 AM - 1:00 PM	One Day University
9:00 AM - 12:00 PM	Academy Marketing and Finances Workshops Tracks: Academy
9:00 AM - 10:30 AM	Introduction to 10X10 Program & Doing Business Abroad (Part 1) Tracks: 10 X 10
10:30 AM - 10:45 AM	Coffee Break Tracks: 10 X 10
10:45 AM - 11:15 AM	Healthcare Session Tracks: 10 X 10
11:15 AM - 11:30 AM	Coffee Break Tracks: 10 X 10
11:30 AM - 12:45 PM	Current Challenges of the Hospitality and Tourism Industry, and How to Target These Challenges Tracks: $10\mathrm{X}10$
12:00 PM - 1:00 PM	Meet with Academy Team Coaches and Refine Your Solutions Tracks: Academy
12:00 PM - 1:00 PM	Outgoing Board Meeting (Working Lunch)
1:00 PM - 2:00 PM	Lunch at FOM
2:00 PM - 5:00 PM	Womenpreneurs Tracks: Academics, Womenpreneurs
1:00 PM - 2:00 PM	Lunch Tracks: 10 X10

Academy City Rally Tracks: Academy

2:00 PM - 5:00 PM

THURSDAY, JULY 04

8:00 AM - 9:00 AM Doctorial Consortium

Speaker: Susana C. Santos

9:00 AM - 4:30 PM Marketplace

Location: IHK Building Tracks: Academy, 10X10, Academics

9:00 AM - 9:30 AM Official Opening Welcome Remarks

Speakers: Hartmut Meyer, Ayman ElTarabishy, Thomas Heupel,

Christian Meisel, Ki-Chan Kim

Tracks: Academy, 10X10, Academics

9:30 AM - 10:30 AM Leading Germany Representatives of Entrepreneurship

Speakers: Stefan Striezel, Matthias Bianci **Tracks:** Academy, 10X10, Academics

10:30 AM - 11:00 AM Coffee Break

Tracks: Academy, 10X10, Academics

11:00 AM - 12:00 PM Plenary Session: Empowering Entrepreneurship for a Better Future

Speakers: Joon Oh, Winslow Sargeant, Chantal Line Carpentier

Tracks: Academy, 10X10, Academics

12:00 PM - 1:00 PM Explore Startups and Established Companies at the ICSB

Marketplace Showcase

Location: IHK Building Tracks: Academy, 10X10, Academics

12:00 PM - 1:00 PM Lunch

Location: IHK Building Tracks: Academy, 10X10, Academics

1:00 PM - 2:00 PM Working Lunch: Prepare to Present with Teams, Coaches, and Mentors

Location: IHK Building **Tracks:** Academy

1:00 PM - 2:00 PM Plenary Workshop: Evolving Knowledge: Open Access, AI, and the

Journey of Research

Publishing by: Matthew Derbyshire, Global Portfolio Director – Social

Science journals, Routledge, Taylor & Francis Group Moderated by: Ayman ElTarabishy, President & CEO, ICSB Location: IHK Building Tracks: Academics, Academy

12:30 PM - 1:30 PM Plenary Workshop: Cop 29 - Road to Baku

Topics covered: Action for Climate Empowerment & Children and Youth, Adaptation and resilience, Capacity-building, Climate Finance, Climate

Technology Cooperative activities and SDGs

Speakers: Chantal Line Carpentier, Joon Oh

Tracks: Academics, Academy

THURSDAY, JULY 04

2:15 PM - 3:15 PM

1:00 PM - 2:00 PM Plenary Workshop: Leadership in Academic Institutions -**Challenges & Opportunties** Speakers: Katia Passerini, Simone Chlosta, Analia Pastran, Vanessa Perry Tracks: Academy, Academics 1:15 PM - 2:15 PM 10X10 Program Execution and Best Practices (Part 2) Tracks: 10 X10 2:00 PM - 5:00 PM **Entrepreneurship Center Visit Tracks:** Academy 2:15 PM - 3:15 PM Academic Sessions 1: Digital Entrepreneurship **Speakers:** Sadiq Sohail, Albena Pergelova, Desislava Yordanova, Ewald Mittelstaedt, Lisa-Marie Puetz **Tracks:** Academics 2:15 PM - 3:15 PM **Academic Sessions 2: Ecosystems and National Innovation Systems** Speakers: Kimberly Gramm, Susana C. Santos, Maqsood Sandhu, Tatyana Tsukanova Tracks: Academics, Ecosystems & National Innovation Systems 2:15 PM - 3:15 PM Academic Sessions 3: Intrapreneurship & Productive Entrepreneurship Speakers: Toshimitsu Abe, Paolo Roffia, Thomas Henschel Tracks: Academics, Intrapreneurship & Productive Entrepreneurship 2:15 PM - 3:15 PM Academic Sessions 4: Entrepreneurship Skills for Tomorrow Speakers: Aileen Hunter, Hsiao Lan Hu, Chun-Chuan Wang, Yen-Chun Wu, Yu-Shan Chen, Sylvia Azucena Robles Tracks: Academics 2:15 PM - 3:15 PM **Professional Services Session** Location: IHK Building Tracks: 10x10 2:15 PM - 3:15 PM Workshop #1: SME World Forum: Imagine Malaysia Led by: Mr. Zakaria Taib, ICSB Board Member and Prof Azizi from Universiti Malaysia Kelantan Tracks: Academics, Workshop, SME World Forum

Led by: Mr. Jack Yao and Dr. Kichan Kim **Location:** FOM Building **Tracks:** Academics, Workshop

Entrepreneurship

Workshop #2: ISO 9001 toward The ISO Standardization on Human

THURSDAY, JULY 04

2:15 PM - 3:15 PM	Academic Session 5: Youth Entrepreneurship & Micro Businesses Speakers: Atsuki Tanaka, Rico Baldegger, Dominque Lamb Commissioner@Qsbc.Qld.Gov.Au, Luke Forster Tracks: Academics, Youth Entrepreneurship
1:30 PM - 1:45 PM	Academic Session 27: Academic Entrepreneurship Speakers: Fatimata A. Ly-Baro; Anette Bentz Tracks: Academics, Academic Entrepreneurship
1:30 PM - 1:45 PM	Coffee Break Location: IHK Building Tracks: Academics
2:15 PM - 3:15 PM	Vocational Integration as the Key to Successful Immigration: What Policy-makers, Educational Institutions and Companies Can Do Speakers: Mrs. Prof. Dr. Susan SeeberMr. Mohamed Alioua
3:15 PM - 4:15 PM	10 X 10 Program Networking Forum Location: IHK Building Tracks: 10x10
3:15 PM - 4:45 PM	Workshop 4: Ecosystems and National Innovation Systems Speaker: Stephane Foliard Tracks: Academics, Ecosystems & National Innovation Systems
3:15 PM - 4:45 PM	Workshop 5: The Future of Entrepreneurship Education Speaker: Michael Dominik Tracks: Academics, The Future of Entrepreneurship Education
3:45 PM - 4:45 PM	Global Award - Entrepreneurship Programs - Undergraduate & Graduate Speaker: Raphael Gaudert Tracks: Academics, Global Award
3:45 PM - 4:45 PM	Global Award - Entrepreneurship Educator Award Speaker: Mark Gruber, Craig Armstrong, Sylvia Azucena Robles, Jill Martin (Award Finalist Online) Tracks: Academics, Global Award
3:45 PM - 4:45 PM	Global Award - Entrepreneurship Center Global Impact Award Speaker: Afshana Choudhury Tracks: Academics, Global Award
2:15 PM - 3:15 PM	Academic Sessions 7: Green Entrepreneurship Speakers: Yu-Shan Chen, Yen-Chun Wu, Akriti Chandra, Marco Dante Biscaro Tracks: Academics
2:00 PM - 3:00 PM	Workshop 7: The Future of Entrepreneurship Education Speaker: Ewald Mittelstaedt

Tracks: Academics, Workshop, The Future of Entrepreneurship Education

8:00 AM - 8:30 AM AGM Meeting

9:00 AM - 4:30 PM Marketplace

Location: IHK Building Tracks: 10X10

9:00 AM - 12:00 PM Workshop 6: How to Publish in The Journal for Small

Business Management (JSBM) and the Journal for the

International Council for Small Business (JICSB)

Speakers: Ayman ElTarabishy, Eric Liguori, Katia Passerini,

Jeffrey Alves

Tracks: Academy, Workshop

9:00 AM - 10:00 AM Future of Entrepreneurship Workshops

Speaker: Hartmut Meyer **Tracks:** Academy

9:00 AM - 10:00 AM Academic Sessions 8: Ecosystems and National Innovation Systems

Speakers: Margaret Sheng, Ewald Mittelstaedt

Tracks: Academics, Ecosystems and National Innovation Systems

9:00 AM - 10:00 AM Academic Sessions 9: Green Entrepreneurship &

Sustainable Development Goals

Tracks: Academics

9:00 AM - 10:00 AM Academic Session 10: Entrepreneurial Finance & Entrepreneurship

& Platforms

Speakers: Fernando Angulo-Ruiz; Carlos DaSilva

Tracks: Academics, Entrepreneurial Finance, Entrepreneurship &

Platforms

9:00 AM - 10:00 AM Workshop 8: Entrepreneurship Centers, Co-Working Spaces,

and Accelerators

Speakers: Nozipho Ndlovu, Madeleine Alves

Tracks: Academics, Entrepreneurship Centers, Co-Working

Spaces, and Accelerators

9:00 AM - 10:00 AM Workshop 3: Digital Entrepreneurship

Tracks: Academics, Digital Entrepreneurship

9:00 AM - 10:00 AM Academic Sessions 6: The Future of Entrepreneurship Education

Speakers: Fumiyo FS Seimiya, Hiroshi Nozawa (Online Presenter), Eva M.

Cabán-García

Tracks: Academics, The Future of Entrepreneurship Education

9:00 AM - 10:00 AM Doctorial Consortium

Speaker: Susana C. Santos Tracks: Doctorial Consortium

10:15 AM - 12:30 PM Independent Pitch Finalization Prep

Tracks: Academy

10:15 AM - 11:15 AM Academic Sessions 12: Women Entrepreneurship

Speakers: Atsushi Kato, Toda Eriko (Online Presenter)

Tracks: Academics, Women Entrepreneurship

10:15 AM - 11:15 AM Academic Sessions 13: Sustainable Development Goals

Speakers: Mickael Geraudel, Ching-Hsun Chang;, Yu-Shan Chen,

Yen-Chun Wu, Kyle Lyon

Tracks: Academics, Women Entrepreneurship

10:15 AM - 11:15 AM Academic Sessions 14: Family Business

Speakers: Sudhir Kumar Jain, Susana C. Santos

Tracks: Academics, Family Business,

Entrepreneurship Skills for TomorrowEntrepreneurship

10:15 AM - 11:15 AM Academic Sessions 15: Humane Entrepreneurship & Green

Entrepreneurship

Location: Frank Marshall, Ki-Chan Kim, Zong-Tae Bae, Nathan

Greidanus; Winslow Sargeant

Tracks: Academics, Humane Entrepreneurship, Green Entrepreneurship

10:15 AM - 11:15 AM Academic Sessions 16: Inclusive Entrepreneurship &

Social Entrepreneurship

Speakers: Javid Nafari, Benson Honig, Fernando Angulo-Ruiz

Tracks: Academics,

Inclusive Entrepreneurship, Social Entrepreneurship

10:15 AM - 11:15 AM Academic Sessions 11: Innovation & Creativity

Speakers: Julneth Rogenhofer, Carlos Martin-Rios, Unathi Mercy

Lutshaba, André Wölfle, Amy-Louise Shelver **Tracks:** Academics, Innovation & Creativity

11:30 AM - 12:30 PM Workshop 9: Youth Entrepreneurship

Speaker: Ibrahim Al Balushi

Tracks: Academics, Workshop, Youth Entrepreneurship

11:30 AM - 12:30 PM Academic Sessions 17: Green Entrepreneurship & Sustainable

Development Goals

Speakers: Wooseok Jin, Ji Eun Kim

Tracks: Academics, Entrepreneurship & MSMEs in Rural Economies, Entrepreneurship & MSMEs Policy, Entrepreneurship & MSMEs in

Developing Regions

11:30 AM - 12:30 PM Academic Session 18: Entrepreneurship Centers, Co-Working

Spaces, and Accelerators & The Future of Work

Speakers: Carlos DaSilva, Chun-Chuan Wang; Hsiao Lan Hu,

Yu-Shan Chen, Susana C. Santos

Tracks: Academics, Entrepreneurship & MSMEs in Rural Economies,

Entrepreneurship & MSMEs Policy, Entrepreneurship & MSMEs in

Developing Regions

11:30 AM - 12:30 PM Worshop 10: Youth Entrepreneurship

Speaker: Thomas Henschel

Track: Academics, Workshop, Youth Entrepreneurship

11:30 AM - 12:30 PM East Meets West in Entreprepreneurship

Speaker: Rico Baldegger, Jeffrey Alves, Ayman ElTarabishy, Ki-Chan Kim

Tracks: Academics

11:30 AM - 12:30 PM Academic Sessions 19: Academic Entrepreneurship

Speakers: Olimpia Rosales, Zong-Tae Bae, Unathi Mercy Lutshaba

Track: Academics, Academic Entrepreneurship

11:30 AM - 12:30 PM Academic Sessions 20: Corporate Entrepreneurship

Speakers: Jairo Orozco, Gabor Nagy, Shivani **Track:** Academics, Corporate Entrepreneurship

11:30 AM - 12:30 PM Academic Sessions 21: Entrepreneurship & MSMEs in

Developing Regions

Speakers: Sidika Basci, Yoshiko Miura Online Presenter,

Oghenekome Umuerri

Track: Academics, Entrepreneurship & MSMEs in Developing Regions

11:30 AM - 12:30 PM Academic Session 29: Entrepreneurship Centers, Co-Working Spaces,

and Accelerators & The Future of Entrepreneurship Education

Speakers: Nozipho Ndlovu, Ewald Mittelstaedt

Track: Academics, Entrepreneurship Centers, Co-Working Spaces,

Accelerators & The Future of Entrepreneurship Education

12:45 PM - 1:45 PM Lunch

Track: Academy, 10 X 10, Academics

12:45 PM - 1:45 PM Incoming Board Meeting (Working Lunch)

2:00 PM - 3:30 PM ICSB Academy Judging

Track: Academy

2:00 PM - 3:00 PM Academic Sessions 22: Entrepreneurship & Covid-19 Impact &

Sustainable Development Goals

Speakers: Julien Bazile, Franck Duquesnois, Fatimata A. Ly-Baro,

Justin Lyon

Tracks: Academics, Entrepreneurship & Covid-19 Impact, Sustainable

Development Goals Development Goals

2:00 PM - 3:00 PM Academic Sessions 23: Women Entrepreneurship

Speakers: Yi-Wen Chen, Rosalie Douyon, Robert Phillips

Tracks: Academics, Women Entrepreneurship

7:30 PM - Open

2:00 PM - 3:00 PM	Academic Sessions 24: Micro Business & Entrepreneurship Centers, Co-Working Spaces, and Accelerators Speakers: Leon Schjoedt, Akriti Chandra, Lucia Zurkinden Tracks: Academics, Micro Business, Entrepreneurship Centers, Co-Working Spaces, and Accelerators
2:00 PM - 3:00 PM	Academic Sessions 25: Innovation & Creativity Speakers: Angelo Dossou Yovo, Othman Alshahrani, Noah Bellwald Tracks: Academics, Innovation & Creativity
2:00 PM - 3:00 PM	Academic Sessions 26: Family Business Speakers: Börje Boers, Adrian Ade, Thomas Henschel, Michael Kuttner, Andrea Minetti Tracks: Academics; Family Business
2:00 PM - 3:00 PM	Academic Sessions 28: Ecosystems and National Innovation Systems & Entrepreneurship Skills for Tomorrow Speakers: Sang Myung Lee, Jaeseok Lee, Ibrahim Al Balushi Tracks: Academics, Ecosystems and National Innovation Systems, Entrepreneurship Skills for Tomorrow
3:15 PM - 4:00 PM Tracks: Academy, VIPs, Academics	Closing Ceremony with Keynote Talk Location: IHK Building
5:15 PM - 5:30 PM	Shuttles
6:00 PM - 7:00 PM	Gala Reception of the 68th ICSB World Conference Location: Tipi Palace in Berlin (next to the Reichstag), Tipi Events
7:00 PM - 7:30 PM	Official announcement of the Berlin Declaration to Promote Entrepreneurship Location: Tipi Palace in Berlin (next to the Reichstag), Tipi Events

Gala Dinner and Party with Live-Music and Small Shows

Location: Tipi Palace in Berlin (next to the Reichstag), Tipi Events



Signature Gala



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South Korea is known for its highly developed economy, which has undergone significant growth and transformation over the past few decades. As a result, South Korea is now considered one of the world's most prosperous and dynamic economies, with a strong focus on innovation, technology, and exports. Research has attributed Korea's economic success to several factors: its government monetary policy, entrepreneurial business owners, a productive labor force, an education-oriented Confucian culture, and favorable international trade. This paper focuses on Korea's global emergence through a historical exploration of Confucian influence and the teachings of renowned Korean philosopher Nammyeong Jo Shik. Our article proposes that Jo Shik is the father of Korean entrepreneurship. Jinju City, where Jo Shik promulgated his most influential teachings, may be the birthplace of Korean entrepreneurship. This city is the home of the first-generation founders of Korea's leading global companies, such as Samsung, LG, GS, and Hyosung Corporation.

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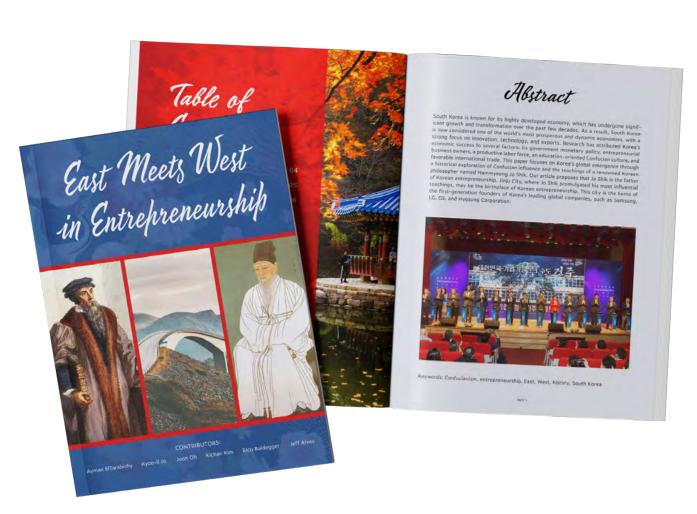
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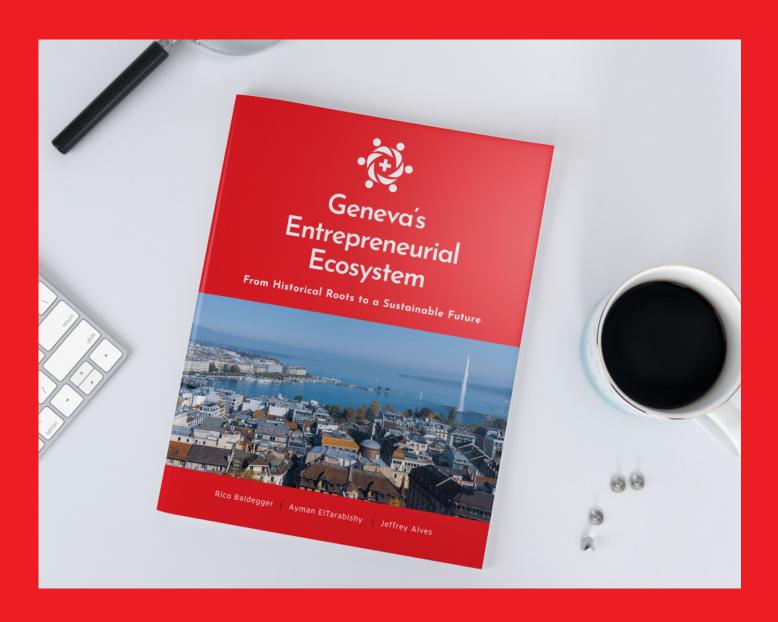














Rico Baldegger

Dean and Professor

School of Management Fribourg

(HEG-FR), HES-SO



Ayman ElTarabishy
President & CEO, ICSB Department
of Management, George Washington University, Washington, DC,
USA



Jeffrey Alves
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TOP 10 TRENDS FOR 2024

Micro, Small, and Medium-Sized Enterprises Established as the Core Engine for Growth and Optimism throughout the Global Economy

- 1. MSMEs Forming Collaborative Alliances
- 2. Peace for Economic Development and Prosperity
 - 3. Artificial Intelligence and GEN AI
 - 4. Agribusiness and Agtech for MSMEs
 - 5. Delivery Economy and Agility of MSMEs
 - 6. Circular Economy Business Models
 - 7. The Evolution of WomenPreneurs
- 8. Humane Entrepreneurship: Coaching and Mentoring of Employees
 - 9. Tourism and Sports for MSMEs Development and Growth
 - 10. Access to Sustainable Finance for MSMEs





THE HISTORY OF ICSB

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. Microsmall 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.

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