



International Council
for Small Business
Advancing Entrepreneurship Worldwide

68th Annual



ICSB

World Congress

*Empowering Entrepreneurship
for a Better Future*



JULY 2 – 5, 2024

Berlin, Germany

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ICSB
World Congress



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,
Dr. Ayman ElTarabishy
President & CEO, ICSB

*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 Interessenvertreterinnen und -vertreter aus kleinen und mittleren Unternehmen und Startups, sich gewinnbringend 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 philosophy 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 award-winning 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

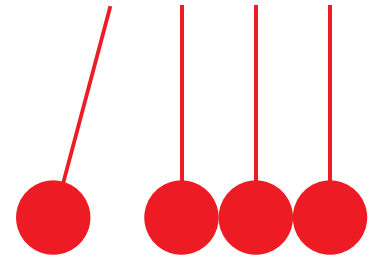
Airtifae Global Services will support SME's in the ICSB World Congress program in exporting their products and services internationally through a well-rounded and thorough training program. The purpose of attending this training program is to prepare businesses to pivot their operations and enter new 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 youth-owned 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, capacity-building 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.



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.

For more information and registration, visit our official website:

SMEWorldForum.org

SME World Forum 2023



**2023 SME World Forum:
Baku, Azerbaijan**

Nov. 2023 ,16-13

Acknowledgement



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.



World Congress Agenda



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 State Representatives**
Tracks: 10 X 10
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 |
| 10:45 AM - 11:15 AM | Healthcare Session
Tracks: 10 X 10 |
| 11:15 AM - 11:30 AM | Coffee Break |
| 11:30 AM - 12:45 PM | Current Challenges of the Hospitality and Tourism Industry, and How to Target These Challenges
Tracks: 10 X 10 |
| 12:00 PM - 1:00 PM | Meet with Academy Team Coaches and Refine Your Solutions
Tracks: Academy |
| 1:00 PM - 2:00 PM | Lunch at FOM |
| 2:00 PM - 5:00 PM | Womenpreneurs
Tracks: Academics, Womenpreneurs |
| 3:00 PM - 5:00 PM | Academy City Rally
Tracks: Academy |

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

- 1:00 PM - 2:00 PM** **Plenary Workshop: Leadership in Academic Institutions - Challenges & Opportunities**
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
- 2:15 PM - 3:15 PM** **Workshop #2: ISO 9001 toward The ISO Standardization on Human Entrepreneurship**
Led by: Mr. Jack Yao and Dr. Kichan Kim
Location: FOM Building **Tracks:** Academics, Workshop

THURSDAY, JULY 04

- 2:15 PM - 3:15 PM** **Academic Session 5: Youth Entrepreneurship & Micro Businesses**
Speakers: Atsuki Tanaka, Rico Baldegger, Dominique Lamb, Luke Forster
Tracks: Academics, Youth Entrepreneurship
- 1:30 PM - 1:45 PM** **Academic Session 27: Academic Entrepreneurship**
Speakers: Fatimata A. Ly-Baro, Anette Bentz, Claudia Wiepcke
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 Seeber, Mr. 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, Claudia Wiepcke
Tracks: Academics, Workshop, The Future of Entrepreneurship Education

FRIDAY, JULY 05

- 7:30 AM - 8:30 AM** **Outgoing and Incoming Board Meeting**
- 9:00 AM - 4:30 PM** **Marketplace**
Location: IHK Building **Tracks:** 10X10
- 9:00 AM - 10:00 AM** **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 & MSMEs and Technology Innovation**
Speakers: Ewald Mittelstaedt, Claudia Wiepcke, Surin Kim (Online Speaker)
Tracks: Academics, Ecosystems and National Innovation Systems
- 9:00 AM - 10:00 AM** **Academic Sessions 9: Green Entrepreneurship & Sustainable Development Goals**
Speakers: Carlos Martin-Rios, Denise Elaine Fletcher, Eric Mike Mc Laren
Tracks: Academics
- 9:00 AM - 10:00 AM** **Academic Session 10: Entrepreneurial Finance & Entrepreneurship & Platforms**
Speakers: Fernando Angulo-Ruiz, Carlos DaSilva, Cesar Bandera
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

FRIDAY, JULY 05

- 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, Eriko Toda (Online Presenter), Roshni Narendran (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
Tracks: Academics, Women Entrepreneurship
- 10:15 AM - 11:15 AM** **Academic Sessions 14: Family Business & Ecosystems and National Innovation Systems**
Speakers: Sudhir Kumar Jain, Susana C. Santos, Andris Ozols, Lecturer, Riga Technical University
Tracks: Academics, Family Business, Entrepreneurship Skills for Tomorrow Entrepreneurship
- 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 & Women Entrepreneurship**
Speakers: Javid Nafari, Benson Honig, Fernando Angulo-Ruiz
Tracks: Academics, Inclusive Entrepreneurship, Social Entrepreneurship

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- 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, Rubén Ascúa
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: Entrepreneurship & MSMEs in Rural Economies & Entrepreneurship & MSMEs Policy & Entrepreneurship & MSMEs in Developing Regions**
Speakers: Wooseok Jin, Ji Eun Kim, Samuel Olutuase
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, Daniel Nauck
Tracks: Academics, Entrepreneurship & MSMEs in Rural Economies, Entrepreneurship & MSMEs Policy, Entrepreneurship & MSMEs in Developing Regions
- 11:30 AM - 12:30 PM** **Workshop 10: Youth Entrepreneurship**
Speaker: Thomas Henschel
Track: Academics, Workshop, Youth Entrepreneurship
- 11:30 AM - 12:30 PM** **East Meets West in Entrepreneurship**
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

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- 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 Umuerrri
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 - 1:15 PM** **AGM Meeting**
- 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
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

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- 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, Rubén Ascúa
Tracks: Academics, Ecosystems and National Innovation Systems, Entrepreneurship Skills for Tomorrow
- 3:15 PM - 4:00 PM** **Closing Ceremony with Keynote Talk**
- 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
- 7:30 PM - Open** **Gala Dinner and Party with Live-Music and Small Shows**
Location: Tipi Palace in Berlin (next to the Reichstag), Tipi Events



Signature Gala



FRIDAY, JULY 05

VENUE



TIPI

AM KANZLERAMT

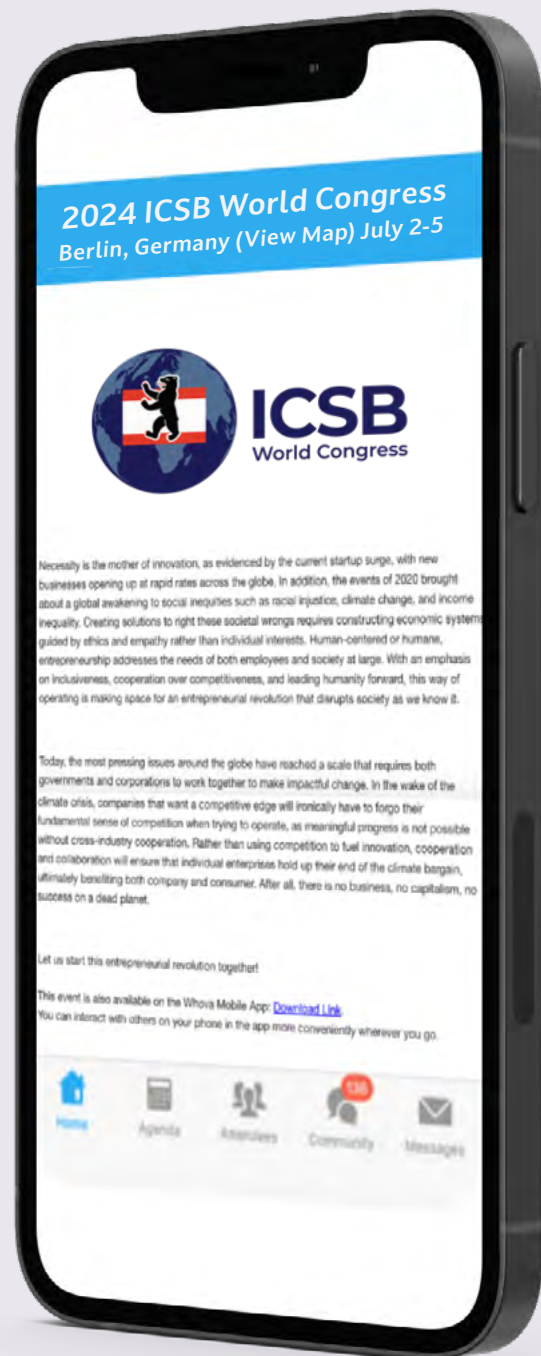
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Origins of Korean Entrepreneurship

Ayman ELTarabishy | Kyoo-il Jo | Joon Oh | Kichan Kim

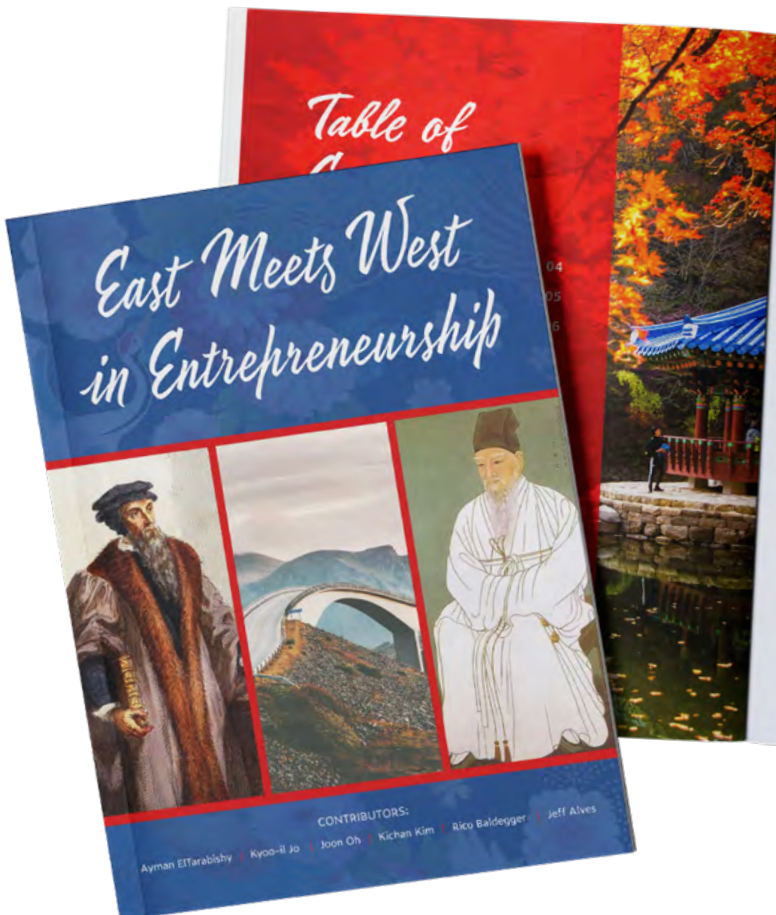
Origin of Korean Entrepreneurship



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.

Read more at:

tinyurl.com/KoreanEntrepreneurship





Rico Baldegger

*Dean and Professor
School of Management Fribourg
(HEG-FR), HES-SO*



Ayman ElTarabishy

*President & CEO, ICSB Department
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ton University, Washington, DC,
USA*



Jeffrey Alves

*Distinguished Professor of Free
Enterprise & Entrepreneurship
Emeritus and Dean Emeritus, Sidhu
School of Business and Leadership,
Wilkes University*

coming soon

ICSB 69TH WORLD CONGRESS

Sydney, Australia

July 2025



International Council
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Advancing Entrepreneurship Worldwide

JICSB & JSBM

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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



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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.

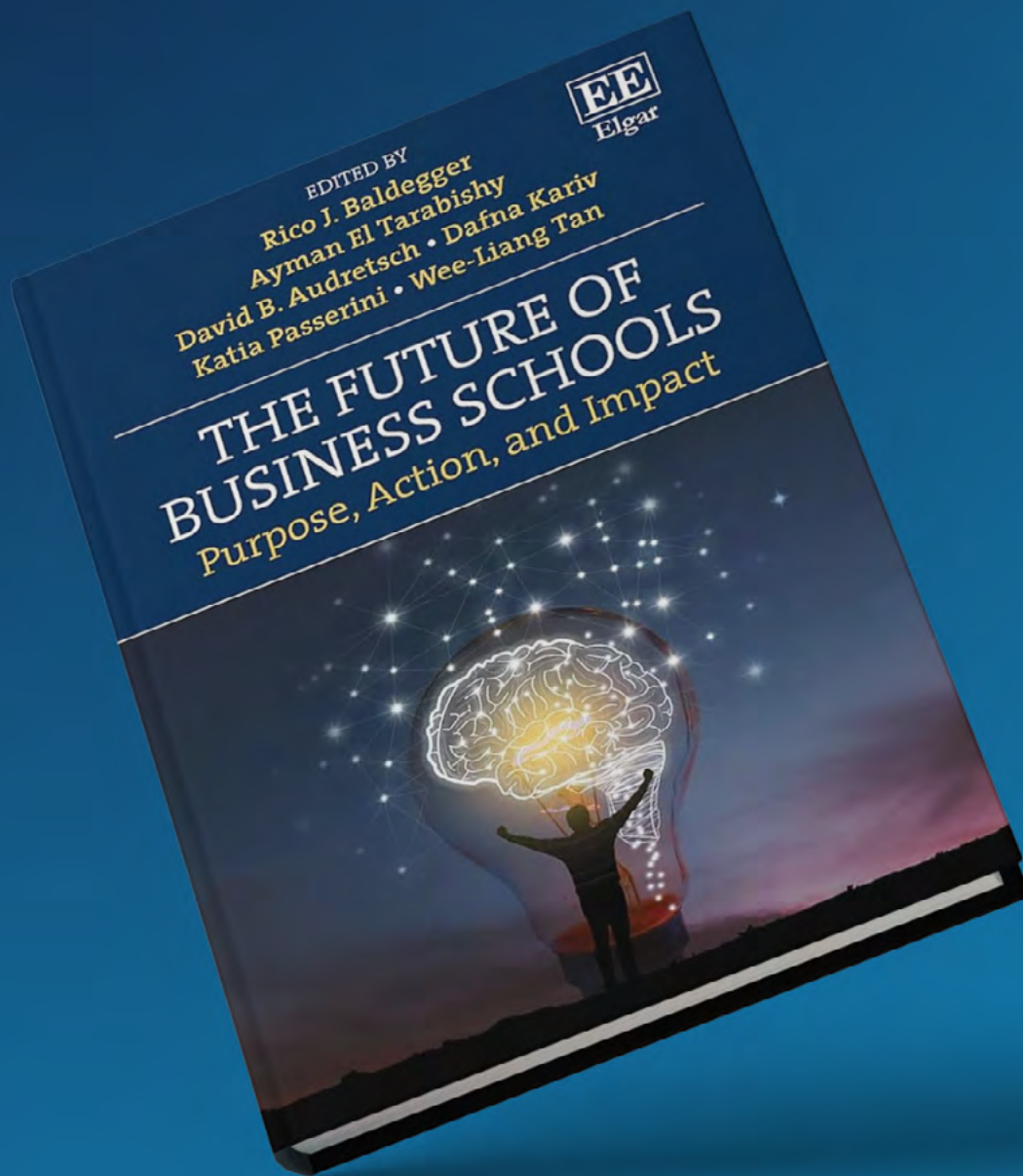
ICSB proudly holds the distinction of being the founder of the United Nations initiative for small businesses. The United Nations created the U.N. Micro-small and Medium-sized Enterprises Day (MSMEs Day), which is now celebrated every June 27th. This pioneering effort has shaped global policies and initiatives 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.

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