

## European Entrepreneurship Colloquium 2011 – Warsaw School of Economics, Warsaw July 17-23

<b>Programme Details are subject to change</b>									
Time	Sunday, July 17	Time	Monday, July 18	Tuesday, July 19	Wednesday, July 20	Thursday, July 21	Friday, July 22	Saturday, July 23	
		8:15 - 9:00	Group case discussions	Group case discussions	Group case discussions	Transfer to Warsaw			
		9:00 - 10.15	Pursuing an Entrepreneurial Opportunity in a Challenging Emerging Market Context: Georgia Glass and Mineral Water <b>Walter Kuemmerle</b>	Issues of International Growth: Zotter: Living by Chocolate <b>Mukti Khaire</b> <i>Harvard Business School</i>	Popular Perceptions of the Home-Country and Branding in Overseas Markets: ABICI Bicycles <b>Mukti Khaire</b> <i>Harvard Business School</i>	Tour of Warsaw	Workshop on How to Write a Great Case <b>Derek Abell</b> <i>ESMT</i>	Management and Leadership Practice Research: Avoiding the Trap of Irrelevance <b>Derek Abell</b> <i>ESMT</i>	
		30 min.	Coffee	Coffee	Coffee			Coffee	Coffee
		10:45 – 12:00	A Framework for Understanding and Teaching International Entrepreneurship: Globetrotters <b>Mukti Khaire</b> <i>Harvard Business School</i>	Understanding service internationalization: Brapotech; Mobicomp <b>Julia Prats</b> , <i>IESE Business School</i>	Professionalizing Management in Family Business. Appointing a Sales Dept. Country Director: Getmor <b>Jerzy Cieslik</b> <i>Kozminski Academy</i>			Workshop on How to Write a Great Teaching Note <b>Derek Abell</b> ESMT	Summary & Reflections <b>Jolanta Mazur</b> <b>Bert Twaalfhoven</b> EEC 2012 Cambridge <b>Yupar Myint</b> , <i>EFER</i>
		12.00 – 13.30	Lunch	Lunch	Lunch		Lunch at School 12.30	Lunch	
		13:30– 14:45	Linking research and teaching: an international agenda <b>Julia Prats</b> <i>IESE Business School</i>	When Seasoned Managers Think about Becoming International Entrepreneurs <b>Walter Kuemmerle</b>	Academic Entrepreneurship. Creating Gazelles from Universities <b>Andy Goldstein</b> <i>LMU (TBC)</i>		<i>Rector's address: Prof. Adam Budnikowski, Warsaw School of Economics</i> Welcome Address by Vice-Minister <b>Mikolaj Dowgielewicz</b> Note by the Polish Presidency of EU	Learning for Leading and Entrepreneurship <b>Derek Abell</b> ESMT	
		15 min.							
14.00– 16.00	Registration	15.00– 16.15	Starting and Growing a Cross-border Business: Internet Securities, Inc: Financing Growth <b>Walter Kuemmerle</b>	How to implement an international entrepreneurship syllabus <b>Christine Volkmann</b> <i>WuppertalUniversity</i>	Breakout sessions: panels 1. Entrepreneurship Education Across Borders- <b>Marzena Starnawska, Lene Foss, Karen Wilson</b> 2. Building Entrepreneurship Ecosystems. <b>Tea Petrin</b> , <i>Univ. of Ljubljana, Yupar Myint, Univ. of Cambridge</i>	<b>New European Champions: Breakout Discussions with International Entrepreneurs from Central and Eastern Europe "Financing and Raising Capital"</b>	Breakout sessions 1.Reinventing a Company in Petabyte Age: A Return to Garage <b>Piotr Ploszajski</b> , <i>Warsaw School of Economics</i> 2.Designing Your Business to Going International <b>Oliver Buecken</b> , <i>TUM</i>		
		30 min.	Coffee	Coffee	Coffee		Coffee	Coffee	
16:00-- 17:15	Intro: EFER, Consortium <b>Yupar Myint</b> , <i>EFER</i> Programme description Participants introduction <b>Jolanta Mazur</b> <i>Warsaw School of Economics</i>	16:45-- 18:00	Out of the Bottle. Inspiration from an Entrepreneur <b>Graham Webb</b> , <i>The Webb Press Ltd</i>	Regional Innovation System in Lower Silesia: Key Role of Wroclaw Research Centre EIT+ Ltd <b>Miroslaw Miller</b> <i>Wroclaw Polytechnic / EIT+Ltd</i>	How to Successfully Grow and Internationalize Company <b>Andy Goldstein</b> LMU (TBC)		<i>Vice-Chancellor's vision on Innovation and Entrepreneurship</i> <b>Professor Sir Leszek Borysiewicz</b> <i>University of Cambridge</i>	Entrepreneurship Education Policies Across Europe <b>Karen Wilson</b> <i>EFER advisor</i> <b>Representatives from the European Commission</b>	
17.15 - 18.30	International Entrepreneurship as a Promising Field for Research and Teaching <b>Walter Kuemmerle</b>	18.00- 18.30	Individual Study	Individual Study	Dinner	<b>New European Champions: Breakout Discussions with International Entrepreneurs from Central and Eastern Europe "Crossborder Strategies and Leadership"</b>	Free time		
18.30	Welcome cocktail. Dinner Welcome and Remarks from <b>Bert Twaalfhoven</b> , <i>President and Founder, EFER</i>	18 30 –	Dinner	Dinner event (barbecue)	Concert at Zelazowa Wola (Chopin's birthplace)		Dinner in Warsaw	Certificate ceremony and celebration dinner	