



# 2016 GW OCTOBER ANNUAL ENTREPRENEURSHIP CONFERENCE

PROMOTING SMES TO DRIVE GROWTH  
CONFERENCE AGENDA

OCTOBER 13 & 14  
WASHINGTON D.C.

## OVERVIEW

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The World Bank Group and the International Council for Small Business (ICSB) are hosting the seventh GW October Annual Entrepreneurship Conference. The event will bring together policymakers and experts from around the world to share insights on how to support small and medium enterprises and promote entrepreneurship as a key driver of local growth and innovation.

Small and medium enterprises (SMEs) play an increasingly significant role in the socio-economic development strategies of many countries. For the past three decades, the private sector has been the main driver of economic growth and poverty reduction around the world. By encouraging entrepreneurship, governments have been able to increase wealth generation, market access, job creation, and skills development.

At this conference, leading academic researchers, development experts, and policymakers from across the globe will share examples of successful SME policy programs; examine insights from policy design research; discuss the role of high-growth firms; and promote the importance of entrepreneurship as a key driver of innovation and sustainable development.



## PARTNERS

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**WORLD BANK GROUP**



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**THE GEORGE  
WASHINGTON  
UNIVERSITY**

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WASHINGTON, DC

## AGENDA

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9:00AM - 10:00AM **Registration and check-in**

10:00AM - 11:15AM **The State of SME Policies and Support Programs**

**Description**

*According to estimates, 600 million jobs will be needed in the next 15 years to absorb the growing global workforce, mainly in Asia and Sub-Saharan Africa. This panel will address the targets set by governments for SME policy development and help identify strategic priorities for improving business environments. The progress of SMEs is key towards narrowing the development gap.*

**Participants**

- » **Anabel Gonzalez**, Senior Director, Trade & Competitiveness, World Bank Group
  - » **Maria Contreras-Sweet**, Administrator of the US Small Business Administration
  - » **Mariano Mayer**, Argentina National Secretary of Entrepreneurs and SME
- Moderator: **Luca Iandoli**, President of International Council for Small Business (ICSB)

11:15AM – 11:30AM **Coffee Break**

11:30AM – 12:45PM **SME Policy Design and Evaluation: Insights From Research on Entrepreneurship and Innovation**

**Description**

*Despite significant advances in the measurement and analysis of entrepreneurial activity, cross-country comparisons remain notably difficult. This panel will address the intersection of data and policy, and discuss how research can contribute to the design of national policy interventions as well as enable assessment of progress toward objectives.*

**Participants**

- » **Mary Hallward-Driemeier**, Senior Economic Advisor, Trade & Competitiveness, World Bank Group
  - » **Winslow Sargeant**, ICSB Vice President of Data and Policy
- Moderator: **Ayman El Tarabishy**, Associate Professor at George Washington University and Executive Director of ICSB

12:45PM – 2:15PM **Networking Lunch**

*Participants will have the opportunity to network with organizations like Global Entrepreneurship Monitor, MIT Venture Mentoring Service, and Global Women Entrepreneur Leaders Scorecard among others. There will be thematic tables including high-growth firms, social entrepreneurship, digital entrepreneurship, women's entrepreneurship, etc.*

## AGENDA

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2:30PM – 3:30PM

### Role of High-Growth Firms in Job Creation and Equitable Growth

#### Description

*In the 2007 OECD study to analyze the impact of high growth firms on employment creation, the OECD found from country studies that high growth firms constitute between three percent and six percent of all firms with at least ten employees. Furthermore, the study found that these high growth firms contribute to a large share of the employment created. Building on the findings of the report, the panel will analyze the key role played by SMEs in addressing important policy issues, such as reducing employment.*

#### Participants

- » **Denis Medvedev**, Lead Economist, Trade & Competitiveness, World Bank Group
  - » **Donna Kelley**, Professor of Entrepreneurship, Babson College
  - » **Kristin Schreiber**, Director COSME Programme, European Commission
- Moderator: **George T. Solomon**, Professor at George Washington University

3:30PM – 3:45PM

### Coffee Break

3:45PM – 4:45PM

### Serving the Bottom of the Pyramid: Social and Humane Entrepreneurship

#### Description

*In 2015, the international community agreed on the Sustainable Development Goals (SDGs) to end poverty and hunger, protect the planet, and ensure that people around the world can live prosperous and fulfilling lives. Entrepreneurship and SMEs play an important role in achieving these goals in developing countries, especially for the bottom of the pyramid. A growing number of social enterprises are providing innovative solutions to serve delivery problems that disproportionately affect the world's poorest communities. The growing support for social and humane entrepreneurship is rooted in the idea that sustainable business models must also aim to advance humanity and increase social inclusion.*

#### Participants

- » **Vani Seth**, Director of Esoko
  - » **Natalia Agapitova**, Senior Economist, Trade & Competitiveness, World Bank Group
  - » **Ki-Chan Kim**, Professor of Business Administration at The Catholic University of Korea
  - » **Ahmed Mohamed Shalaby**, Managing Director of Tatweer Misr
- Moderator: **Liesl A. Riddle**, Associate Professor of International Business at George Washington University

4:45PM

### Reception

## AGENDA

9:30AM - 10:30AM

### Registration and check-in

Location: Duques Hall 1st Floor Lobby, 2201 G Street NW, Washington DC 20052

10:30AM - 12:00PM

### Parallel Session I

	Location	Title	Presenters	Theme
Session Chair: Kathleen Burke, SUNY Cortland, USA				
10:30am—11:15am	Duques 258 (2nd Floor)	College and Community Partnerships: The development of an entrepreneurial program to support economic development	Kathleen Burke and Gregory Phelan, SUNY Cortland, USA	Fostering entrepreneurship in rural areas and transition economies
11:15am—12:00pm	Duques 258 (2nd Floor)	Geographies of Entrepreneurial Ecosystems: Non-Farm Proprietorship Employment by U.S. Metropolitan Area	Keith Debbage, UNCG, USA	Developing entrepreneurial ecosystems
Session Chair: Per-Ola Ulvenblad, Halmstad University, Sweden				
10:30am—11:15am	Duques 251 (2nd Floor)	Hang together – or hang separately – Challenges for entrepreneurs and policymakers in the Swedish agri-food value chain	Per-Ola Ulvenblad and Pia Ulvenblad, Halmstad University, Sweden	Developing entrepreneurial ecosystems
11:15am—12:00pm	Duques 251 (2nd Floor)	Hillman Entrepreneurs Program: A Model Entrepreneurial Ecosystem	Rebecca Razavi, Montgomery College, USA and Gül Branco, University of Maryland College Park, USA	Developing entrepreneurial ecosystems
Workshop				
10:30am—12:00pm	Duques 651 (6th Floor)	Korean Management Series: How Korea is Internally Revolutionizing How to Do Business	KiChan Kim, The Catholic University of Korea, South Korea, Young Key Kim Renaud, GWU, USA and Ayman El Tarabishy, Executive Director of ICSB and Associate Teaching Professor at GWU, USA	Humane Entrepreneurship
Workshop				
10:30am—12:00pm	Duques 652 (6th Floor)	Establishing a Powerful Mentoring Program	Louis Goldish, MIT Venture Mentoring Service, USA	Supporting business incubators, accelerators, early stage funding, mentorship

## AGENDA

### 12:00PM - 1:30PM **Lunch**

Location: GWU School of Business, Duques Hall 1st Floor Lobby

### 1:30PM - 3:00PM **Parallel Session II**

	Location	Title	Presenters	Theme
Session Chair: Ruta Aidis, George Mason University, USA				
1:30pm—2:00pm	Duques 258 (2nd Floor)	Gender, Leadership and Venture Capital: Measuring women's leadership in VC firm portfolios	Ruta Aidis, George Mason University, USA and Sandra Schillo, Telfer School of Management, University of Ottawa, Canada	Entrepreneurship and Gender
2:00pm—2:30pm	Duques 258 (2nd Floor)	Factors Affecting Gender Discrepancy in Entrepreneurial Activity	Ahmed Tolba, Ayman Ismail, Seham Ghalwash, The American University in Cairo, Egypt and Shima Barakat, Cambridge University, UK	Entrepreneurship and Gender
2:30pm—3:00pm	Duques 258 (2nd Floor)	Diversifying entrepreneurship and enterprise education for increased accessibility to the WISE	Shima Barakat, University of Cambridge, UK, Michelle Rigozzi, National Health Service, UK, Monique Boddington and Ros McLellan, University of Cambridge, UK	Entrepreneurship and Gender
Session Chair: Katia Passerini, St. John's University, USA				
1:30pm—2:15pm	Duques 251 (2nd Floor)	Defining Entrepreneurial Traits: A Metaphor-based Approach	Diana Walsh, New Jersey Institute of Technology (NJIT), USA and Katia Passerini, St. John's University, USA	Humane Entrepreneurship
2:15pm—3:00pm	Duques 251 (2nd Floor)	Social Entrepreneurship for SME Development: Insights from Three Decades of Third Sector Research	Paul Swiercz, George Washington University (GWU), USA	SME skills upgrading
Workshop				
1:30pm—3:00pm	Duques 652 (6th Floor)	A Kaleidoscope of Global Social Entrepreneurship	Hossam Maksood, Maksoud Pharm, Inc., Egypt, Michelle Bongiovanni, HealRWorld, LLC, USA, Ahmed Osman, MCSBE, Egypt and Jeff Alves, Wilkes University, USA	Social Entrepreneurship
Workshop				
1:30pm—3:00pm	Duques 651 (6th Floor)	The International Council for Small Business [ICSB] and Entrepreneurship	G. Dale Meyer, University of Colorado – Boulder, USA	Robotics and artificial intelligence

## AGENDA

3:00PM - 3:30PM

**Break**

Location: Duques 1st Floor Lobby and Crane Center

3:30PM - 5:00PM

**Parallel Session III**

	Location	Title	Presenters	Theme
Session Chair: Cesar Bandera, New Jersey Institute of Technology (NJIT), USA				
3.30pm—5:00pm	Duques 258 (2nd Floor)	Orthogonal Dimensions in Digital Entrepreneurship	Cesar Bandera, Miriam Helmy and Rola Shehata, New Jersey Institute of Technology (NJIT), USA	Supporting business incubators, accelerators, early stage funding, mentorship
Session Chair: Grace Kim, Duke University, USA				
3.30pm—4:15pm	Duques 251 (2nd Floor)	Are Perceptions Self-Fulfilling for Minority Entrepreneurs?	Grace Kim, Duke University, USA	Enhancing entrepreneurship awareness
4:15pm—5:00pm	Duques 251 (2nd Floor)	The Significance of Innovation to the Performance of Family Business in Nigeria	Rafiu Olaore, Gboyega Oyeleke and Olatunde Oluwafemi, Osun State Polytechnic, Iree, Nigeria	Enhancing entrepreneurship awareness
Workshop				
3:30pm—5:00pm	Duques 651 (6th Floor)	Why is Innovative Entrepreneurship Important	Luca landoli, University of Naples Federico II, Italy, Winslow Sargeant, S&T, LLC, USA, Katia Passerini, St. John's University, USA, George Korfiatis, Stevens Institute of Technology, USA and Paul Swiercz, George Washington University, USA (Moderator)	Developing entrepreneurial ecosystems
Workshop				
3:30pm—5:00pm	Duques 652 (6th Floor)	Nailing a jellyfish to a wall: measuring the impact of entrepreneurship education	Shima Barakat, University of Cambridge, UK	Developing entrepreneurial ecosystems



## AGENDA

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6:00PM - 9:00PM

### **Reception and Gala Dinner at GW's City View Room**

Reception from 6pm-7pm, Dinner begins promptly at 7pm.

Address: GW's City View (7th Fl), 1957 E Street, NW, 7th Floor, Washington DC

The City View Room is located on the 7th Floor of 1957 E. Street and features views of downtown Washington, DC, including the monuments and Capitol building.

The highlight of the evening's program is the awarding of the ICSB Luminaries Award, recognizing extraordinary individuals and organizations that have risen to the highest level of small business and entrepreneurial achievement in research, practice or academia.

## WIFI

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- » **World Bank:** Wifi Name (SSID): GUEST Password: quegvukoj4
- » **George Washington University:** Wifi Name (SSID): GWconnect. Open a web browser and register.

## NOTES

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## NOTES

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