



policy unplugged

## GEM Forum: 10<sup>th</sup> & 11<sup>th</sup> January 2007 Café Royal, London

You are warmly invited to join us for the launch of the Annual Global Entrepreneurship Monitor (GEM) report at our first ever Global Forum event. The event will be held in London on the 10<sup>th</sup> & 11<sup>th</sup> January 2007 and will be based around the launch of the annual Global Entrepreneurship Monitor (GEM) report.

The event will be a gathering of global thought, business and policy leaders around the central issue of entrepreneurship and its role in economic development, which is a key GEM theme. We have some very high profile global speakers from across the spectrum of entrepreneurial activity including Rt Hon Alistair Darling MP, UK Secretary of State for Trade and Industry; Robert Davies, CEO, IBLF; David Pitt Watson, MD, Hermes; Ben Verwaayen, BT; EU's Deputy Commissioner for Enterprise, Françoise Le Bail; Jean-Philippe Cotis, OECD Chief Economist; John Page, the World Bank's Chief Economist for Africa and Faisel Rahmen, the founder of Fair Finance.

### The event will include:

- The launch of the GEM Global report
- Key note speeches from internationally recognised speakers.
- Parallel sessions on entrepreneurship policy in different global regions led by leading GEM researchers
- Parallel sessions on themes in entrepreneurship policy, research and practice such as social entrepreneurship, women's entrepreneurship and economic entrepreneurship with business and thought leaders participating in each.
- A Reception and Gala Dinner hosted by the All Party Parliamentary Group on Entrepreneurship at Lancaster House.

For more information or to book online go to [www.gemconsortium.org](http://www.gemconsortium.org) or email [gem@london.edu](mailto:gem@london.edu).

Alternatively, return the fax back form on the reverse of this flyer to:  
**+44 (0)20 7000 8151**



# FORUM AGENDA

## ENTREPRENEURSHIP: SETTING THE DEVELOPMENT AGENDA

Day 1 - Wednesday, 10 January 2007

07.30 ONWARDS  
07.45 – 08.45

REGISTRATION AND REFRESHMENTS – *CAFÉ ROYAL*  
BUSINESS BREAKFASTS – *CAFÉ ROYAL*

BREAKFAST 1 SOCIALY RESPONSIBLE INNOVATION	BREAKFAST 2 EXCEPTIONAL ENTERPRISES: FROM CONCEPT TO SUSTAINABLE MARKET LEADERSHIP	BREAKFAST 3 THE FUTURE FOR ENTREPRENEURSHIP
<p><b>SPONSOR: (TBC)</b> <i>HOSTED BY SHEETAL METHA CEO INNOVATIVE SOCIAL VENTURES LTD</i> <b>JULIE RAY</b>, DIRECTOR VOICES FOR INNOVATION – MICROSOFT <b>CARLOS MOREIRA</b>, CHAIRMAN - WISEKEY (TBC) <b>GRAHAM DUNCAN</b>, COO, CASPIAN LEARNING (TBC) Corporations, investors, technology innovators and end users are all now faced with delivering innovative technology in a world where regulation and politics sometimes act as barriers. How to deliver technology in developing communities, create profit while giving back to a community, and work with governments globally to empower citizens to use technology in a meaningful way.</p>	<p><b>SPONSOR: ERNST &amp; YOUNG</b> <i>HOSTED BY LONDON BUSINESS SCHOOL , FOUNDATION FOR ENTREPRENEURIAL MANAGEMENT</i> <b>KEITH WILLEY (TBC)</b></p>	<p><b>SPONSOR: COUTTS (TBC)</b> <i>HOSTED BY ENTREPRE- NEURS ORGANISATION</i> <b>OLI BARRETT</b>, CEO CONNECTED CAPITAL</p>

**09.00 – 09.30** **Welcome: Entrepreneurship and Economic Development: Key Findings and Implications of the GEM Research**  
**DR. REBECCA HARDING**, DIRECTOR, GEM AND GERA

**09.30 – 10.00** **ENTREPRENEURSHIP AND ECONOMIC POLICY – CHALLENGES FOR THE WORLD**  
**RT. HON. ALISTAIR DARLING MP**, SECRETARY OF STATE FOR TRADE AND INDUSTRY, UK GOVERNMENT

**10.00 – 11.15** **BUILDING AND SUSTAINING AN ENTREPRENEURIAL BUSINESS**  
Four entrepreneurs, each with a different perspective on what makes a sustainable business will outline the challenges they encountered and the processes they used when faced with generating global growth. Each will discuss the critical success factors in creating visionary and enduring businesses.  
**SIR MARTIN SORRELL**, CEO, WPP (TBC)  
**MARGARET KRAUSS**, CEO AND FOUNDER APCO WORLDWIDE  
**LORD KARAN BILLAMORIA**, COBRA BEERS (TBC)  
**JAVIER ECHARRI**, PRESIDENT, EUROPEAN VENTURE CAPITAL ASSOCIATION

**11.15 – 11.45** **REFRESHMENTS**  
**11.45 – 12.45** **PANEL DEBATE – ENTREPRENEURSHIP IN EMERGING ECONOMIES** ■ *Sponsored by UK Trade and Investment*  
Panelists experienced in bringing the “internet” to China, developing knowledge-based businesses in India, building distribution channels for produce raised in Afghanistan, and supporting an embryonic entrepreneurial framework in Africa, will demonstrate how entrepreneurs are leading economic development across the globe. Their stories prove that there is no one way to be an entrepreneur or to support entrepreneurs, but there is nevertheless a powerful story to be told of their importance in wealth creation.  
**JACK MA**, CEO ALIBABA.COM OR **CHARLES LI**, HEAD OF CHINA DIVISION, ROYAL BANK OF SCOTLAND (TBC)  
**MICHELLE FANZO**, ARZU RUGS, VP INTERNATIONAL OPERATIONS  
**RACHEL KYTE**, DIRECTOR, INTERNATIONAL FINANCE CORPORATION, WORLD BANK  
**BARBARA JAMES**, MD, AFRICAN VENTURE CAPITAL ASSOCIATION  
**ANDY BAINBRIDGE**, MANAGING DIRECTOR, BARCLAYS AFRICA AND INDIAN OCEAN  
**MODERATOR: LIZ PADMORE**, FOUNDER G8 DOT FORCE

**12.45 – 14.00** **LUNCH**  
**14.15 – 15.15** **THEMES IN ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT**

1. SOCIAL AND SUSTAINABLE ENTREPRENEURSHIP <i>SPONSOR (TBC)</i> CHAIR: DAVID GRAYSON	2. YOUTH ENTREPRENEURSHIP AND ENTREPRENEURIAL EDUCATION <i>SPONSOR: ENTERPRISE INSIGHT AND NGCE</i> CHAIR: JOHN MULLINS, ASSOCIATE PROF OF MGMT PRACTICE IN ENTREPRENEURSHIP, LONDON BUSINESS SCHOOL	3. ENTREPRENEURIAL FINANCE AND THE IMPORTANCE OF NETWORKS <i>SPONSOR: (TBC)</i> CHAIR: DAVID GIAMPAOLO, PI CAPITAL	4. WOMEN & ECONOMIC DEVELOPMENT THROUGH ENTREPRENEURSHIP <i>SPONSOR: INTERNATIONAL FINANCE CORPORATION</i> CHAIR: (TBC)	5. ENTREPRENEURSHIP WITHOUT BORDERS: THE HI-TECH CHALLENGE <i>SPONSOR: UK TRADE AND INVESTMENT</i> CHAIR: (TBC)
<p>Entrepreneurship with a social or environmental purpose is one of the least understood areas of entrepreneurship and one that a number of GEM teams are now working to understand. This session brings together, entrepreneurs, thought leaders and financiers who see social and sustainable businesses as the only way to meet the challenges the world faces in the 21<sup>st</sup> Century.</p>	<p>If we are to build a progressive approach to entrepreneurship across the world, then young people are central to that vision and GEM data suggests that younger people tend to be more entrepreneurial. This panel looks at youth entrepreneurship and its role in developing countries as well as develop-ed countries and looks at the educational and support structures that best enable the world to unleash the potential in its youth.</p>	<p>GEM research demonstrates that the importance of the financing of entrepreneurial firms cannot be understated and is well documented. But this session looks at the added value that is provided by the financial sector, from business angels through to private equity in the form of mentoring and non-financial support, particularly in emerging technologies such as clean technologies.</p>	<p>GEM reports have demonstrated that women are much less likely to start businesses than men. This represents a waste of the talents and energies of half of the world's population and this session looks at the role that women can play in creating successful businesses as well as in building or regenerating their communities.</p>	<p>Although many entrepreneurial markets start as primarily domestic, entrepreneurs themselves are mobile and increasingly well-placed to take advantage of the opportunities that a world without borders offers. This session looks at multi-location businesses and financiers who are opening up the global space and proving that being entrepreneurial across borders is an increasingly successful business model.</p>
<p><b>KAREN DARBY</b>, CEO, SIMPLY SWITCH <b>JANET SHELLY</b>, CEO, WOMEN BUILDERS <b>NICK VAN RENSBURG</b>, ANGLO-ZIMELE <b>FAISAL RAHMAN</b>, CEO AND FOUNDER, FAIRFINANCE <b>PATRICK SHEEHAN</b>, FOUNDER, ETF AND CHAIR, EVCA VENTURE CAPITAL COMMITTEE <b>MICHAEL LIEBREICH</b>, CEO NEW ENERGY FINANCE <b>SHEETAL METHA</b>, FOUNDER AND CEO OF INNOVATIVE SOCIAL VENTURES</p>	<p><b>KAREN WILSON</b>, EUROPEAN FOUNDATION FOR ENTREPRENEURSHIP RESEARCH <b>JUDITH CONE</b>, KAUFFMAN FOUNDATION <b>ADEDAPAO ADELEGAN</b>, CHIEF EXECUTIVE, INTERNATIONAL ENERGY AND CAPITAL <b>SAVIO KWAN</b>, PARTNER AND CEO A AND K CONSULTING LTD, CHINA <b>PROF PAUL HANNON</b>, DIRECTOR OF RESEARCH AND EDUCATION, NCGE <b>ANDREW FIDDAMAN</b>, DIRECTOR, YOUTH BUSINESS INTERNATIONAL <b>REGINA MONTICONE</b>, UN YOUTH EMPLOYMENT NETWORK (TBC) <b>KEVIN STEELE</b>, CEO, ENTERPRISE INSIGHT <b>OLI BARRETT</b>, CEO, CONNECTED CAPITAL <b>GLOBAL CEO ENTREPRENEURS ORG.</b></p>	<p><b>PETER LINTHWAITE</b>, BVCA <b>JOHN R FORREST</b>, IDUNA VENTURES, SOFIA BUSINESS ANGEL NETWORK <b>BILL BYGRAVE</b>, BABSON COLLEGE, GEM <b>DAVID QUYSNER</b>, ABINGWORTH VENTURES <b>DIETRICH SUHLRIE</b>, DIRECTOR, KREDIT ANSTALT FUER WIEDERAUFBAU <b>GITA PATEL</b>, STARGATE CAPITAL <b>CAROLE BARNUM</b>, STAELLIUM UK LTD</p>	<p><b>AMANDA ELLIS</b>, HEAD, GENDER ENTREPRENEURSHIP MARKETS, INTERNATIONAL FINANCE CORPORATION <b>MINA SHERZOY</b>, AFGHAN WOMEN'S BUSINESS NETWORK <b>LIZ PADMORE</b> FOUNDER, G8 DOT FORCE <b>MARIA MINNITI</b>, RESEARCH DIRECTOR, GEM, AND CO-AUTHOR GEM WOMEN'S REPORT <b>DANA SMITH</b>, MICROSOFT CEO , TRESTLE GROUP</p>	<p><b>ALISTAIR LUKIES</b>, CEO, MONETISE <b>LARS OLOF BÄCKMAN</b>, LOBEMA <b>DAVID CHAPMAN</b>, MAZARS <b>ANDY TSAO</b>, SILICON VALLEY BANK</p>

15.30 – 16.00 16.00 – 17.00	<p><b>REFRESHMENTS</b>  <b>PANEL DEBATE: GLOBAL ENTREPRENEURSHIP – GLOBAL BUSINESS</b>          Increasingly, global business is more about <i>entrepreneurship</i> than <i>management</i> and requires new and flexible ways of thinking. Global businesses are looking at internal systems and external ones. They are looking at the communities where they operate and looking beyond corporate responsibility toward how the world's largest firms could empower local communities to set up autonomous businesses to develop strong and mutually reinforcing relationships within their supply chains.  <b>BEN VERWAAYEN</b>, CHIEF EXECUTIVE OFFICER, BT GROUP PLC  <b>RUSSELL KING</b>, GLOBAL VP FOR HR, ANGLO AMERICAN  <b>DIANE GRAHAM</b>, FOUNDER AND CEO STRATCO GLOBAL  <b>JONATHAN KESTENBAUM</b>, CEO NESTA  <b>MODERATOR: LOUISA BOJESEN</b>, CNBC EUROPE</p>
17.00 – 18.00	<p><b>RESPONSIBLE ENTREPRENEURSHIP</b>          This session explores the role of large businesses, social entrepreneurs and investment funds in changing the attitudes of investors towards risk taking and responsible investment .  <b>SIR RONALD COHEN</b>, CHAIRMAN, APAX PARTNERS  <b>ROBERT DAVIES</b>, CEO INTERNATIONAL BUSINESS LEADERS' FORUM  <b>DAVID PITT-WATSON</b>, MANAGING DIRECTOR, HERMES FOCUS ASSET MANAGEMENT  <b>BILL DRAYTON</b>, PRESIDENT, ASHOKA FOUNDATION OR OLIVIER KAYSER, ASHOKA FOUNDATION  <b>VICKY PRYCE</b>, FOUNDER, THE GOOD CORPORATION &amp; CHIEF ECONOMIST, DEPARTMENT FOR TRADE &amp; INDUSTRY</p>
18.00 18.45 – 19.30 19.30 – 22.30	<p><b>FORUM ADJOURNS</b>  <b>DRINKS RECEPTION – LANCASTER HOUSE</b> ■ <i>Hosted by the All Party Parliamentary Group on Entrepreneurship</i>  <b>GALA DINNER – LANCASTER HOUSE</b> ■ <i>Sponsored by Enterprise Insight</i>          After dinner : <b>CAROLINE PLUMB</b>, FOUNDER AND CEO FRESHMINDS  <b>JAMES MURRAY WELLS</b>, FOUNDER, GLASSES DIRECT  <b>ELLA HECKES</b>, MD ABEL-COLE  <b>FACILITATOR: JONATHAN MOULES</b>, BUSINESS EDITOR, FINANCIAL TIMES (TBC)</p>

## THE CHALLENGES THE WORLD FACES AND THE ROLE FOR POLICY AND RESEARCH IN ADDRESSING THESE CHALLENGES

### DAY 2 - Thursday, 11 January 2007

08.00 – 09.00 09.00 – 09.15	<p><b>REGISTRATION (FOR NEWCOMERS) AND REFRESHMENTS – CAFÉ ROYAL</b>  <b>WELCOME AND INTRODUCTION TO DAY 2</b>  <b>DR REBECCA HARDING</b>, DIRECTOR, GEM AND GERA</p>
09.15 – 10.15	<p><b>ENTREPRENEURSHIP AND THE CHALLENGES FOR THE WORLD</b>          The United Nation's Millennium Programme, the European Union's Lisbon Agenda and the Kauffman Foundation will present the challenges of stimulating entrepreneurship worldwide. Diverse views and regional appropriateness will be discussed.  <b>CARL SCHRAMM</b>, PRESIDENT, KAUFFMAN FOUNDATION  <b>FRANÇOISE LE BAIL</b>, DEPUTY DIRECTOR GENERAL OF DG ENTERPRISE AND INDUSTRY, EUROPEAN COMMISSION  <b>MARTIN WYNN-GRIFFITHS</b>, CEO, SMALL BUSINESS SERVICE  <b>MODERATOR: MARTIN WOLF CBE</b>, ASSOCIATE EDITOR &amp; CHIEF ECONOMICS, COMMENTATOR, FINANCIAL TIMES</p>

10.30 – 11.15	<p><b>POLICY, GEM AND THE EVIDENCE BASE</b>          This session takes up the issues raised in the first section and discusses the challenges for research and developing the evidence base. It looks at GEM, and at the economics of development across OECD countries and in Africa.  <b>MARIA MINNITI</b>, RESEARCH DIRECTOR, GEM  <b>JEAN-PHILLIPE COTIS</b>, CHIEF ECONOMIST, OECD  <b>JOHN PAGE</b>, CHIEF ECONOMIST FOR AFRICA, WORLD BANK  <b>MODERATOR: (TBC)</b></p>	<p><b>OPEN SPACE FORUM</b>          This is an opportunity for you to talk about entrepreneurship and the challenges the world faces in stimulating an entrepreneurial culture and environment or to identify the research that is necessary to help policy makers and business leaders make the right decisions.</p>
11.30 – 12.00	<p><b>REFRESHMENTS</b></p>	<p>The session will be moderated and coordinated by <b>POLICY UNPLUGGED</b>, Open Space conferencing specialists.</p>
12.00-13.00	<p><b>ENTREPRENEURSHIP AND THE CHALLENGES FOR EUROPE AND THE WORLD:</b>          We bring together policy makers from different national backgrounds to talk about what needs to be done to stimulate an entrepreneurial culture and entrepreneurship in their nations.  <b>DR E. RITVA</b>, SECRETARY OF STATE FOR EDUCATION AND INDUSTRY, LATVIA  <b>PROF WOLFGANG BÖHMER</b>, PRIME MINISTER, SACHSEN-ANHALT, TBC  <b>HON. JACOB D NKATE</b>, MP, MINISTER FOR EDUCATION, BOTSWANA, TBC  <b>LESLEY OBIORA</b>, SECRETARY OF STATE, NIGERIA  <b>MODERATOR: (TBC)</b></p>	

13.00 – 14.30 14.30 – 16.00	<p><b>LUNCH</b>  <b>GEM EVIDENCE AND ITS USE: REGIONAL DEBATES LED BY THE GEM NATIONAL TEAMS:</b></p>
--------------------------------	---

1. AFRICA	2. ENTREPRENEURSHIP IN EMERGING REGIONS	3. EUROPE AND NORTH AMERICA COMPARED	4. S AMERICA
<b>MIKE HERRINGTON</b> , GEM AFRICA <b>MAGGIE KIGOZI</b> , UGANDAN ENTREPRENEUR'S NETWORK <b>TAYO ADERINOKUN</b> , CHAIRMAN, GUARANTEE TRUST BANK <b>YOFI GRANT</b> , EXEC DIRECTOR, DATABANK	<b>VALERY KATKOLO</b> , DEAN, ST PETERSBURG STATE UNIVERSITY BUSINESS SCHOOL AND GEM RUSSIA <b>ADEDAPO ADELEGAN</b> , CHIEF EXECUTIVE, INTERNATIONAL ENERGY AND CAPITAL <b>BROOK HOROVITZ</b> , IBLF, RUSSIA <b>ERIK BERGHOF</b> , CHIEF ECONOMIST EUROPEAN BANK FOR RECONSTRUCTION AND DEVELOPMENT <b>JANE SLOANE</b> , GENERAL MANAGER COFFEY INTERNATIONAL DEVELOPMENTS, SYDNEY	<b>ALICIA CODURAS</b> , GEM REGIONAL STUDIES AND THE IMPLICATIONS FOR POLICY <b>MAIVE RUTE</b> , DG ENTERPRISE <b>TIMO SUMMA</b> , DIRECTOR, EUROPEAN ENLARGEMENT <b>PETER JUNGEN</b> , PRESIDENT, EUROPEAN ENTERPRISE NETWORK <b>ZOLTAN ACS</b> , GEM HUNGARY AND US <b>GENE LUCZKIWI</b> , INSTITUTE FOR ENTERPRISE EDUCATION, CANADA	<b>JOSE ERNESTO AMEROS</b> , GEM CHILE: SOUTH AMERICAN ROUND TABLE

### 5. THE BIG DEBATE

Hosted by **Intelligence Squared** and **John Gordon (CEO Xtremeinformation.com)**  
**PROPOSING THE MOTION (TBC) ◇ AGAINST THE MOTION (TBC)**

16.00 – 16.30 16.30 – 17.30	<p><b>BREAK</b>  <b>A BUSINESS PERSPECTIVE:</b> (TBC)  <b>A POLICY PERSPECTIVE:</b> RT HON JOHN HEALEY MP, ECONOMIC SECRETARY TO THE TREASURY (TBC)  <b>AN ACADEMIC PERSPECTIVE AND THANK-YOU ON BEHALF OF GEM:</b> PROFS MICHAEL HAY AND STEVE SPINELLI</p>
--------------------------------	--

## REGISTRATION FORM

### GEM FORUM, 10<sup>th</sup> & 11<sup>th</sup> January 2007

Please complete the details below:

Surname \_\_\_\_\_ First name \_\_\_\_\_ Title \_\_\_\_\_

Job Title \_\_\_\_\_ Organisation \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Country \_\_\_\_\_ Email \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Special Requirements (dietary, disabled access etc)

\_\_\_\_\_

Pricing:

	Day 1	Day 2	Day 1 & 2	Reception & Dinner, Lancaster House (Day 1)
Standard rate	£395	£95	£450	£95 + VAT
Academic/Gvmt/Student rate	£195	£95	£245	£95 + VAT

I would like to attend (please tick all that apply):

Day 1

Business Breakfast If attending, please choose one:  Breakfast 1  Breakfast 2  Breakfast 3

Please choose one Breakout Session only:  Session 1  Session 2  Session 3

Session 4  Session 5

Reception & Gala Dinner, Lancaster House (Day 1) *We cannot accept changes or substitutions later than 48 hours prior*

Day 2

Please choose one Breakout Session only:  Session 1  Session 2  Session 3

Session 4  The Big Debate

Payment *Please note: Full payment must be received prior to the Forum.*

Please invoice my company. Purchase Order Number \_\_\_\_\_

I enclose a cheque made payable to 'Global Entrepreneurship Research Association' for £ \_\_\_\_\_

Please debit my Credit Card: \_\_\_ Visa \_\_\_ Mastercard \_\_\_ Amex \_\_\_ Switch (Issue No)

Number \_\_\_\_\_ Expiry date \_\_\_\_\_ Amount £ \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

Confirmation: Confirmation letters and joining instructions will be sent out electronically as soon as the full Forum payment is received.

Cancellations: Cancellations received in writing on or before 9 December 2006, will receive a full refund less 10% administration fee.

Forum Enquiries and Registration Forms: All enquiries and registration forms to the Forum office: GEM & GERA Office, London Business School, Regent's Park, London NW1 4SA, UK. Tel +44 (0)20 7000 8171 Fax +44 (0)20 7000 8151 Email: gem@london.edu

*We have taken every care to ensure that the information in this brochure is correct at the time of going to print.  
Please note, however, it may be subject to change.*