

**WORLD
ENTREPRENEURSHIP
FORUM**

Entrepreneurial Ecosystems:
cultivating communities to drive
wealth creation and social justice

5th Edition
Lyon (France) 24-27 October 2012

www.world-entrepreneurship-forum.com



1 Think-tank

3 White Papers

5 founding members willing to create an entrepreneurial community creating wealth and social justice

10 Junior World Entrepreneurship Forums in 2011, gathering 10,000 students

50 recommendations and

50 best practices or case studies compiled with one objective: Shaping the world of 2050 with an entrepreneurial impact

70+ nationalities

100 media articles published in 26 countries in 2011

250 official members, selected in their countries for their entrepreneurial achievements and their commitment to society

Join the World Entrepreneurship Forum!

Five years after the first edition held in Evian, France, gathering 62 pioneers of 26 countries, a 250-strong entrepreneurial leaders' community has emerged, 10,000 students have been formulating recommendations on entrepreneurship creating wealth and social justice, 3 White Papers have been published and 5 founders with global reach - EMLYON Business School, KPMG, Action Community for Entrepreneurship, Nanyang Technological University of Singapore, City of Lyon, Lyon Chamber of Commerce and Industry of France and Zhejiang University - have joined the movement gathering now 70 nationalities.

Why are top entrepreneurial leaders taking time from their busy agendas to meet, exchange and share their experiences with peers? Because:

- They share a common belief that entrepreneurs are pivotal in addressing our world's major issues and that they can have a positive impact on their environments;
- They realize that the Forum is not a talk-show, but a place to learn from each other, generate new ideas and establish promising partnerships;
- They have a tangible impact, with positive results on their environment: may it take the form of a presidential programme integrating best entrepreneurship practices in Cameroon, an official benchmark visit of a Secretary of State of Ecuador in Singapore, an entrepreneurship course delivered to tens of thousands students in Brazil, the establishment of a dedicated bank for Young and Women entrepreneurs in Tanzania, etc. All this participates in a positive movement of shaping a more entrepreneurial world.

Join us!



What is the World Entrepreneurship Forum?



At the World Entrepreneurship Forum, we are gathering a global community of entrepreneurial leaders fostering the development of entrepreneurship creating wealth and social justice.

The World Entrepreneurship Forum is:

- A **think-tank**: we share the latest trends and issues on entrepreneurial leadership and entrepreneurship. We develop ideas and recommendations aimed at developing entrepreneurship worldwide.
- A **do-tank**: we implement concrete actions on a local or global scale to develop innovation and entrepreneurship. We monitor our impact all year-long and present concrete results each year.
- A **community**: we have created a powerful global network of selected leaders willing to share their ideas and develop business opportunities, mentoring and collaboration.

Why join the World Entrepreneurship Forum?

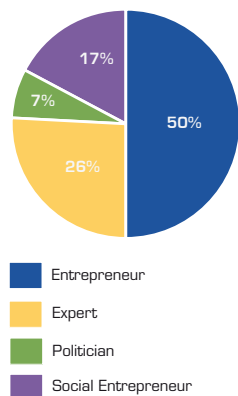


Why you?

Because you are:

- Founder, co-Founder, President, Chairman or CEO of a company or an NGO,
- Corporate Entrepreneur,
- Elected politician: President, Minister, Member of Parliament, Mayor,
- Executive level professional of public or private institutions devoted to economic and entrepreneurship development,
- Professor, educator, researcher or expert.

Profiles

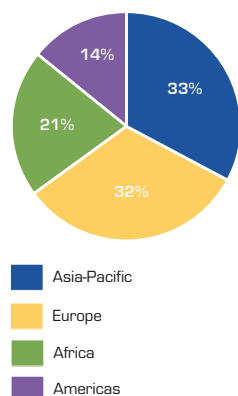


We believe your contribution can support the community's purpose of shaping a more entrepreneurial world. If you are passionate about entrepreneurship and you are willing to commit and to act, then join us.

By participating in the Forum, you will:

- **Actively participate** in a useful community dedicated to entrepreneurship and its promotion.
- **Share** your ideas & practices and get feedback from peers.
- **Meet** global leaders and peers selected for their achievements and experience.
- **Benefit** from the latest findings on entrepreneurship and innovation, including global trends, emerging ideas and practices, new business models, new sources of investments.
- **Re-energize**: step back from your daily activity and bring energy back home.

Geographical Distribution



In a nutshell, you will:

- meet the world in one place,
- benefit from outstanding conditions to establish high quality networking,
- get access to new ideas, people, opportunities.

What are we focusing on?

2011 Keynote Speakers

Dr. Ray O Johnson

Senior Vice President
& Chief Technology
Officer, Lockheed Martin
Corporation - USA

Mr. Ho Kwon Ping

Founder & Chairman,
Banyan Tree Resorts -
Singapore

Dr. Al Hammond

Entrepreneur-in-Residence
Ashoka - USA

Mr. Gérard Collomb

Senator - Mayor
Lyon City - France

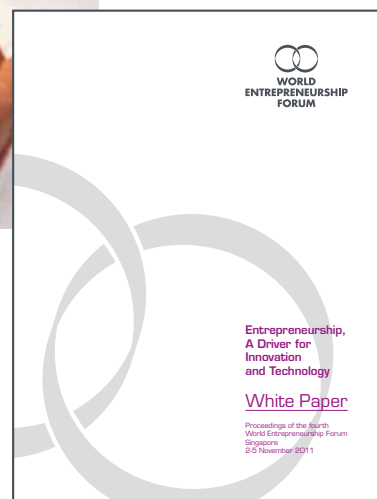
Prof. Su Guanng

President Emeritus,
Nanyang Technological
University - Singapore

The World Entrepreneurship Forum focuses on 4 main challenges to shape the world of 2050 with an entrepreneurial impact:

- **Creating Innovative and High Growth Companies** and activities to generate millions of jobs around the planet,
- **Developing Entrepreneurship at the Bottom of the Pyramid** to alleviate poverty and create new markets,
- **Fostering Entrepreneurial Education** to disseminate the entrepreneurial mindset, skills and competencies since a very early age on a lifelong basis,
- **Shaping Entrepreneurial Cities**, being tomorrow's centers for entrepreneurship and innovation.

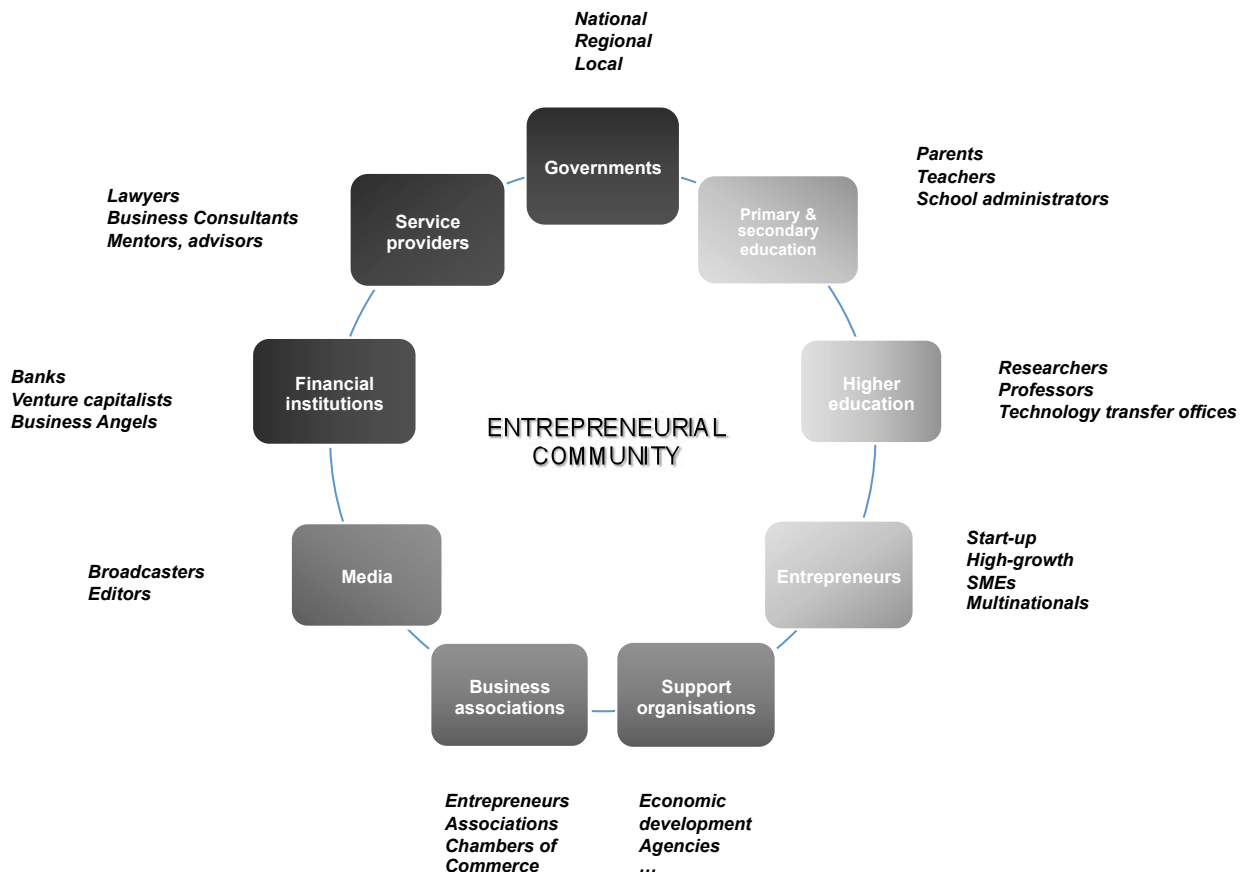
Each year, our recommendations and proposals are compiled in the Forum White Paper, disseminated to global political and economic decision-makers in 70 countries. These have led to several changes in countries' regulations and business systems and paved the way for initiatives aimed at disseminating entrepreneurial spirit.



Download the White Paper on
www.world-entrepreneurship-forum.com

2012 edition: Entrepreneurial ecosystems: cultivating communities to drive wealth and social justice

This year's discussions will focus on how to create entrepreneurship-friendly ecosystems and foster the development of locally efficient entrepreneurial communities.



The Working Method

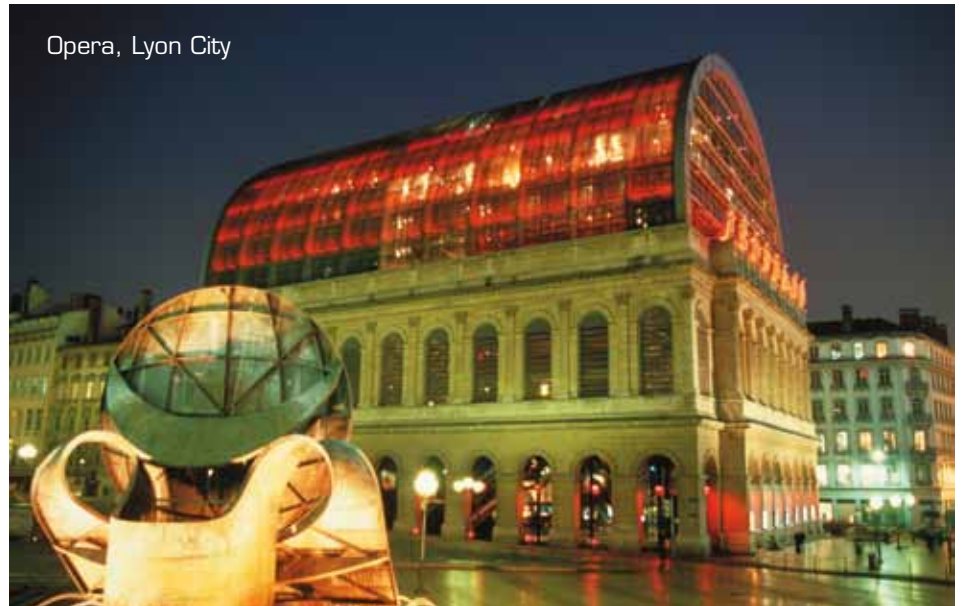
- **Plenary:** Discuss with insiders the key success factors of entrepreneurial hubs such as Silicon Valley, Taiwan, Israel and other hubs around the world.
- **Think-tank sessions:**
 - **World Entrepreneurship Café:** compare experience and best practices to locally create efficient entrepreneurial communities. See how to develop collaboration between these local communities and track the development of entrepreneurship-friendly ecosystems.
 - **Open Space Technology:** Identify weak signals and trends of entrepreneurship and innovation on the global scale. Find solutions for your own business problems and identify partners to implement your initiatives.

Lyon, France | 24-27 October 2012

Dates

World Entrepreneurship
Forum
24-27 October, 2012

Junior Delegates' Meeting
23-24 October, 2012



Programme

Wednesday 24 October

Evening **Monitoring 2012 Achievements**

Thursday 25 October

Morning **Case Studies & Key Learnings**
Afternoon **Think-tank Session**
Evening **Award Ceremony**

Friday 26 October

Morning **Think-tank Session**
Afternoon **Think-tank Session & Debriefing**
Evening **Networking Dinner**

Saturday 27 October

Morning **Commitment Session**

Logistics

Contact

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Follow us on Twitter,
LinkedIn and Facebook

More information on
www.world-entrepreneurship-forum.com

Lyon welcomes the World Entrepreneurship Forum

A co-founder of the Forum, the 2nd economic centre of France with a diversified economy, Lyon hosts major chemical, health, pharmaceutical, cleantech, biotech and software industries, as well as international headquarters of Interpol, Euronews and International Agency for Research on Cancer. The city is also known for its title of France's Capital of Gastronomy and is a UNESCO World Heritage Site for its historical and architectural landmarks. The Forum will be held at Metropole Hotel and SPA****.

Fees include

Access to the World Entrepreneurship Forum:

- Access to conferences, plenaries, workshops, speakers and international media at the annual event
 - Dinners on Wednesday 24, Thursday 25 (Award Ceremony) and Friday 26.
 - Lunches on Thursday 25, Friday 26 and Saturday 27.
 - Airport and train station pick-up (within the Forum dates)
 - Local transfers
 - Negotiated rates in Lyon Metropole Hotel & Spa****
- Access to the Forum's network and on-line working groups
- Soft and hard copies of the Forum publications
- Newsletters on entrepreneurship and innovation
- Privileged access to Regional and Junior Forums as mentor, speaker or organizer

Fees do not include

- Accommodation (negotiated fees at Metropole Hotel)
- Travel insurance
- Travel and visa costs (invitation letter provided by the organization committee)

Early bird rates:
30% discount
if payment before
April 15.

Official Members

- Entrepreneurs, Experts, Politicians 1,280€/pers. excluding VAT
- Social Entrepreneurs & NGOs 380€/pers. excluding VAT

Accompaniers & delegations

2,000€/pers. excluding VAT

On-line registration and payment on: www.world-entrepreneurship-forum.com
Contact: vu@em-lyon.com - Tel. +33 (0)4 78 33 70 90

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World Entrepreneurship Forum

Founding Members



EMLYON Business School

Founded in 1872, affiliated to the Chamber of Commerce and Industry of Lyon, EMLYON Business School is one of the major European business schools.

www.em-lyon.com



KPMG

KPMG is a global network of professional firms providing Audit, Tax and Advisory services in 150 countries. Particularly active on the economic scene, KPMG decided to join the think-tank in order to take part in discussions on a national and international level.

www.kpmg.fr



ACE

The Action Community for Entrepreneurship (ACE) is a movement that involves both the private and public sectors to create a more entrepreneurial environment in Singapore. It is currently led by Mr Teo Ser Luck who is the Minister in-charge of Entrepreneurship and Minister of State for Trade and Industry.

www.ace.sg



Nanyang Technological University

A research-intensive public university, Nanyang Technological University (NTU) has 33,500 undergraduate and postgraduate students in the colleges of Engineering, Business, Science, and Humanities, Arts, & Social Sciences.

www.ntu.edu.sg



ONLYLYON

ONLYLYON is in charge of promoting Lyon's assets and bringing its ambition to fruition: turning its economic development model into a reference among other major European cities and establishing its international influence. It has been created by Lyon's main partners and economic institutions, among them: Greater Lyon Council and Lyon's Chamber of Commerce and Industry.

www.onlylyon.org



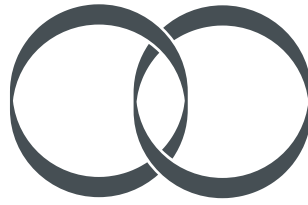
Zhejiang University

One of China's oldest institutions of higher education, Zhejiang University is a leading national comprehensive and research university with the motto of "Faith of Truth". Its School of Management is known for the research and business education in entrepreneurship and innovation.

www.zju.edu.cn

World Entrepreneurship Forum Charter

- 1** Understand Entrepreneurship. Make it known that entrepreneurs are positive agents of social change, wealth creation, transparency, sustainability, and innovation.
- 2** Foster Positive Entrepreneurial Attitudes. Foster a cultural context where entrepreneurship has a positive image and where entrepreneurial success is publicly celebrated.
- 3** Reform Regulations. To promote a truly entrepreneurship-centered business climate, reform tax and regulatory environments so as to make it easier, faster, and less costly for entrepreneurs to set up enterprises, grow them if they are successful, or close them if not; minimize the time they spend on licenses, tax procedures, litigation and other similar activities.
- 4** Create New “Entrepreneur-Friendly” Institutions. Introduce new-style entrepreneurship-friendly support institutions that provide technological knowledge, market information, business know-how, certification services, access to capital, and other essential business support.
- 5** Promote Proper Governance. Set forth a governance framework which unambiguously encourages risk-taking, while also ensuring that ethics lapses, corruption, and neglect of environmental sustainability carry a high cost to reputation.
- 6** Empower Entrepreneurial Women. Governments should implement laws and policies that ensure that entrepreneurs are sensitive to gender empowerment as well as diversity promotion.
- 7** Empower minorities and design programmes and schemes aimed at fostering entrepreneurship among the poorest populations.
- 8** Create an Early Education Entrepreneurial Curricula. Include within schools a curricula that promotes the development of the skills and attitudes that are the hallmark of entrepreneurship, such as: creating a vision, perseverance, creativity, spotting needs, empathy, leadership, dealing with ambiguity, risk-taking, and follow-through.
- 9** Develop Young Adult Entrepreneurial Curricula. Include within an education curricula practical elements of entrepreneurship and business development so as to increase the entrepreneurial IQ within the community.
- 10** Promote Lifelong Entrepreneurial Education. Provide entrepreneurs lifelong learning and development platforms for sharing of experience and best practices, coaching and mentoring, mutual support, and international networking, with the strong support of key stakeholders from business and civil society.



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