



62° ICSB  
WORLD CONFERENCE  
BUENOS AIRES  
JUNE 28 - JULY 1, 2017  
ARGENTINA  
[www.icsb2017.org](http://www.icsb2017.org)

***Towards a New World Mobilized by  
Entrepreneurship & Innovative SMEs***



**2017 ICSB World Conference  
Buenos Aires, Argentina**



**Micro-, Small & Medium-sized  
Enterprises**

International Day — June 27

**June 27th**

## 62nd ICSB World Conference

### Theme: Towards a New World Mobilized by Entrepreneurship and Innovations SMEs

The 62nd ICSB World Conference, to be held in Buenos Aires, is a major learning opportunity; a fulcrum where experience and research about entrepreneurship and innovation in the context of SMEs, will be discussed, exchanged, and shared by academics and practitioners from around the world.

On June 27th during the conference, ICSB and its global membership will celebrate International MSMEs Day. Major cities around the world will be holding events to celebrate the first annual MSME Day.



**Tuesday, June 27**

### ICSB Makes History

**6 April 2017** – Recognizing the importance of micro-, small- and medium-sized enterprises in achieving the new global development goals, the United Nations General Assembly today designated 27 June as International Day for those actors.

In a resolution adopted without a vote, the 193-member body also invited all stakeholders, including Member States, UN entities and civil society organizations, to observe the Day and raise public awareness of their contribution to the 2030 Agenda for Sustainable Development, which the Assembly adopted in September 2015.

The resolution was introduced by the delegation of Argentina, with its representative stating that more than 95 per cent of enterprises in the world are micro-, small- and medium-sized and they account for about 60 per cent of private sector employment.

**“These enterprises can in fact become the engines that sustain growth for long-term development in developing countries,” the Argentina Ambassador representative said, thanking the contribution made by the International Council for Small Business (ICSB) to the creation of the Day.**

ICSB held its 61st Annual World Conference here at United Nations last year, in which authorities from over 55 countries participated. In that occasion,

**ICSB made a declaration about the urgent need to have a day to recognize the important role of micro, small, and medium enterprises in the development of economies as a whole.**

United Nations News Center

# ICSB Four Key Messages for MSMEs International Day

## ***“Small Business, Big Impact”***

### **Message #1:                   Urgency to support MSMEs to address the need for 600 Million Jobs.**

According to a World Bank funded report, titled “Towards Solutions for Youth Employment: A 2015 Baseline Report”, released by Solutions for Youth Employment (S4YE), one third of the world’s 1.8 billion young people are in need of employment, education or training.

*“Young people account for 40 percent of the world’s population – the largest youth generation in human history – but they are disproportionately affected by unemployment. This is a persistent problem. Approximately 30 percent of young people are not in employment, training or education, and around the world, young women are worse off. We need to act now, and we need to act together if we are going to realize the significant opportunities presented by this many young people today,”* said Matt Hobson, S4YE Coalition Manager.

- **Entrepreneurship and Self-Employment** – worldwide, youth are 1.6 times more likely than adults to display entrepreneurial activity, which needs to be bolstered.

### **Message #2:                   Galvanize government around policies/best practices to help scale MSMEs**

Governments are responsible for ensuring an environment that is conducive for MSMEs to grow and thrive through their policies, processes and regulations. Governments can also play a critical role in the innovation ecosystem by supporting processes that are accessible and efficient as possible; this will help create a technical and business climate that provides innovative companies with opportunities to be competitive and successful.

Government have many options to have an impact on and improve their ecosystem including:

Supporting funding for research and development, small business capital access, and education/job skills training either through direct financing or tax policy;

Disseminating and providing access to government information;

Organizing and facilitating cooperative interaction between participants in the innovation ecosystem;

Supporting business opportunities and access to markets for small companies, including government procurement;

### **(Message # 3-                   Address the new paradigm of Humane Entrepreneurship (Human Cycle versus Enterprise Cycle).**

**Quality Jobs** – quantitative unemployment measurements do not reflect quality of employment and deeper understandings of today’s working conditions is required. The International Labor Organization (ILO) states *“Productive employment and decent work are key elements to achieving a fair globalization and poverty reduction.”*

As countries and organizations move towards holistic growth, enterprises should extend their priorities beyond the profit margin. These companies should shift their focus onto their people, the environment, and society. Impactful entrepreneurs fuel the concept of Humane Entrepreneurship.

Human oriented businesses are deemed to perform better, come up with better products and services, and ultimately, satisfy their customers. Humane Entrepreneurship is a key to the sustainable development of not only enterprises, but also to the sustainable development of society.

Humane Entrepreneurship pursues shifting MSMEs to focus more on employees and society rather than only ownership

### **Message # 4-                   Sustainable Development Goals need the support of entrepreneurs and MSMEs**

MSMEs are responsible for significant employment and income generation opportunities across the world and have been identified as a major driver of poverty alleviation and development. As such they will be one of the main actors in achieving the SDGs. MSMEs are the backbone of most economies worldwide.

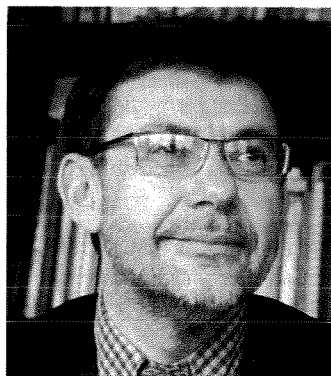
Efforts to enhance access to finance for SMEs across key sectors of national economies are an important element of implementation of the SDGs. SDG targets 8.3 and 9.3 call for enhancing the access of SMEs to financial services. In addition, SMEs are an important element in the implementation of SDG 8 (decent work and economic growth) and SDG 9 (industry, innovation and infrastructure).

MSMEs should be the first responders to societal needs and provide the safety net for inclusiveness.

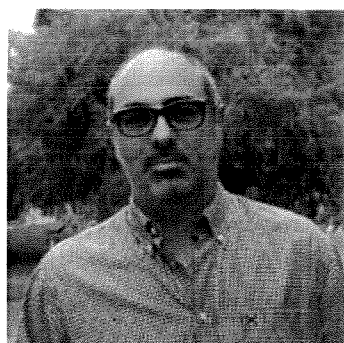
Authored by: Dr. Winslow Sargeant and Dr. Ayman El Tarabishy



# Message from ICSB 2017 Organising Committee



**Prof Dr. Rubén Ascúa**  
*(Chairman of the ICSB 2017  
Organising Committee)*



**Prof Dr. Juan Federico**  
*(Executive Chairman of  
the ICSB 2017 Organising  
Committee)*

Welcome to the 62nd World Conference of International Council for Small Business (ICSB), which will be hosted in the wonderful city of Buenos Aires, for the first time in history in South America. The theme of the conference is “Towards a New World Mobilized by Entrepreneurship & Innovative SMEs” which will address the growing international movement towards sustainability, innovation, knowledge and humane entrepreneurship. Entrepreneurs, politicians, educators, researchers and practitioners are increasingly seeking to find solutions to the challenges of growing economies and businesses that are environmentally sustainable, socially fair and rooted locally. This conference will offer each of you an opportunity to participate in such discussions.

This time, is important to emphasize the institutional role of the Red Pymes Mercosur, as the academic institution that, together with the National University of the Litoral, National University of General Sarmiento, National University of Rafaela and Catholic University of Argentina, have taken the lead in organizing this congress. It is also worth mentioning the participation as co-organizers of the Argentine Ministry of Production through its Secretariat of Entrepreneurs and SMEs and ECLAC. It is also relevant to mention the collaboration of CAME, CPCE-CABA and the support of the Agency for Scientific and Technological Promotion of MINCYT. To all these institutions, our complete gratitude and appreciation. While the conference will have the usual mix of keynote speakers, parallel sessions and networking opportunities, the 62nd World Conference ICSB 2017 will also include workshops and sessions for business practitioners and for policy-makers.

The conference will use innovative formats and new technologies to maximize the ability of every delegate to benefit from their attendance at the conference. Besides these academic and professional benefits of the conference, the participants cannot visit Buenos Aires without also enjoying their passions for heritage, food, for open air, for football, for tango, for nightlife, for hospitality, among some others. Hence, we have included an exciting range of alternatives for the social program, which will enable to achieve a nice equilibrium concerning your work/ life balance! This year, will celebrate for the first time in history, the Micro, Small and Medium Enterprise Day (MSMEs Day) established by United Nations. Because of the initiative of ICSB, the United Nations (UN) acknowledged the importance of the MSMEs around the world by declaring June 27th, forevermore, as United Nations Micro, Small and Medium Enterprise Day (UN MSME Day). In addition, it

is important to emphasize that, the Government of Argentina and the Permanent Mission of Argentina to the United Nations, have played a very important role in cooperation to the ICSB for this achievement. We truly believe that you are going to enjoy a memorable experience that will benefit your career outputs and will leave you with some wonderful life memories.

We look forward to meeting you in Argentina, through opening our wonderful country and receiving you with “bienvenidos amigos”. Buenos Aires | ARGENTINA is a federal republic in the southern portion of South America. Sharing the bulk of the Southern Cone with its neighbor Chile to the west, the country is also bordered by Bolivia and Paraguay to the north, Brazil to the northeast, Uruguay and the South Atlantic Ocean to the east, and the Drake Passage to the south. With a mainland area of 2,780,400 km<sup>2</sup> (1,073,500 sq mi), Argentina is the eighth-largest country in the world, the second largest in Latin America, and the largest Spanish-speaking one. The country is subdivided into twenty-three provinces and one autonomous city, Buenos Aires, which is the federal capital of the nation (CABA). Buenos Aires (“good airs”) is the capital and most populous city of Argentina. The city is located on the western shore of the estuary of the Río de la Plata. The present name of Buenos Aires is an abbreviation of the original one intended by the Spaniard founders in the 16th century.

# Message from ICSB President



**Luca Landoli**  
**ICSB President**

***On behalf of the ICSB board and Affiliates it's my honor and pleasure to welcome you all to the 62nd ICSB world conference.***

The 2017 ICSB world conference in Buenos Aires it's the culmination of a fantastic year for ICSB, full of exciting activities. It's now time to get together, as we have done for 62 years in a row, to celebrate these achievements and, at the same time, to start a new chapter in the history of our Association. The most important accomplishment is something I do not hesitate to define historic: the creation of a permanent observance dedicated to Micro, Small, and Medium Enterprises Day under the auspices of the United Nations (MSME day). After painstaking work in collaboration with the Argentina UN embassy, the UN General Assembly approved the institution of the UN MSME day, to acknowledge the role of MSMEs as fundamental actors for the achievement of the Sustainable Development Goals.

It is estimated that humanity will need 600 millions new jobs in this decade, especially in developing economies, and the UN General Assembly recognized the fundamental role of MSME in job creation. But it's not just about quantity: the quality of jobs matters as well if not even more. ICSB challenge in creating a conceptual as well as practical framework centered on Humane Entrepreneurship is a step in this direction. Entrepreneurship is a means to create a more innovative economy in which economic growth and respect for human beings and the natural environment in which we all live must go hand in hand. With this spirit we inaugurated the MSME UN day in New York at the UN headquarters last 9th of May, and with the same spirit and renewed enthusiasm we will celebrate this observance for the first time in Argentina, on June 27th.

It is just a wonderful coincidence that the celebration occurs for the first time in the country that was our Champion at the UN in the approval of the name day. The UN Day is just the cherry on the cake for this year conference program. The conference program is extremely rich and diverse. ICSB and ICSB Argentina/ Red Pymes worked hard to create activities and events that are of interest for our four main stakeholders: researchers, educators, small businesses, and policy makers. What makes ICSB unique in fact is its mission to act as broker between these diverse groups to favor cross-fertilization, knowledge advancement, and innovation in policy and MSME management. Let me draw your attention on a few events, in the order they appear in the program: the ICSB Academy, the ICSB educational program for students and young entrepreneurs, the Global Impact Accelerator program event run in collaboration with Slush, the world leading start up event, the Policy forum, the MSME's ministerial roundtable, great plenary sessions with outstanding keynote speakers, and a long list of workshops and parallel session through which you will be able to access to state of the art research and practice in entrepreneurship and small business management. I wish to express my deepest gratitude to all the individuals and organizations that have made this possible. A very special thank goes to the Argentinean Government.

Thank you very much to Mr. Martin Garcia Moritan, UN Permanent Representative of Argentina and to Mr. Mariano Meyer, National Secretary for Entrepreneurs and SMEs, for supporting the creation of the UN name day and for partnering in the organization of the ICSB 62nd World conference. Our deepest gratitude also goes to the sponsors of the conference, in particular to the Banco Nacion, the Rivista Pyme, and to our Academic Host, the Pontificia Universidad Catolica (UCA). A special thanks is for Facebook, for the sponsorship and the support for providing outstanding online visibility and presence to our activities. Last but not least my warmest thanks to the conference Organizers. The conference chairs President Ruben Ascuá and Dr. Juan Federico, Maria Fernanda Andres, local Chair for the ICSB Academy led our team in Argentina. Dr. El Tarabishy, ICSB Executive Director, and our staff at the ICSB International Office, Michael Battaglia, Jordin Murphy, Junru Li, together with Dr. Cesar Bandera, ICSB Academy Director, and Miriam Helmy, ICSB academy project manager, were the engine of the organization from the ICSB side. I do not know how many times I have asked them to rush, adjust, adapt, make last minute changes, accommodate requests, and fix problems. The answer has always come effective, smart, and responsive. You are a great team; it has been a pleasure and a honor to work with you.



**Dr. David Audretsch**  
(Indiana University  
Bloomington)  
Distinguished Professor  
Ameritech Chair of  
Economic Development

**Education**

Ph.D., Economics, University of Wisconsin,  
1980  
M.S., Economics, University of Wisconsin,  
1979  
B.A., Magna Cum Laude, Economics, Drew  
University, 1976



**Dr. AnnaLee Saxenian**  
(UC Berkeley)  
Dean of the Information  
School  
Professor (I School and Dept.  
of City and Regional Planning)

**Education**

BA, Economics, Williams College, 1976  
MCP, City & Regional Planning, UC Berkeley,  
1980  
Ph.D., Political Science, MIT, 1989



**Dr. Colin Mason** (The  
University of Glasgow)  
Professor Of Entrepreneurs-  
hip (Management)

**Education**

MA, Geography & Economic History, The  
University of Edinburgh, 1975  
PhD, Economic Geography, The University  
of Manchester, 1978



**Mario Cimoli** (UN Economic  
Commission for Latin America  
and the Caribbean (ECLAC)  
Director of the Division of  
Production, Productivity and  
Management at the UN Eco-  
nomic Commission for Latin  
America and the Caribbean  
(ECLAC)

**Education**

Ph.D., University of Sussex



**Hugo Kantis** (The National  
University of General Sar-  
miento in Argentina)  
Director of the Entre-  
preneurial Development  
Program and he leads a  
seminar-workshop for Pro-  
fessionals in the Entrepre-  
neurial Ecosystem in Latin

America.

**Education**

Universitat Autònoma de Barcelona (PhD,  
Economia)  
Växjö universitet (European Doctoral Pro-  
gramme in Entrepreneurship and Small  
Business Management)



**Professor Zong-Tae Bae**  
(Technology Innovation  
Management and Entre-  
preneurship at the Co-  
llege of Business, Korea  
Advanced Institute of  
Science and Technology)  
Professor  
Director of the KAIST

Center for Innovation and Entrepreneurs-  
hip (CIE)

**Education**

Ph.D., Management Science, KAIST, 1987  
M.S., Management Science, KAIST, 1984  
B.S., Industrial Engineering, Seoul National  
University, 1982

**Academic  
Committee**

Luca Landolfi  
Brian Gibson  
Miguel Bacic  
Hugo Kantis  
Jeffrey Alves  
Silke Tegtmeier  
Ki Chan Kim  
Xiaobo Wu  
Zulma Quñones  
Den Hooi  
Sonia Roitter

**Organizing  
Committee**

Ayman El Tarabishy  
Michael Battaglia  
Juan Federico  
Rubén Ascúa  
José Borello  
María Fernanda Andrés  
Alicia Caballero  
Hernán Vigier  
Juan José López Rodríguez  
**Executive Chairman**  
Juan Federico

**Chairman**

Rubén Ascúa

**Academic Organization**

Sonia Roitter  
Michael Battaglia

**Staff**

Lorena Castillo  
Sofía Bocco  
Fernando García  
María Julia Lencioni  
Andrea Minetti

# Conference Venues



## Distances from the Hotels to the Reception & Gala

Due to the proximity of all the events, we urge the participants to walk to the venues. If you need special assistance please contact Maria Julia Lencioni ( )

1) Welcome Reception – Venue: Museum of Modern Art (San Juan Av. 350)

Following you'll find the distance from each hotel to the Museum.

Hotel Madero (Rosario Vera Peñaloza 360): Walking distance, 10 blocks from the museum.

Ch Madero (Azopardo 770): Walking distance, 7 blocks from the museum

NH City Buenos Aires (Bolivar 160): Walking distance, 10 blocks from the museum

Kenton Palace (Defensa 383): Walking distance, 8 blocks from the museum

Dazzler San Telmo (Piedras 303): 12 blocks from the museum

Esplendor Hotel (San Martin 780): Not walking distance, 20 blocks from the museum

2) Gala Dinner – Venue: Madero Tango (Av. Alicia Moreau de Justo 2150)

Following you'll find the distance from each hotel to the Museum.

Hotel Madero (Rosario Vera Peñaloza 360): Walking distance, 10 blocks from Madero Tango.

Ch Madero (Azopardo 770): Walking distance, 10 blocks from Madero Tango

NH City Buenos Aires (Bolivar 160): Not walking distance, 20 blocks from Madero Tango

Kenton Palace (Defensa 383): Not walking distance, 18 blocks from Madero Tango

Dazzler San Telmo (Piedras 303): Not walking distance, 20 blocks from Madero Tango

Esplendor Hotel (San Martin 780): Not walking distance, 30 blocks from Madero Tango



## **Wednesday, June 28    Venue: Professional Council of Economic Sciences (Viamonte 1549 St)**

10:00 to 13:00 hs: **PRECONFERENCE ACTIVITIES: POLICY FORUM (organized in cooperation with ECLAC-UN)**

**Session #1: “How should change the policy for SMES under the 4th Industrial Revolution”?**

**Panelists:**    **Jose Luis Curbelo**, National Research Council (Spain)

**Claudio Maggi**, CORFO-Chilean Economic Development Agency

**Winslow Sargeant**, Senior Vice President of Partnerships ICSB

**Zoran Gogolewski**, First Secretary, Economic and Trade Affairs, Delegation of the European Union to Argentina

**Moderator: Alvaro Calderón** – Economic Affairs Officer, Production, productivity and management Division (ECLAC-UN)

**Session #2: “New developments in SMEs and Entrepreneurship policies: the Argentinean case”**

**Panelists:** **Carolina Castro**, Undersecretary of SMEs and **Esteban Campero**, Undersecretary of Entrepreneurs

### **PRECONFERENCE ACTIVITY #2: Doctoral Seminar**

10:00 to 15:00 hs: **ICSB Doctoral Seminar**

### **PRECONFERENCE ACTIVITY #3: SLUSH Global Accelerator (Metropolitan Center of Design at Algarrobo 1041, BA)**

15:00-17:00hs:    **Slush Global Impact Accelerator Pitch Competition (co-organized with the City of Buenos Aires Government)**

                  10 to 15 entrepreneurs competing for a place at the Slush Boot Camp that would take place in Helsinki next November

19:00-20:00hs:    **ICSB President Reception (invitation only)** (Museum of Modern Art of Buenos Aires– MAMBA) San Juan Ave 350

20:00-22:00hs:    **Welcome Reception at the Museum of Modern Art (MAMBA)** (Address: San Juan Ave 350 Buenos Aires)

## **Thursday, June 29    Venue: Argentine Catholic University (1300 Alicia Moreau de Justo Ave)**

8:00-9:00hs: **Registration**

9:00-9:30hs: **Opening Ceremony**

**Francisco Cabrera**, Minister of Production, Argentina

**Mariano Mayer**, Secretary of Entrepreneurs and SMEs, Argentina

**Ruben Ascúa**, Chairman of the 62<sup>nd</sup> ICSB World Conference

**Gabriela Dicker**, Rector of the National University of General Sarmiento

**Caros Beltran**, Dean of The Economics Faculty, Universidad Nacional del Litoral

**Alicia Caballero**, Dean of the Economics Faculty, Catholic University of Argentina

**Luca Iandoli**, President of ICSB

**Ayman Tarabishy**, Executive Director of ICSB and **Winslow Sargeant**, ICSB Senior Vice President

**ICSB Global Partners**

9:45-11:30hs: **SME Ministerial Round** - “Best Initiatives by government to improve the development of Entrepreneurs and SMEs”  
                  **2017 Chair and Host by Mr. Mariano Mayer** (Secretary of Entrepreneurs & SMEs, Argentina)

- **Peter Cazamías**, Associate Administrator, U.S. Small Business Administration (U.S.A.)
- **Alejandro Delgado Ayala**, President, National Institute for Entrepreneurs, (México)
- **Thamsanqa Edmund Mazwai**, Advisor, Ministry of Small Business Development (South Africa)
- **José Ricardo de Freitas Martins Da Veiga**, Secretario Especial de la Micro y Pequeña Empresa (SEMPE) (Brazil)
- **Carlo Spagnoli**, Project manager, Union camere (Italia)

11:45-12:15hs: **Coffee Break & Networking**

12:15-12:45hs: **Keynote Speaker: Dr. David Audretsch** (Indiana University) - Distinguished Professor and Ameritech Chair of Economic Development at Indiana University. “The Resurgence of Main street Entrepreneurship in a Global Economy”

13:00-14:15hs: **Lunch**

14:30-16:30hs: **Parallel Workshops and Sessions**

16:30-16:45hs: **Coffee Break & Networking**

17:00-18:30hs: **ECLAC Panel: The SMEs and the Fourth Industrial Revolution**

- **Mariano Mayer**, Secretary of Entrepreneurs and SMEs, Argentina
- **Monica Casalet**, Latin-American Faculty of Social Sciences (Mexico)
- **Diego Koatz**, Executive Director, Unión Industrial Argentina
- **Luca Iandoli**, President of ICSB
- **Geralyn McClure Franklin**, ICSB Senior Vice President for Finance & Control
- **Ayman El Tarabishy**, Executive Director of ICSB

**Friday, June 30                      Venue: Argentine Catholic University (1300 Alicia Moreau de Justo Ave)**

8:00 to 12:00 hs:    **ICSB Outgoing Board Meeting (by invitation only)**

8:45 to 9:45 hs:    **Wilford White Fellows: A Tete-a-tete—Yesterday, Today, and Tomorrow in Small Business & Entrepreneurship**  
The voices of experiences speak. A conversation about issues, current trends and new developments in small business and entrepreneurship. Where are we headed in the next 10 years and areas of possible research.

**Moderator: Zulma Quiñones- Past President of ICSB and member of the Wilford White Fellows**

9:45 to 10:30 hs:    **Keynote Talk: SME Policy in Latin America: Current status and future challenges**  
**By: Dr. Mario Cimoli** Director of the Division of Production, Productivity and Management at the UN Economic Commission for Latin America and the Caribbean (ECLAC)

10:30-11:00hs:    **Coffee Break & Networking**

11:00 to 11:45 hs: **Keynote Talk: The changing nature of angel investing – drivers, implications and research questions**  
**By: Dr. Colin Mason**, Professor of Entrepreneurship at the University of Glasgow, Editor of Venture Capital. An International Journal of Entrepreneurial Finance

11:45-12:15hs: **Coffee Break & Networking**

12:15hs-13:00hs: **Keynote Talk: Humane Entrepreneurship – Concept, Theory and Practice**  
**By: Dr. Bae Zong-Tae**(Director of the Center for Innovation and Entrepreneurship at the Korea Advanced Institute of Science and Technology)  
**By: Dr. Ki-Chan Kim**, Immediate Past-President of ICSB  
**Commentators: Dr. Winslow Sargeant**, Senior Vice-President of Development ICSB. Former Chief Counsel for Advocacy in the US Small Business Administration’s Office of Advocacy.  
**Dr. Ayman El Tarabishi**, Executive Director of ICSB

13:00-14:15hs: **Lunch**

14:30-16:15hs: **Parallel Workshops & Sessions**

16:30-16:45hs: **Coffee Break & Networking**

17:00-17:45hs: **Keynote Talk: Latin-American Ecosystems in perspective: some insights from a systemic perspective**  
**By: Dr. Hugo Kantis**, Director of the Entrepreneurial Development Program (PRODEM) at the National University of General Sarmiento. (PRODEM-UNGS & Red Pymes),

21:00-23:00hs: **Gala Dinner & Awards**

**Friday, July 30                      Venue: Madero Tango (Address: Alicia Moreau de Justo 2150)**

21:00 hs: **GALA DINNER & AWARDS**

We will enjoy a superb meal while experiencing the present and the past of Tango in one of the most spectacular locations next to the river and the most modern buildings of the city.



**Saturday, July 1**

**Venue: Argentine Catholic University (1300 Alicia Moreau de Justo Ave)**

8:00 to 9:00 hs: **ICSB AGM Meeting** (room 101 San Jose)

9:00 to 10:45 hs: **Parallel Sessions (San Agustín & San José Building)**

10:45 to 11:15 hs: **Coffee break & Networking**

11:15 to 12:00 hs: **Keynote Talk: The State of Entrepreneurship**

**By: Dr. Annalee Saxenian**, Dean and Professor in the School of Information and professor in the Department of City and Regional Planning at the University of California, Berkeley.

12:15 to 13:15 hs: **ICSB Academy Pitch Competition**

13:15 to 14:00hs: **Closing Plenary & Presentation of ICSB 2018 World Conference**

Mr. Robert Lai ICSB 2018-19 President Remarks

**Ruben Ascúa**, Chairman of the 62<sup>nd</sup> ICSB World Conference

**Mariano Mayer**, Secretary of Entrepreneurs and SMEs, Argentina

14:00 to 18:00hs: **ICSB Board Incoming Meeting**

### **ICSB HISTORY courtesy of Dr. Hanns Pichler, ICSB VP and Historian**

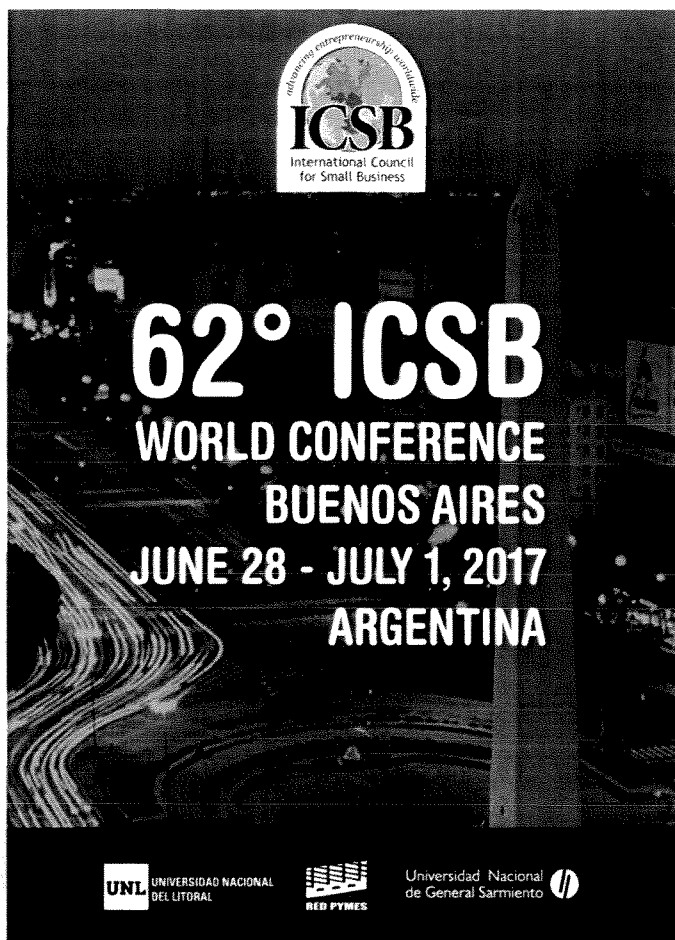
The Council was founded in 1955 on the belief that enlightened small business management is necessary for successful and profitable small business; that successful small business is essential to our national economies; and that entrepreneurship needs to be fostered to stimulate a dynamic and growing economic system.

The original name given to the Council by the Ford Foundation Grantees was the National Council for Small Business Management Development (NCSBMD). The name was subsequently changed in 1977 when the organization decided to incorporate the international community. Over the next decade, membership of ICSB doubled and the Council began to play a key role in the globalization of business during this period.

The Council serves as an umbrella organization that integrates the activities of diverse organizations and professionals who deal directly with small business. ICSB creates and distributes new information on small business management and entrepreneurial development through global knowledge drawn from government, education and commerce.

ICSB Old Logo:





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Exhibition, location in the floor plan, description and social links of the companies

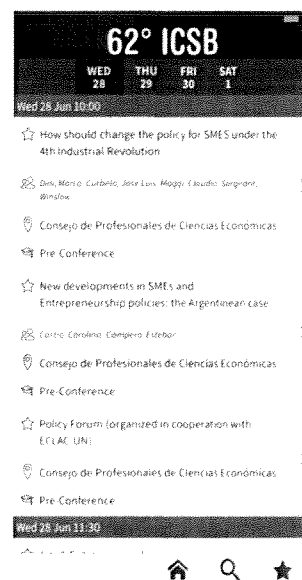
Floor-plan, easily search the stand of your interest and view the location on the floor plan

News, read the latest news from the event

Please scan the QR Code or click the Buttons below to download your Conference Mobile App.



Preview 1



Preview 2



**Friday, June 30th**  
**Gala Dinner**  
***Awards Announced***



# ICSB

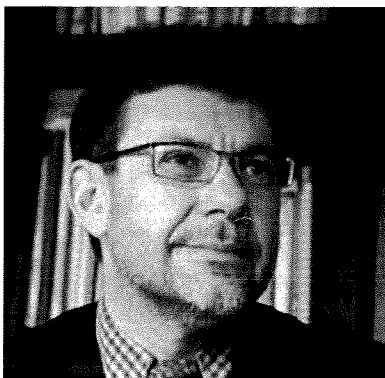
## Wilford White Fellows 2017



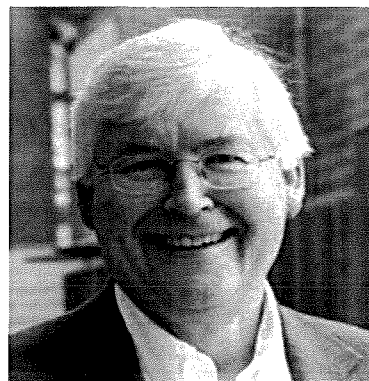
Wilford White Fellows

*Selection as a Wilford L. White Fellow is the highest recognition that the International Council for Small Business (ICSB) gives to individuals who have made an outstanding contribution to the development, furtherance and benefit of small and medium sized businesses. The award was created in 1977 and was named for Dr. Wilford L. White, the ICSB's founder and visionary leader.*

### **The Wilford L. White 2017 Inductees**



Dr. Ruben Ascua  
Argentina



Dr. Hans Landström  
Sweden



Dr. Jeff Alves  
USA



Learn firsthand, educator-to-educator, how to identify and use technology tools that enhance the efficiency or effectiveness of traditional or online instruction. In this series, educators will find ways to integrate technology – easily and quickly – into their classes, in ways that are current, intriguing, and useful to students of entrepreneurship.

The Online Learning Excellence (OLE) initiative is designed to bring together educators with an interest in understanding some the best practices in teaching with technology. OLE is designed to provide this information against the specific backdrop of entrepreneurship – addressing technology as it directly supports entrepreneurial activities and related, applied learning experiences. Uniquely, the series will be presented and moderated by a long-time faculty member in entrepreneurship. OLE is an educator-to-educator platform that avoids commercial selling on behalf of technology firms; the goal is to help educators be more effective, *not* to endorse specific products or businesses.

## **World Conference Edition—Argentina**

**Moderated by: Dr. Katia Passerini**

**When: Friday, June 30th**

**Time: 14:30**

**Location: Room 216**



## ***The Current State of Women's Entrepreneurship,***

Geralyn McClure Franklin & Donna Kelley, with Simara Maria de S. S. Greco,  
Vesna Mandakovic & Helena Estrada

**Thursday, June 29th**

**ROOM: 116**

**14:30 to 16:30 hs Parallel Workshops (San José Building)**

Across 74 economies featured in the upcoming 2016 Global Entrepreneurship Monitor (GEM) Women's report, there are an estimated 163 million women starting and running new businesses and 111 million running mature ones. Among those economies featured in both this report and the previous one issued two years earlier, women's entrepreneurship rates have increased and the gender gap has narrowed. Still, challenges remain in enabling women to enact their entrepreneurial ambitions and achieve the full potential underlying their opportunities.

Women entrepreneurs create jobs, introduce innovations into their societies, and generate income for themselves and their stakeholders. As such, they are substantial contributors to the development and stability of their economies and the wellbeing of their communities. But how much do we know about what contributes toward more or better female entrepreneurship? How is women's entrepreneurship being addressed and by whom?

Academic research has uncovered a variety of influencers on female entrepreneurship activity, for example: work-family policies, female political empowerment and economic participation, and gender-specific norms. The private sector (Goldman Sachs, Coca Cola, Microsoft), foundations and governments have developed programs to provide training, mentoring, connections, services and finance to women entrepreneurs. The United Nations, World Bank, World Economic Forum and OECD have published reports and initiated programs to research and develop women entrepreneurs. But are we doing enough to promote and support women entrepreneurs? What can we do, and do better?





## **Creating an Enterprising University - Global Best Practices**

**Presented by: University Deans & Presidents' Workshop:**

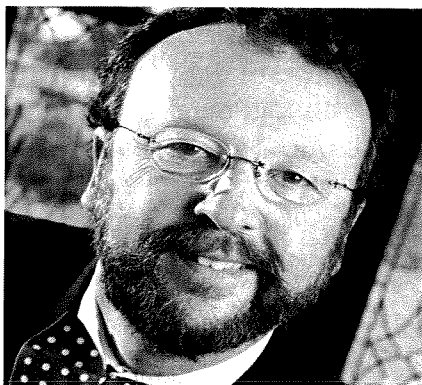
**Thursday, June 29th**

**ROOM: 220**

**14:30 to 15:30 hs Parallel Workshops (San José Building)**

Universities for decades have operated in organized and bureaucratic structures as they relied for the most part on government funding and operated in stable environments. Educational, technological, and rapid market shifts have prompted universities to rethink their business models. Now, a revived energy and focus on an existing movement called the Enterprising University has taken new life.

The movement emphasizes flexibility, employee involvement, and interface with the external business environment. Many administrators now need to adapt quickly and rethink how education and research that matters is executed. This is a challenge as



**Moderator and Most Recent Inductee**

**Wilford White Fellow**

**Dr. Jeff Alves**

**USA**

# Humane Entrepreneurship

Share Dream to Excite People! It's Humane Entrepreneurship

## ***WHAT is Humane Entrepreneurship?***

As countries and organizations move towards holistic growth, enterprises should extend their priorities beyond the profit margin. These companies should shift their focus onto their people, the environment, and society. Great entrepreneurs with strong humane mindsets fuel the concept of Humane Entrepreneurship. Human oriented businesses are deemed to perform better, come up with better products and services, and ultimately, satisfy their customers. Humane Entrepreneurship is a key to the sustainable development of not only enterprises, but also to the sustainable development of society.

***Learn More and Join Global Research Team:***

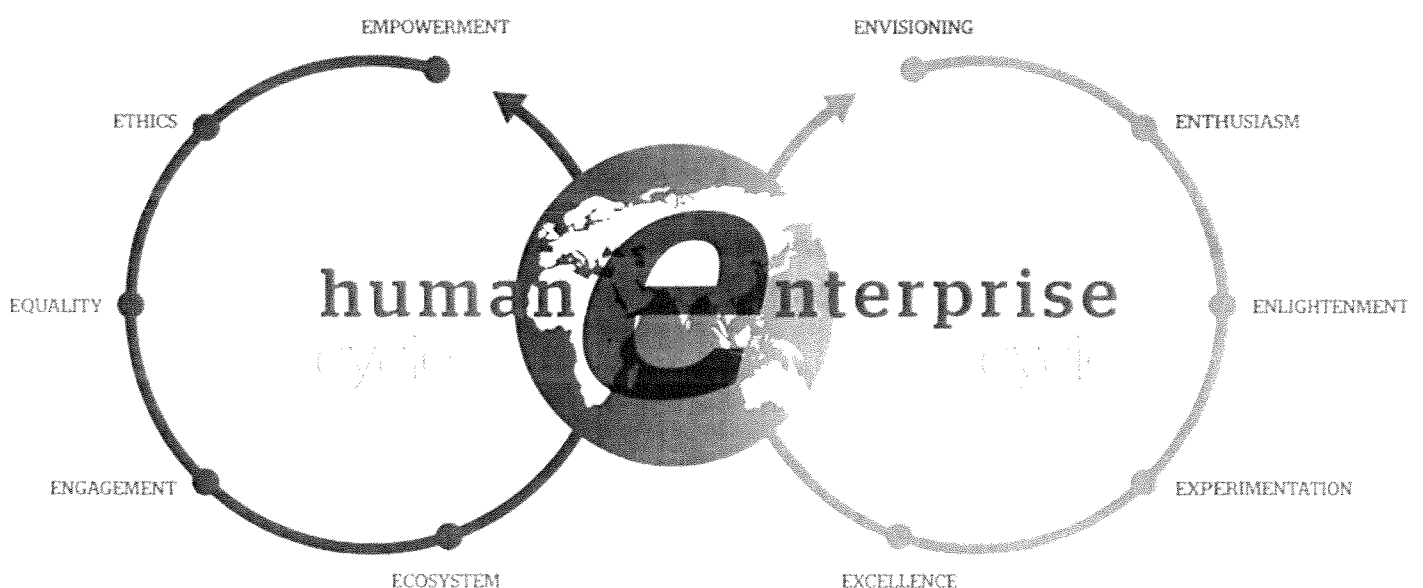
***WORKSHOP: Friday, June 30 at***

***Time: 14:30***

***Room: 116***

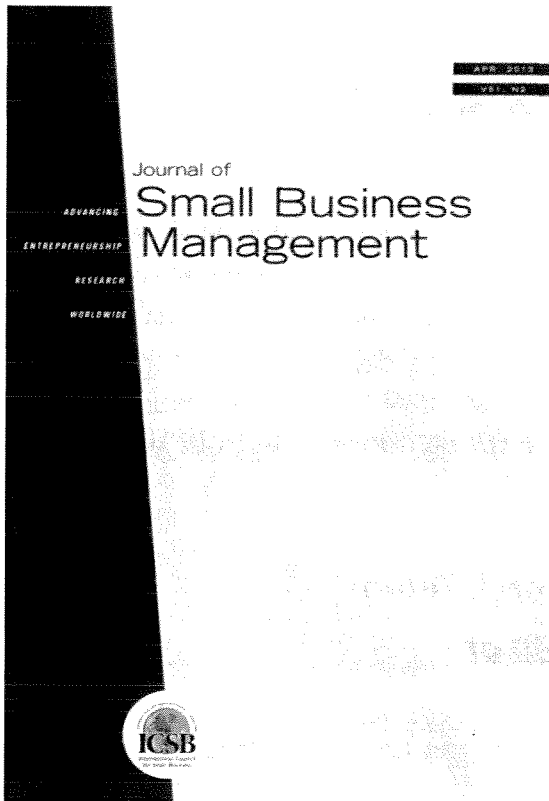
***Dr. KiChan Kim***

## **The Humane Entrepreneurship Model**



## ICSB Main Academic Journal

### Journal of Small Business Management (JSBM)



The primary purpose of the Journal of Small Business Management (JSBM) is to publish scholarly research articles in the fields of small business management and entrepreneurship. As the official journal of the International Council for Small Business (ICSB), the JSBM is recognized as a primary instrument for projecting and supporting the goals and objectives of this organization, which include scholarly research and the free exchange of ideas. The journal, which is circulated in 70 countries around the world, is a leader in the field of small business research.

**Edited By: George T. Solomon**

**2016 Impact Factor: 2.876**

	<b>2015</b>	<b>2016</b>
<b>2 -year impact factor</b>	1.937	2.876
<b>5-year impact factor</b>	2.868	4.342
<b>Rank in Management</b>	65/192	48/194

***All ICSB members, as a benefit of membership, receive online access to all JSBM articles.***

***MEET THE EDITOR: Dr. George Solomon***

***WORKSHOP: Friday, June 30 at***

***Time: 14:30***

***Room: 128***



## Join the Online Discussion – #ICSB Webinar Series

The ICSB webinar series is a forum for members from around the world to discuss Management Assistance for Small Business. Each live session includes well-respected educators, scholars and small business professionals.

ICSB will host a new webinar each month with 1-2 speakers and a topical focus under the general theme. We are targeting Wednesday at 12pm Eastern time (Washington DC USA). We encourage you to RSVP ahead of each live session. Council members representing education, industry, financial institutions and government, provide a worldwide network of ideas and experience exchange on management assistance for small business.

### **Past Webinars:**

#### **May 2017: HOW CAN POLICIES SUPPORT SMES? A United States Perspective.**

Dr. Winslow Sargeant, Former Chief Counsel to President Obama on Small Business Administration and current ICSB Senior Vice President for Development

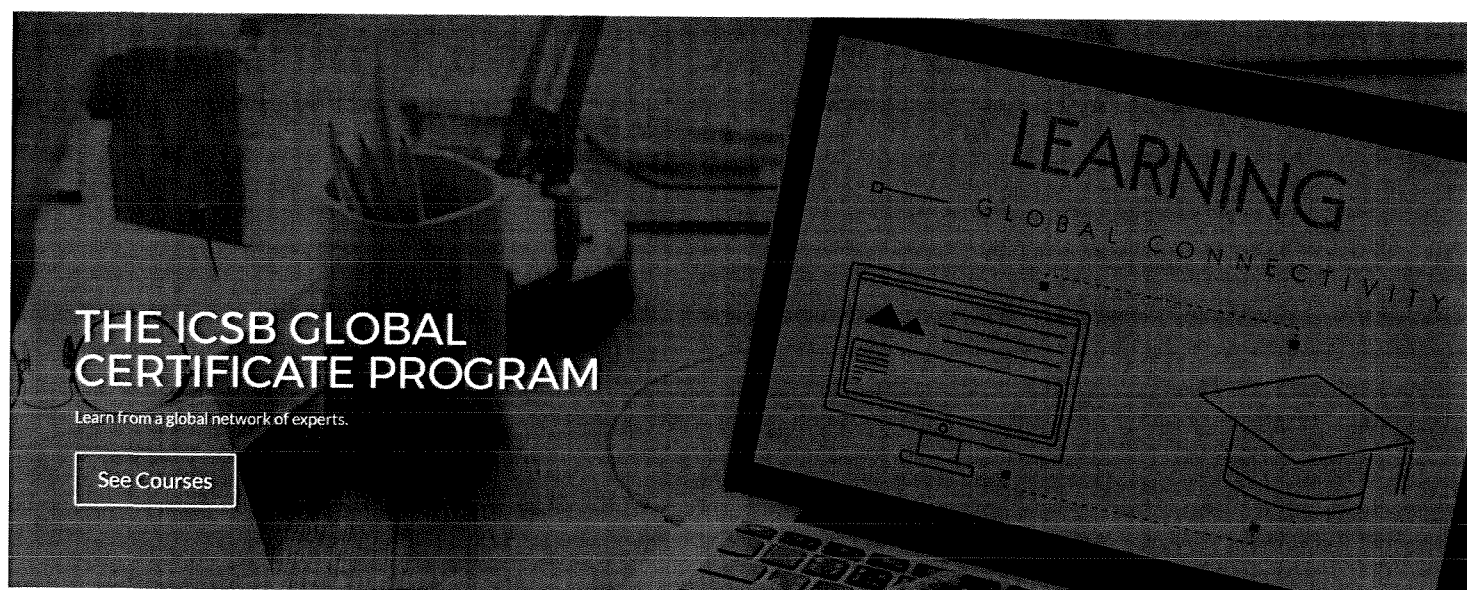
#### **April 2017: WHY ARE WE IGNORING FAMILY BUSINESS?**

Dr. Frank Hoy, Foisie Business School, Beswick Professor at Worcester Polytechnic Institute

#### **March 2017: Programs to Further Develop Faculty from around the World in the Art and Craft of Teaching Entrepreneurship and Building Entrepreneurship Programs**

Dr. Heidi Neck, Professor and the Jeffry A. Timmons Professor of Entrepreneurial Studies at Babson College

***<https://icsb.org/webinars/>***



## ICSB Global Certificates Programs

### *Entrepreneurship & Sustainability (Launched Fall 2017)*

ICSB Global is offering a Certificate in Entrepreneurship and Sustainability that address entrepreneurship from a perspective of driving innovation the better the planet.

#### In Class: Transforming Our World: An Overview of the 2030 Agenda for Sustainable Development

This class will encompass an introduction to the United Nations Sustainable Development Goals (I suggest both in person and online offering). Learn about the 17 Sustainable Development Goals that are guided by the purposes and principles of the Charter of the United Nations, including full respect for international law. Also, learn how the agenda is grounded in the Universal Declaration of Human Rights, international human rights treaties, the Millennium Declaration and the 2005 World Summit Outcome Document as well as potential ways to integrate the goals as a business, academic leader, or student to help achieve the 2030 agenda.

#### **The Paris Climate Treaty: Global Implications**

Learn about the Paris Climate Treaty— an agreement within the United Nations Framework Convention on Climate Change (UNFCCC) dealing with greenhouse gas emissions mitigation, adaptation, and finance starting in the year 2020. Learn about participating country commitments and geopolitical implications. Discuss the various positions for and against the treaty and the US's "We are Still In" movement by businesses, academic institutions, and governments.

#### **Online: Sustainability in Business Decision Making**

Learn the fundamentals of applying multiple facets of sustainability in business decision making, including:

**Incorporating the SDG framework into your business strategy;** Managing costs through environmental systems integration, such as renewable energy, carbon reduction etc.; Selecting sustainable business partners and vendors;  
Marketing your corporate responsibility efforts to customers and prospects

#### **ES&G Measurement Systems**

Learn about the various systems for measuring and reporting on environmental, social and governance performance by corporations, including the Global Reporting Initiative (GRI), Integrated Reporting Movement and Sustainability Accounting Standards Board. Discuss the challenges and opportunities for measuring success currently and in the future for businesses committed to ES&G and how these systems and others can help us report on the success of the 2030 agenda.

#### **Sustainable Entrepreneurship and Shifting Consumer Purchase Dynamics**

Learn about the opportunities to launch a social enterprise that aligns with the sustainable development goals and the new trends of social impact companies. Discuss global trends toward conscious consumerism and the nuances.

# ICSB ACADEMY

Buenos Aires,  
Argentina



2017 COHORT  
JUNE 25 –  
JULY 01

## Program



### ICSB 3rd Academy Buenos Aires, Argentina.

- One hundred students from around the world seeking to make a positive and sustainable impact on society.
- Active entrepreneurs who will share with you their successes and failures.
- Renowned researchers and lecturers of entrepreneurship who will teach you strategy and techniques.
- Administrators and government officials from around the world who promote entrepreneurship as a path to regional prosperity.

- Cesar Bandera, 2017 ICSB Academy Director

**Saturday: July 1 from 12.15 to 13:15 hs:  
ICSB Academy Final Pitch Competition**



# 62º ICSB WORLD CONFERENCE JUNE 28th to JULY 1st, 2017 BUENOS AIRES ARGENTINA

***Towards a New World Mobilized by  
Entrepreneurship & Innovative SMEs***

## Organizers



Ministerio de Producción  
Presidencia de la Nación

Universidad Nacional  
de General Sarmiento



UNIVERSIDAD NACIONAL  
DEL LITORAL



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UNIVERSIDAD NACIONAL  
DE RAFAEL



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## Conference Preparation





## *New Frontiers in Entrepreneurship and the Definition of Work*

***October 18th and 19<sup>th</sup> 2017***

The George Washington University School of Business will host the 8th Annual GW October Entrepreneurship Research and Policy Conference.

The conference theme will be *New Frontiers in Entrepreneurship and the Definition of Work*. The conference will bring together practitioners, educators, policy makers and industry CEOs and leaders to explore the concept of the new entrepreneurial frontiers like automation and universal basic income - identifying key stakeholders and how they can collaborate for success. We will discuss specific examples where pioneering growth in these new entrepreneurial frontiers are taking place.

Industrial automation and artificial intelligence are bringing rapid changes to the workplace. This is particularly true in fields such as defense, healthcare, education and in the service sector. In 2014, Forrester research estimated that U.S. business to business (B2B) online sales revenues were a \$1 trillion. This staggering statistic help illustrate how quickly B2B, or wholesale ecommerce, made inroads in the marketplace.

Leading academic researchers, development experts, and policymakers from across the globe will share examples of new and innovative SME policy programs dealing with radical and dynamic markets; 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.

Topics of discussion/presentation include:

- Fostering high-growth potential firms
- Developing entrepreneurial ecosystems
- Business-to-Business models
- Artificial Intelligence and Entrepreneurship
- Role of business incubators, accelerators, early stage funding, mentorship
- Connecting SMEs to markets and investors; and
- Sustainable Development Goals and SMEs
- Role of Governments in policy development
- Access to new types of Capital
- Role of Development agencies in promoting new and innovative business opportunities
- The Sharing Economy and its impact on existing businesses
- The Youth and Gender impact
- Universal Basic Income and Future of Work

**Submit Your Extended Abstracts to**  
**[www.GWOctober.org](http://www.GWOctober.org)**



Facultad de  
Ciencias Empresariales



Universidad  
Católica del  
Uruguay

# XXII

REUNIÓN ANUAL

**RED PYMES  
MERCOSUR**

## **Desafío de las PYMES en un mundo global**

Esta será la 22ª edición de la reunión y la primera que se realizará en Uruguay y contará con una agenda completa que incluye:

- Oradores académicos de nivel mundial y expertos de diferentes áreas de la actividad empresarial.
- Trabajos presentados por ejes temáticos y focalizados en las PYMES.
- Actividades especiales para emprendedores y/o estudiantes de grado y postgrado.
- Oportunidades de networking.

### **Ejes temáticos**

- Redes, Encadenamientos Productivos y Clusters de Empresas
- El cambio exponencial, las nuevas tecnologías y la innovación en las PYMES.
- Desafíos para la internacionalización de las PYMES.
- Emprendimiento y desarrollo de las PYMES.
- Organización del trabajo, gestión humana y relaciones laborales en PYMES.
- Finanzas, aspectos contables y organizativos de las PYMES.

**4, 5 y 6 de octubre de 2017**

**Sala Francisco Bauzá, Sede Central de la UCU**

**Av. 8 de Octubre 2738 | Montevideo, Uruguay**



UruguayNatural

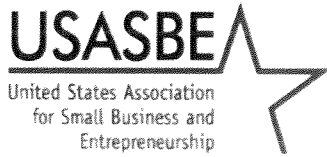
**Más información>**

**Facultad de Ciencias Empresariales**  
[redpymesreunion2017@ucu.edu.uy](mailto:redpymesreunion2017@ucu.edu.uy)

[redpymes.org.ar](http://redpymes.org.ar)

[ucu.edu.uy/XXIIreunionRedPymes](http://ucu.edu.uy/XXIIreunionRedPymes)

# ICSB USA Affiliate Conference



**2018 Annual Conference**

**January 10-14, 2018**

**Los Angeles, CA | Loews Hollywood Hotel**

## Call for ENGAGEMENT

**Submit examples of BOLD teaching in  
entrepreneurship education, scholarship & practice!**

### Teaching Tracks: **Share & Learn**

Competitive Experiential Exercises  
Competitive Teaching Cases  
Emerging Teaching Exercises

### Research Tracks: **Discuss & Debate**

Competitive Research Papers  
Emerging Research Papers  
Competitive Provocative Research Panels

### Program Tracks: **Build & Collaborate**

Programming Expose'  
Programming Challenges & Charrettes

Submission website opens **May 15, 2017**

Deadline for all sessions is **October 15, 2017**

Deadline for all Proceedings is **December 15, 2017**

**GO TO [USASBE.ORG](http://USASBE.ORG) FOR COMPLETE CALL FOR ENGAGEMENT RULES AND GUIDELINES**

USASBE is an inclusive community advancing entrepreneurship education through bold teaching, scholarship, and practice.

**CSUN**

**DAVID NAZARIAN**  
COLLEGE OF BUSINESS  
AND ECONOMICS





**62° ICSB  
WORLD CONFERENCE  
JUNE 28th - JULY 1st, 2017  
BUENOS AIRES ARGENTINA**