

— 2024 —



GENEVE/ FRIBOURG

ENTREPRENEURSHIP FORUM

FRIBOURG, SWITZERLAND

JUNE JUNE
26 – 29

Hes·so



HAUTE ÉCOLE DE GESTION
HOCHSCHULE FÜR WIRTSCHAFT
SCHOOL OF MANAGEMENT

Fribourg
Freiburg



International Council
for Small Business
Advancing Entrepreneurship Worldwide

GENEVEFORUM.ORG
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MESSAGE FROM PRESIDENT & CEO AYMAN EL TARABISHY

Dear Forum Guests,

With immense pleasure and anticipation, we welcome you to the Geneva/Fribourg Entrepreneurship Forum 2024, hosted in the vibrant cities of Fribourg and Geneva in Switzerland from June 26 to June 29. Orchestrated in collaboration with The School of Management Fribourg HEG-FR, this forum beckons businessmen, small business owners, legislators, researchers, educators, and various other sectors from across the globe to foster creativity and innovative ideas. After our triumphant gathering in South Korea and drawing inspiration from our impactful event in Baku, Azerbaijan in 2023, we stand united, committed to nurturing even stronger connections within the SME community amidst the changing global landscape. The lessons from the past four years have illuminated the importance of resilience, adaptability, and innovation – qualities quintessentially represented by SMEs. This year's inaugural forum promises a convergence of some of the most creative and emphatic world leaders from business, policy, academics, and youth. Our focus is heightened on creativity and innovation, deeply rooted in our belief that MSMEs are pivotal to sustainable economic development, especially in these trying times where unity and collective work are paramount for forging a brighter future. A special note of gratitude to the School of Management Fribourg HEG-FR, for their unwavering support, in making this forum possible.



Together, let's embark on this new chapter in Fribourg, contributing to, learning from, and being inspired by the global MSME community. Your presence and participation are immensely valued as we navigate through discussions, share insights, and construct a resilient and innovative pathway forward. We look forward to making the Geneva/Fribourg Entrepreneurship Forum 2024 a reservoir of knowledge, innovation, and collaborative success, shaping a prosperous future for MSMEs worldwide.

Best Wishes,
Dr. Ayman ElTarabishy
President & CEO, ICSB

MESSAGE FROM THE CHAIR



RICO BALDEGGER

Director and Professor of Strategy, Innovation and Entrepreneurship at the School of Mgmt Fribourg (HEG-FR)

As the conference chair of the Geneve/Fribourg Entrepreneurship Forum, I am excited to announce that we are heading to the heart of Europe - Switzerland, this year. Ranked as one of the world's most inventive countries, Switzerland's prominence in country competitiveness is unparalleled. Its saga is steeped in groundbreaking political governance, impressive neutrality, creative entrepreneurship, and an unwavering emphasis on education - a story that indelibly marks its people and its place in the world.

Our Swiss sojourn will unfold at two iconic locations - the esteemed United Nations in Geneva and the School of Management Fribourg (HEG-FR) in Fribourg, nestled close to the capital city, Berne. These destinations encapsulate the classic European charm, deftly blending the old with the new, tradition with innovation, and do so against a backdrop of intrinsic beauty, untouched by time. Here in Geneva and Fribourg, we will explore the tapestry of innovation, culture, history, gastronomy, and breathtaking natural wonders.

HEG-FR, a distinguished institution with a strong entrepreneurship, SMEs, and sustainability ethos, affords us an incomparable platform to engage with a dynamic ecosystem encompassing entrepreneurs, policymakers, academics, and future generations. The conference is designed to foster dialogue, foster new friendships, and catalyze the sharing of research and practical experiences.

Our inaugural forum aims to stimulate spirited and friendly discourse amongst participants from diverse international backgrounds and entrepreneurship and SME research fields. To align with the theme, we have curated a lineup of keynote speakers who will shed light on the future of entrepreneurship and the pivotal role of MSMEs in shaping our global society.

Our rendezvous begins with a warm welcome reception on Wednesday, June 26, 2024, with the official conference sessions commencing for most participants on Thursday, June 27, 2024, at the UN in Geneva. The subsequent day's agenda is filled with comprehensive research workshops, teaching cases, competitive sessions, and the GEM Switzerland report unveiling at the HEG-FR. We end our academic journey with a lively barbecue in the quaint old town of Fribourg. Come Saturday, June 29, we have organized a sightseeing tour of the scenic Fribourg region.

Please refer to the Geneve/Fribourg Entrepreneurship Forum website (www.geneveforum.org) for detailed information about travel and accommodation. Please make your reservations well in advance, as Fribourg is a much-favored travel destination during the summer.

On behalf of the entire organizing team, I extend a cordial invitation for you to partake in this stimulating academic exchange. I eagerly anticipate welcoming each one of you to Switzerland.

Yours sincerely,

Prof. Rico J. Baldegger,
Conference Chair



CONTEXT

The International Council of Small Business (ICSB), summons a world reunion of business people, small business owners, legislators, investigators, and educators, among other sectors, to contribute with creativity and innovative ideas all around the world.

The Geneva/Fribourg Entrepreneurship Forum will reunite some of the academic and productive world's most creative and emphatic leaders. The School of Management in Fribourg, Switzerland will be the host, and this Forum will take place from June 26th to June 29th, 2024.

INFORMATION

The Geneve/Fribourg Forum will target five key segments: Private Sector Companies, Startups, Policy Sector, Academic Sector, Education Sector, and Tourism & Hospitality with special dedicated sessions on youth and women entrepreneurship.

These 3 days of institutional immersion and the creation of networking and contact between business leaders, political leaders, and investigators will show why is that innovation, sustainability, and digital transformation are vital to face the growth of small and medium-sized businesses.



GENEVA

Located on the shores of the beautiful Lake Geneva, the city of the same name stands as a global hub with international renown. Recognized for its diplomatic significance, Geneva hosts the headquarters of major international organizations, including the European branch of the United Nations, the World Trade Organization, and the World Health Organization.

Beyond its diplomatic role, Geneva has an enduring legacy in the luxury timepiece industry, with numerous watch companies choosing to establish their headquarters within the city. Its cosmopolitan atmosphere is further enriched by a diverse community, fostering a melting pot of cultures and ideas, thus boosting innovation. Geneva's position as a diplomatic and economic powerhouse, coupled with its picturesque setting, creates a unique blend of sophistication and global influence, making it a city that seamlessly merges tradition with modernity.

After the remarkable success of our last gathering in Baku, Azerbaijan, we are committed to fostering even stronger connections within the SME community. The world has changed, and it's now more crucial than ever to unite and work together towards a brighter future.

Drawing inspiration from our memorable event in South Korea in 2023, we recognize the significance of strengthening our bonds. The challenges of the past years have underscored the importance of resilience, adaptability, and innovation, qualities that MSMEs exemplify. Now, we embark on a new chapter in Geneva and Fribourg, with a heightened focus on creativity and innovation, firmly believing that Entrepreneurs and SMEs hold the key to sustainable economic growth.



SEE YOU IN GENEVA



We look forward everyone to share their vision on how to support SMEs to lead the world in prosperity and economic vitality and a sustainable future.

JUNE 26 - 29

SCHEDULE OF EVENTS

**JUN
26**

- Arrival Day
- Sight-Seeing in the Fribourg area
- Opening Reception in the Evening

**JUN
27**

- Transfer Fribourg to Geneva via shuttle bus
- 10.00 AM-18:00: United Nations Geneva: Micro-Small Medium Enterprises Day
- 6.00 pm: MSMEs Day Reception
- Transfer Geneva to Fribourg via shuttle bus



SCHEDULE OF EVENTS

**JUN
28**

8:15 am - 8:45 am: Registration and Welcome Coffee

8:45 am - 9:00 am: Opening Ceremony

9:00 am - 9:30 am: Navigating the Future with Empowering Leadership and Sustainability Keynote Speech: Gerhard Andrey: Founder of Liip and Member of the Swiss Parliament

9:30 am - 10:15 am: To the Edge of Space: Keynote: Raphael Domjan (President of the PlanetSolar Foundation. Roundtable Discussion: Christian Fischer (Co-Founder & CEO Bcomp), Massimo Fiorin (Managing Director Aeropole)

10:15 am - 10:45 am: Coffee Break

10:45 am - 12:00 pm: Parallel Breakout sessions (competitive papers, workshops)

- Parallel Session One: Women entrepreneurs: Analia Pastran, Barbara Ramos, Vicky Stylianou, Babina Kristina (moderated by Maya Dougoud)
- Parallel Sessions Two: Entrepreneurial Leadership
- Parallel Session Three: 10x10 Program - Globalization of SMEs
- Parallel Session 4-6: To be Announced on June 1, 2024

12:00 pm - 1:00 pm: Networking Lunch Innovation Lab

- Plenary Sessions

1:00 pm - 2:00 pm: "The impact of Government & Public Organizations in fostering Entrepreneurship and SMEs"

- moderated by Dr. Winslow Sargeant (Immediate Past Chair, ICSB)
- Barbara Ramos (ITC), Dragan Radic (ILO), Matthews Wilson (WTO)

2:00 pm - 2:45 pm: "The role of Academia, NGO and private sector on the development of Entrepreneurs and SMEs"

- moderated by Rico Baldeger, Dean and Professor, School of Management Fribourg (HEG-FR)
- Amy Zeng (Dean Sawyer Business School); Mike Baur (Founder Swiss Venture Group), Marcel Dubey (CEO CP Automation), and Beat Vonlanthen (President of the economic federations Swiss Medtech & Chocosuisse)

2:45 pm - 3:15 pm: Coffee Break

SCHEDULE OF EVENTS

**JUN
28**

3:15 pm - 4:30 pm: Parallel Break-out sessions (competitive papers, workshops)

- Parallel Session: Family Business: J. De Weck (Magazine Bilan), Liliane Kramer (CEO & owner Joggi Ltd.), Nicolas Staempfli (Member of the Board Staempli Ltd.), Fabrice Simonet (Co-owner of the Vinery le petit château)
- Parallel Session: Launch GEM Switzerland Report and Round Table "Entrepreneurial Framework Condition": Yann Steulet (Director Incubator Fri-up), Juliane Butty (CEO & Co-founder BTRY, Bettina Hirsig (Co-founder Power Coder)
- Parallel Sessions 3-7: To be Announced on June 1, 2024

4:30 pm - 5:25 pm: Closing Plenary Session

- Keynote: Laurent Lecamp, CEO Montblanc Watch Division: "Building a Story Brand in the Luxury Market"

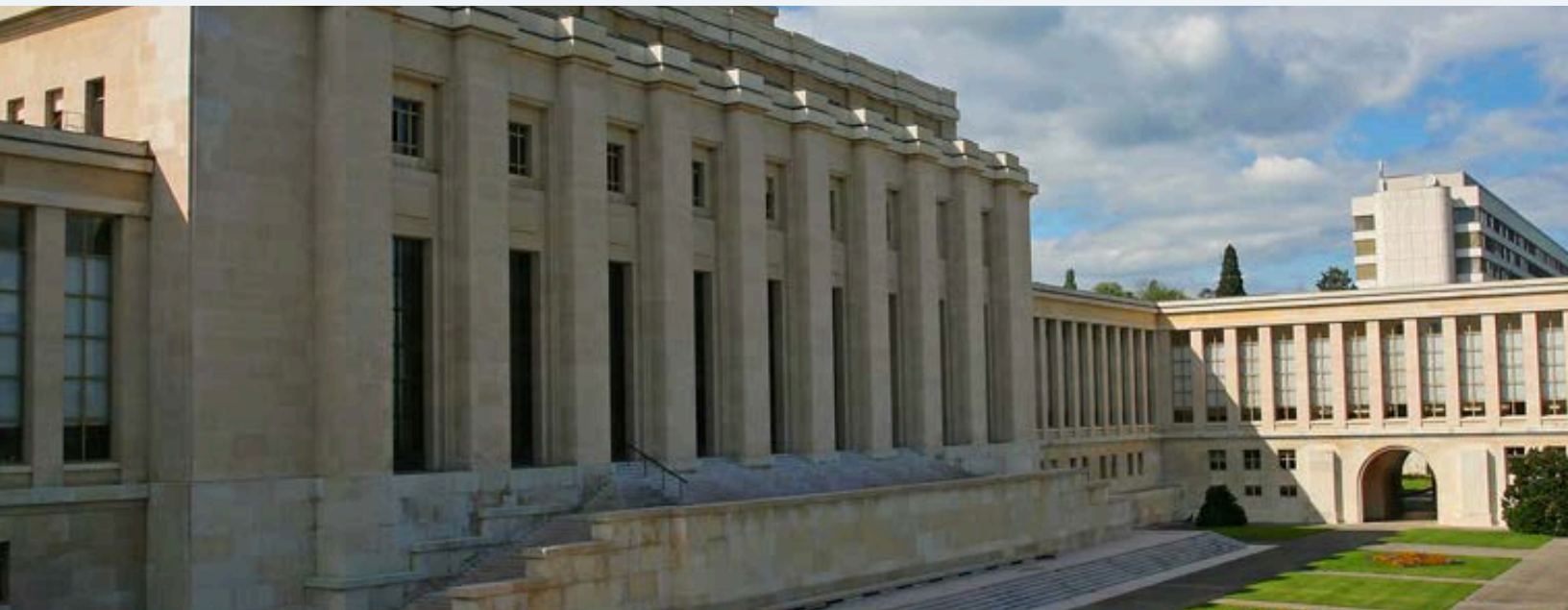
5:25 pm - 5:30 pm: Closing Remarks

5:45 pm: Walk Old Town Fribourg

6:30 pm: Barbecue reception "Old town Fribourg: Gotteron Valley"

**JUN
29**

- Sight seeing Fribourg and Berne
- Discover how to make Swiss cheese at Fromagerie d'alpage: A typical 17th century chalet
- Visit Chocolat Cailler



PRICING

STRATEGIC SPONSOR

\$10,000

As the presenting sponsor of the 2024 Geneve/Fribourg Entrepreneurship Forum, the Strategic Sponsor is integral to ensuring that the conference reaches as many students and local businesses in Switzerland. With the generous support of your organization, the next generation of entrepreneurs will reap the benefits of gathering with like-minded individuals, learning the latest research, and discussing how to optimize their futures. Likewise, small businesses have the opportunity to create a strong network of other local businesses, thereby strengthening the entire entrepreneurial ecosystem. Lifting up one community has positive effects that ripple outward toward the greater good. Lead the way into the future together with ICSB as the leading sponsor.

SPOTLIGHT SPONSOR

\$5,000

The Spotlight Sponsor is the official sponsor of the Gala Dinner. Your organization's generosity will be directly responsible for the closing gala of this communal week, which brings together all speakers, attendees, and sponsor to celebrate a successful week of entrepreneurship. This unique opportunity will enable your organization to demonstrate its support and commitment to the students and local businesses that comprise the entrepreneurial economy. It will also allow for your organization to promote yourself as a partner of ICSB via social media, press, and media channels. Through this sponsorship, your organization will become a partner of ICSB and demonstrate support for entrepreneurs and small businesses.

SYNERGY SPONSOR

\$3,000

For those who wish to demonstrate their support, regard, and commitment to small businesses and students in the local area, the Synergy Sponsor allows for key decision makers in the local economy to join forces at the MSME World Forum. The generosity of the Synergy Sponsor contributes to the success of the conference and its mission to support the next generation of entrepreneurs as they start their careers.

FEATURE SPONSOR

\$2,000

Individual events that comprise the Geneve/Fribourg Entrepreneurship Forum make up the backbone of the conference. The Feature Sponsor contributes the support necessary to ensure that the attendees are empowered at every turn and every occasion by partnering with ICSB on an event—whether it be a coffee break or a panel—to ensure that the ICSB mission is carried out at every event.

FORWARD SPONSOR

\$1,000

The Forward Sponsor demonstrates their commitment to empowering students and local businesses on their entrepreneurial journeys through supporting the Geneve/Fribourg Entrepreneurship Forum and its mission to showcase students, future leaders, and knowledge by exploring the theme of Imagination.

IMAGINE SPONSOR

\$500

The Imagine Sponsors will be a part of one of the most important aspects of this historic event. Your angel sponsorship will demonstrate your commitment to supporting students, entrepreneurs, and small business researchers who are making a difference in the world. As an Imagine Sponsor, you are directly affecting the life of a student and/or small business owner by providing them with the opportunity to attend the Geneve/Fribourg Entrepreneurship Forum at a discounted or free rate.

ACCOMODATIONS

HOTEL AUX REMPARTS FRIBOURG

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