



PROGRAM (draft, July)
GEC²: The Entrepreneurial Mindset
September 21 – 27, 2014

GEC² ZAGREB, Sunday - September 21, 2014

During day Arrivals, transfers, accommodation Hotel Esplanade, Westin, Antunovic
Afternoon Free time or Sightseeing

18.00 – 23.00 **Premiere** of documentary film 'Croatian Dream'

Participants: Students, citizens
Venue: tbc

Welcome cocktail

Participants: GEW Hosts, VIPs with representatives of Ministry of entrepreneurship and crafts
Venue: Zagreb Eye at main square

Special event (concert)*

Participants: Delegates
Venue: tbc

GEC² ZAGREB, Monday - September 22, 2014

09.00 – 12.00 **B2B MEETINGS**

Participants: Delegates, Croatian businesses
Venue: Congress Centre Antunović

REGIONAL LEADERS' PARTNERSHIP MEETINGS

Participants: GEW Hosts from region with Croatian institutions
Venue: Hotel Westin-Cristal ball room

Keynotes: Dražen Pros, Deputy minister, Ministry of entrepreneurship and crafts, Croatia
European Commission*

Special Guest: Ambassador of the Republic of Macedonia to Croatia

09.30 – 10.00 **Press Conference:**

Jonathan Ortmans, Chair GEC²

Gordan Maras, Minister, Ministry of Entrepreneurship and Crafts - Croatia
Venue: Hotel Westin

10.00 – 12.00 **‘GEC² an hour with...’**
FRINGE EVENT
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Participants: Students
Venue: tbc

An hour with Jeremy Liddle, Entrepreneur – motivator, Australia

An hour with Jonathan Ortmans, GEC2 Chair, US

12.00 – 13.00

Buffet Lunch

Participants - A: B2B delegates, Croatian participants, part of GEW Hosts and partly VIPs
Venue: Congress Centre Antunović

Participants - B: GEW Hosts from the region, Croatian participants and partly VIPs
Venue: Hotel Westin

13.30 – 13.45

Interviews for media

Venue: Congress Centre Antunović-VIP Salon

GEC²
14.00 – 18.00

POLICY SUMMIT

Smarter Policies for Entrepreneurial Learning

Launching global campaign ‘Mindset’

Venue: Congress Centre Antunović – Hall Tomislav

14.00 - 15.00

WELCOME REMARKS & KEYNOTE

Jonathan Ortmans, President of Global Entrepreneurship Week; Chair of the Global Entrepreneurship Congress

Dane Stangler, Vice President for Research & Policy, Kauffman Foundation

Gordan Maras, Minister of entrepreneurship and crafts

Milan Bandic (tbc), Mayor of the City of Zagreb

Ivo Josipović, President of the Republic of Croatia

15.00 - 16.00

GRADUATING ENTREPRENEURIAL MINDS

Entrepreneurship programs now reach students in disciplines across the curriculum, subjects and academic departments, teaching them how to become innovative problem solvers, *whether or not they ever start a business*. Simply put, entrepreneurship education plays an important role in shaping a cultural mindset, enhancing entrepreneurial attitudes and skills for problem-solving.

This panel will explore methods for instilling an entrepreneurial mindset within schools. What efforts work, and which don't produce results in allowing students to develop their entrepreneurial acumen as a life skill?

Keynote: Bill Aulet, Managing Director of Martin Trust Center for MIT Entrepreneurship, Author 'Disciplined Entrepreneurship'

Panelists:

Susan Amat, mentor - Venture Hive & The Launch Pad,
Ivan Sandjaja, GEW Host, Ciputra Foundation, Indonesia

16.00 – 17.00

AVENUES FOR EXPERIENTIAL LEARNING

Entrepreneurship education is not unique to classrooms. Several resources are available for cities and local entrepreneurship ecosystems to get more people to learn about the tenacity required for the iterative entrepreneurial process and the commercial capability required to turn an innovative idea into a viable business. These spaces and networks provide not just mentorship, but also venues for ideas and talent to collide to form powerful combinations of entrepreneurial potential.

This panel will discuss successful initiative by government and non-government champions that continue the nurturing entrepreneurial talent outside schools.

Keynote: Michele Markey, Vice President, Kauffman FastTrac Inc.

17.00 – 18.00

NEW DIMENSIONS IN ENTREPRENEURSHIP EDUCATION

Moderators: Iva Matasić, Consulio, Croatia & xx

Policymakers and education leaders need to make sure program leaders have the ability to engage students in new technologies that drive the next-generation economy and innovation.

This panel will explore the core skills that help citizens turn problems into opportunities for innovative solutions, from the 3D printing helping to drive a new talent network of "makers", to coding literacy.

Keynote: Dane Stangler, Vice President for Research & Policy, Kauffman Foundation

20.00 – 22.00

VIP Dinner

Participants: GEW Hosts & VIPs with President of Croatia and Minister Maras
Venue: Hotel Esplanade - Emerald ball room

20.00 – 23.00

Cocktail party

Participants: Delegates, Croatian participants
Venue: Hotel Esplanade – Oleander terrace/ Club

GEC² DUBROVNIK, Tuesday - September 23, 2014

Morning Travel by plane from Zagreb to Dubrovnik
Noon Arrival to Dubrovnik Airport, transfers to hotels
Afternoon Free time or sightseeing

20.00 – 24.00 Gala dinner & Awards for 10x10 Winners

Participants: County and City officials, GEW Hosts, VIPs, Delegates, mentors, winning team
10X10, Croatian participants
Venue: Hotel Croatia

GEC² DUBROVNIK, Wednesday - September 24, 2014

10.00 – 13.00 **B2B meetings**
Participants: Delegates, Croatian businesses
Venue: Hotel Excelsior

GEC² REGIONAL IMPACT SUMMIT
10.00 – 13.00 *Launching global campaign 'New Youth Movement'*
Venue: Hotel Excelsior

WELCOME REMARKS & KEYNOTE

Nikola Dobrosravić
Prefect Dubrovnik – Neretva County
Darko Lorencin*
Minister of tourism, Croatia
Special Guest*

GEW HOSTS' PRESENTATIONS
Catalyzing regional partnership building

LAUNCHING A NEW YOUTH MOVEMENT FROM 10X10
Moderator: Jonathan Ortman, GEC² Chair

Alongside the review and discussions around new methodologies will be the launch of a new event from Global Entrepreneurship Week where 10 groups of 10 young people from Croatia and across the world will come together to develop companies real-time. *10x10 Young Starts* offers the ultimate demonstration to policymakers, parents and the media of what a new generation of skilled, multi-national youth can accomplish in terms of developing an idea for a new firm in mere days.

The goal of GEC² is to provide a framework for thinking and acting. It will inspire citizens by the performance and ideas of 10x10's participants and offer policymakers and educators programs like Mindset immediately afterwards where those inspired can follow up and take action.

Keynote: Prof. Slavica Singer, 'Josip Juraj Strossmayer' University in Osijek,
Graduate Program in Entrepreneurship/Head of UNESCO dpt. for
Entrepreneurship/Head of doctoral studies on entrepreneurship, Croatia

13.00 – 14.00 *Buffet lunch*

GEC²

Afternoon

GEW EXECUTIVE SESSIONS

Lead: Buke Cuhadar, Vice-president GEW

Participants: GEW Hosts, VIPs, Croatian participants

Venue: Hotel Lav Le Merdien

14.00 – 18.00
FRINGE EVENT
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SEMINAR 'SOCIAL ENTREPRENEURSHIP'

Participants: Interested Delegates, Croatian participants

Venue: tbc

WELCOME REMARKS & KEYNOTE

Zdenka Lončar, Ministry of entrepreneurship and crafts

WOMEN IN ENTREPRENEURSHIP – NEW JOBS IN TOURISM

EESC Rapporteur (in process)

WOMEN ENTREPRENEURSHIP IN CROATIA- Research by HUMP-
CROSBU at local communities

Report presentation: Lana Velimirović Vukalović, Expert on human rights,
Croatia

BEST PRACTICES FROM AROUND THE WORLD & CONCLUSIONS

Evening Free time or sunset cruise on ship Karaka* (optional)

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SPLIT, Thursday - September 25, 2014

Morning
Afternoon

Travel by 2 speedy ships to Split / Accommodation - arrival to Split around 14.00

Free time or sightseeing

19.00 – 21.00

Welcome cocktail

Participants: City of Split representatives, GEW Hosts, VIPs, Delegates, Croatian participants

Venue: Hotel Lav Le Merdien

GEC² SPLIT, Friday - September 26, 2014

10.00 – 13.00 **B2B meetings**
Participants: Delegates, Croatian participants
Venue: Hotel Lav Le Merdien

10.00 – 12.00 CREATIVE INDUSTRIES - ACCELERATORS FOR NEW JOBS*

Participants: GEW Hosts, Delegates, Croatian participants
Venue: Hotel Lav Le Merdien

WELCOME REMARKS & KEYNOTE

Ivo Baldasar, Mayor of the City of Split

Keynote: Rasmus Wiinstedt Tscherning, Managing Director Center for Cultural and Experience Economy – Creative Business Cup (CBC), Denmark

COMPETITION OF THE MOST CREATIVE PRESENTATIONS

Moderator: Antonija Mršić, Head of Sector for International Cooperation and Innovation in Ministry of Entrepreneurship and Crafts

Presentations start with: Ana Burica & Josipa Majić, Winners of CBC 2013, Teddy the Guardian, Croatia, <http://www.creativebusinesscup.com/winner2013>

And the winner is.....

12.00 – 14.00 *Buffet Lunch*

Afternoon Free time
Evening Cruise by ship Sea Star* (optional)

Zagreb, Saturday - September 27, 2014

Morning Transfer to Zagreb airport by bus
Afternoon/Evening Departures from Zagreb airport

NOTE:

Along with the official program various institutions/companies will have their exhibitions and will present / promote their brands.