



12. & 13.11.2008

MTZ, Technology Center Munich
Agnes-Pockels-Bogen 1
80992 Munich
Approach via Emmy-Noether-Str. 2

Attendance: free

Conference Time

12.11.2008
10:00 – 18:00
13.11.2008
09:30 – 20:00
Language: English

Registration

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Deadline: 11.11.2008

Coordination

MBPW GmbH
Agnes-Pockels-Bogen 1
80992 Munich
event@mpbw.de

Further Information:

www.mbpw.de
www.eurooffice-services.eu

e³ european entrepreneurship excellence

Bavaria, in particular Munich represent a cosmopolitan business community. This is not only reflected in the numerous international companies, which run their European business from Munich, but also in the many Bavarian SMEs conquering international markets and internationalising from a Bavarian base.

The e³ event

With e³, the Munich Business Plan Competition (MBPW) celebrates its new headquarter at the MTZ II, the brand new technology centre in the city of Munich. A highlight at the MTZ II is the first MunichTouchdownBase, a new office service facilitating market access for newcomers.

On the first day, the EurOffice Service Consortium Munich will present its various services that assist knowledge-based companies along their way to internationalisation. Leading international innovation regions (LIIR) from Europe, Asia and beyond will demonstrate their strengths as attractive business locations. Afterwards, One-2-One Business Matchmaking Meetings between SMEs wishing to internationalise, local professional agencies supporting this endeavour and LIIR representatives will be scheduled for registered participants.

On the second day, presentations from the MBPW and local authorities focus on cross-cultural business opportunities and best-practices. Specialised workshops and panels with foreign co-partners deal with entrepreneurship topics and company-exhibitions inform about the potential of innovative Bavarian SMEs.

Participants

e³ is aimed at founders and new entrepreneurs, young and high-growth companies, the MBPW Alumni Community, ambassadors of international business plan competitions and especially knowledge-based Bavarian companies which are interested in internationalisation.

Organiser



Co-Organiser



EurOffice Service Consortium Munich



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Agenda

Day 1 • 12.11.2008

10:00

Introduction

- EurOffice Services Munich (Dr. Jürgen Vogel) and New EOS (Dr. Gérard Bonnes)
- Bayern International (Hans-Joachim Heusler)
- IHK "Opening International Markets for Bavarian SMEs" (Cristina Wille)
- European Commission (Dr. Sven Schade)

11:00

In the focus: Leading International Innovation Regions

Region 1 – **Finland** (Melissa Hardén, Otaniemi Marketing Ltd.)
Region 2 – **France** (Dr. Gerard Bonnes, CICOM Organisation)

11:30

Coffee Break

11:50

In the focus: Leading International Innovation Regions

Region 3 – **Ireland** (Eileen Moloney, Cork BIC)
Region 4 – **Italy** (Pasquale Cioffi, Province of Milano)
Region 5 – **South Carolina** (Ian M. Forbes-Jones, Europe Office South Carolina)
Region 6 – **Netherlands** (Bas Ennik, Groningen)
Region 7 – **Macedonia** (Kiril Nestorovski, Agency f. Foreign Investments of the Republic of Macedonia)
Region 8 – **Denmark** (John Jacobsen)

13:00

Lunch

Face-2-Face Matchmaking and Partnering Lounge

18:00

Get-Together

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Agenda

Day 2 • 13.11.2008

09:30

Introduction

- MBPW GmbH – Werner Arndt
- City Council Munich – Reinhard Wiczorek
- Munich Technology Center MTZ – NN

10:15

Panel 1 „Promoting Entrepreneurship“

- Strascheg Center for Entrepreneurship – Prof. Dr. Klaus Sailer
- LMU Entrepreneurship Center, Munich – Andy Goldstein
- Global Infobrokers Inc. – Brent Kreuger
- MIT – Jose J. Pacheco

11:00

Coffee Break

11:20

Panel 2 „BP Competitions & their surroundings“

- Venture Cup Finland
- AdventureX – Innsbruck & Bozen
- Regional BPCs of MBPW – Markus A. Schilling
- 1,2,3-GO! – Alexandre Codran

12:10

Lunch

13:10

Key Note

13:20

Panel 3 „Best Practices in Entrepreneurship Excellence“

- Tiroler Zukunftsstiftung – Dr. Harald Gohm
- Business Incubation Center – N.N.
- Netzwerk Nordbayern – Arne Hostrup
- Münchener Business Plan Wettbewerb – Werner Arndt

14:20

Panel 4 „MBPW Alumni and their way to success“

15:00

Face-to-Face Meetings, Exhibition

„Start-ups, Entrepreneurship Centres, BP Competition Organisers“
and **Coffee Break**

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