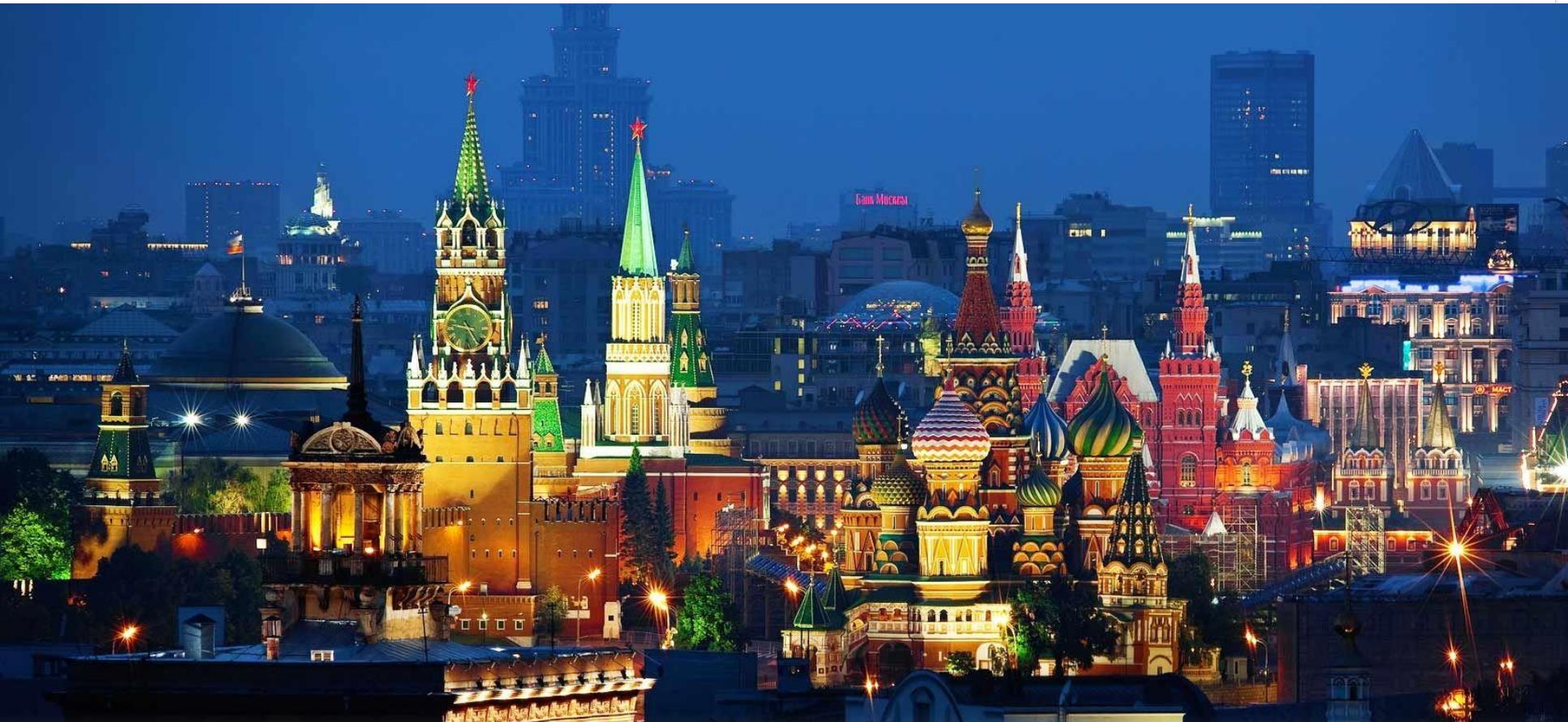


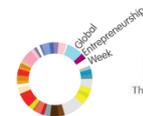


GLOBAL
ENTREPRENEURSHIP
CONGRESS
MOSCOW

Moscow, Russia
March 17 – 20, 2014



GLOBAL ENTREPRENEURSHIP CONGRESS | Moscow | March 17 – 20, 2014 | www.gec2014.com



KAUFFMAN
The Foundation of Entrepreneurship

About the GEC



The Global Entrepreneurship Congress is an inter-disciplinary gathering of startup champions from around the world—where entrepreneurs, government officials, investors, researchers, thought leaders and policymakers work together to bring ideas to life, drive economic growth and expand human welfare.



Past GEC Speakers



Richard Branson
Founder & CEO
Virgin Group



Marc Ecko
Founder & CEO
Ecko Enterprises



Tom Scott
Co-founder
Nantucket Nectars



Brad Feld
Co-founder
TechStars



Michael Heseltine
Entrepreneur & Former
Deputy Prime Minister, UK



Oskar Metsavaht
Founder
Osklen

Other select speakers include:

- Steve Felice, President & Chief Commercial Officer, Dell
- Terry Leahy, Former CEO, Tesco
- Li Kaifu, Founding President, Google China
- Adel Rashid Al Shared, Managing Director, Mohammad Bin Rashid Al Maktoum Foundation
- Yan Junqi, Vice Chair, National People's Congress, China
- John Maltby, Managing Director, Lloyd's TSB
- Wan Gang, Minister of Science & Technology, China
- Dave McClure, Founder, 500 Startups
- Hernan Kazah, Co-founder, Mercado Libre
- Horacio Melo, Executive Director, Start-Up Chile
- Paul Kedrosky, Investor & Entrepreneur
- Ashok Rao, Chairman, TiE
- Mark Gerhard, CEO & CTO, Jagex



Why Do We Need a GEC?



Informal networks enable the quick formation of teams from any nation who either succeed... or recycle fast and then re-group in a different team with a new idea. Over the past several years, the Congress has contributed to the expansion of an entrepreneurial ecosystem, connecting people across borders and sectors to unleash their ideas and transform innovation into reality.



Impact

How has the Global Entrepreneurship Congress made an impact?

- Providing policymakers and researchers with an environment to exchange ideas and approaches on strengthening economic growth through policies and initiatives favorable to entrepreneurs.
- Helping entrepreneurs and business owners launch and grow firms that create jobs and generate wealth in cities and countries around the world.
- Improving global collaboration and expanded awareness of national campaigns to engage their citizens in entrepreneurial activity.
- Increasing global recognition of entrepreneurs for the role they play in building economies while developing innovative solutions that improve daily life.



Why Should You Go to Moscow?

Below are some reasons you should make a trip to Moscow in March 2014 a top priority:

- Hear from startup experts about innovative programs, policies and research aimed at advancing entrepreneurship.
- Gain valuable insight from successful and experienced entrepreneurs on the key elements of an environment that encourages entrepreneurial growth and is conducive to innovation.
- Meet and network with a broad array of delegates who can help you take the next step in starting and growing new firms
- Participate in a wide array of official fringe events that offer everything from the chance to join a founder team to a roundtable discussion to create a global policy roadmap to advance entrepreneurship.



Why Should You Go to Moscow?

Below are some reasons you should make a trip to Moscow in March 2014 a top priority:

- Brainstorm about building on successes, overcoming individual challenges, and strengthening interdisciplinary collaborative efforts for the future.
- Receive guidance on various critical capacity-building skills, from building awareness to deepening and widening national campaigns by catalyzing and leveraging partnerships.
- Learn the keys to starting and growing your own business from successful entrepreneurs and the incubators & investors who support them.



About the Co-hosts



Global Entrepreneurship Week

Global Entrepreneurship Week is the world's largest celebration of the innovators and job creators who launch startups that bring ideas to life, drive economic growth and expand human welfare. During one week each November, GEW inspires people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators. In three short years, Global Entrepreneurship Week has expanded to more than 120 countries—empowering nearly 20 million people through 95,000 activities. Powered by the Ewing Marion Kauffman Foundation, the initiative is supported by dozens of world leaders and a growing network of 24,000 partner organizations.

KAUFFMAN

The Foundation of Entrepreneurship

Ewing Marion Kauffman Foundation

The Ewing Marion Kauffman Foundation is a private nonpartisan foundation that works to harness the power of entrepreneurship and innovation to grow economies and improve human welfare. Through its research and other initiatives, the Kauffman Foundation aims to open young people's eyes to the possibility of entrepreneurship, promote entrepreneurship education, raise awareness of entrepreneurship-friendly policies, and find alternative pathways for the commercialization of new knowledge and technologies. Founded by late entrepreneur and philanthropist Ewing Marion Kauffman, the Foundation is based in Kansas City, Mo. and has approximately \$2 billion in assets.



Moscow City Government

Moscow is the political and business center of Russia, as well as the nation's seat of power and home to its leading economic and financial institutions, over half of the country's commercial and specialized banks, representative offices of major Russian companies, and leading world corporations. For more information, visit www.moscow.ru/en.



Co-hosts & Sponsors

Hosts



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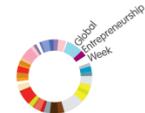


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MOSCOW

Congress Program



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Ewing Marion
KAUFFMAN
Foundation

PROGRAM STRUCTURE

DAY 1

GEC Research & Policy Summit	Theme of the day “Sustainable entrepreneurial ecosystem”			
	FINANCES	REGULATION	KNOWLEDGE	BUSINESS ECONOMICS

DAY2

GEC Start & Scale Forum	Theme of the day “Project Development – Experience of Key Industries”			
	SERVICES	IT AND DIGITAL	CONSTRUCTION & INFRASTRUCTURE	AGRIBUSINESS

DAY 3

GEW Executive Sessions	Theme of the day “Services for Entrepreneurs”			
	CAPITAL FOR BUSINESS	MARKETING & PROMOTION	IT SERVICES	ENTREPRENEUR PROFILE

DAY 4

GEW Executive Sessions	THE WORLD SUMMIT OF CREATIVE INDUSTRIES
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DAY1. 17 MARCH 2014

09:00 – 12:15	GEC Research & Policy Summit Welcome & Opening Remarks Entrepreneurial Cities, What Works and What Doesn't in Early Stage Capital <i>Plenary Hall</i>				
12:15 – 14:00	Lunch Break				
	<i>Plenary Hall</i>	<i>Hall 1</i>	<i>Hall 2</i>	<i>Hall 3</i>	<i>Hall 4</i>
14:00 – 15:30	GEC Summit	Panel Discussion How government and financial institutions are shaping the entrepreneurial landscape	Panel Discussion Efficient regulation for SME	Panel Discussion How to create a new generation of entrepreneurs?	Panel Discussion State and business: breaking down administrative barriers
15:30 – 16:00	Coffee break				
16:00 – 17:30	GEC Summit	Panel Discussion Inevitability of taxes	Panel Discussion Intellectual property protection	Panel Discussion Entrepreneurship education as a success factor	Panel Discussion City clusters for entrepreneurship
17:30 – 18:00	Coffee break				
18:00 – 19:00	GEC Summit	Panel Discussion Startup life cycle: how to boost the financing	Panel Discussion Defensive tactics against hostile takeover	Panel Discussion The role of mentoring for entrepreneurship development	Panel Discussion Social entrepreneurship – services for society

GEC SUMMIT	FINANCES	REGULATION	KNOWLEDGE	BUSINESS ECONOMICS
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TRACK “FINANCES”

Panel discussion
“How government and financial institutions are shaping the entrepreneurial landscape”

- Trends in the startup and venture ecosystem
- Lending factories- why bankers are interested in entrepreneurial projects
- Guarantee Funds and National Wealth Funds
- Comparative analysis of development institutions
- Investment properties and SME support

Panel discussion
“Inevitability of taxes”

- Development of advantageous taxation ecosystem
- Comparison of Russian and international taxation ecosystem
- Tax reductions for young entrepreneurs
- Tax reductions in Special economic zones and opportunities for entrepreneurs
- Customs and taxation risk management

Panel discussion
“Startup life cycle: how to boost the financing”

- Is crowdfunding going to be a viable mechanism of SME support?
- Angel investors as alternatives of venture funds
- Can private equity funds compete with governmental development institutions?
- How can startups overcome a problem of lack of access to venture capital?



TRACK “REGULATION”

Panel Discussion “Efficient regulation for SME”

- How to make regulation more efficient to simplify SME’s first steps
- Licensing regulation optimization
- Enhancing licensing and registration procedures for various types of company
- Making SME attractive for investors by means of smart regulation: best international practice
- SME reporting regulation: reducing paperwork

Panel Discussion “Intellectual property protection”

- How patent law helps to eliminate unfair business practice
- Intellectual property in court: Russian and international practice
- Violation of intellectual property rights: preventive measures and punishment
- Commercializing intellectual property: earning money on copyright, trademarks and patents

Panel Discussion “Defensive tactics against hostile takeover”

- Detecting the threat and preventing illegal property takeover
- Reducing takeover risks: business model and diversification tools
- Preventing corporate raiders from buying outstanding shares
- Corporate property takeover: defensive strategies and practice
- Anti-greenmailing: experts’ opinion



TRACK “KNOWLEDGE”

Panel Discussion “How to create a new generation of entrepreneurs?”

- Development of the next generation of entrepreneurs
- How to promote and develop entrepreneurial culture among young people?
- Importance of the complex support for youth start-ups
- What are the most effective methods of support?

Panel Discussion “Entrepreneurship education as a success factor”

- Supply and demand for entrepreneurship education
- How to learn to be an entrepreneur: opportunities of current education system
- Entrepreneurship teaching methods: new approaches and practices
- Developing centers for entrepreneurship at universities

Panel Discussion “The role of mentoring for entrepreneurship development”

- What is entrepreneurship mentoring? Mentor role and responsibilities
- How to develop successful mentoring system: international experience and local practices
- How can mentoring influence on developing and improving entrepreneurship?



TRACK “BUSINESS ECONOMICS”

Panel discussion
**“State and business:
breaking down administrative
barriers”**

- Ways to reduce institutional barriers for small and medium enterprises
- Advanced forms of state services for business
- International experience in political and economical incentives to support small and medium enterprises

Panel discussion
**“City clusters for
entrepreneurship”**

- World cities entrepreneurship support programs
- Sectorial entrepreneurship: advantages of business clusters
- International overview of successful city clusters for business

Panel discussion
**“Social entrepreneurship –
services for society”**

- Creating «social entrepreneurship»: how to influence the process?
- Social entrepreneurs support formats at the early and development stages
- Prospects for social entrepreneurship in Russia
- Social entrepreneurship: global stories of success



DAY 2.18 MARCH 2014

09:00 – 12:30	GEC Start & Scale Forum The Sharing Economy Mapping the DNA of Entrepreneurship Ecosystem Plenary Hall				
12:30 – 14:00	Coffee Break				
	<i>Plenary Hall</i>	<i>Hall 1</i>	<i>Hall 2</i>	<i>Hall 3</i>	<i>Hall 4</i>
14:00 – 15:00	GEC Start & Scale Forum The Producer Movement	Panel Discussion Entrepreneurship in personal services: new routes to customer	Panel Discussion Entering IT market	Panel Discussion Construction and building materials: what are the promising niches for small and medium businesses	Panel Discussion Farming: how to run a profitable business
15:00 – 15:30	Lunch Break				
15:30 – 17:00	GEC Start & Scale Forum What Works and What Doesn't: Connecting Entrepreneurs to the Right Resources Democratizing Startup Investing	Panel Discussion Trade business. Size matters?	Panel Discussion Computer and video game business: addicted to success	Panel Discussion Business in Motion: How to achieve a success	Panel Discussion Processing products – opportunities in small and medium enterprises
17:00 – 17:30	Coffee Break				
17:30 – 19:00	GEC Start & Scale Forum New Growth Markets & Entrepreneurial Fuel	Panel Discussion Food and the city: what's the recipe of success?	Panel Discussion Brining mobile apps business to the top	Panel Discussion City infrastructure and new opportunities for business	Panel Discussion Agricultural Technologies and Innovations

GEC FORUM

SERVICES

IT AND DIGITAL

CONSTRUCTION & INFRASTRUCTURE

AGRIBUSINESS



TRACK “SERVICES”

Panel discussion “Entrepreneurship in personal services: new routes to customer”

- First steps of personal services entrepreneur
- Survival in competitive market of personal services business
- Development dynamics in personal services business

Panel discussion “Trade business. Size matters?”

- How to choose the format for your trade business?
- Neighborhood with large scale competitor: menace or chance?
- Effective tools for consumers involvement and retention

Panel discussion “Food and the city: what’s the recipe of success?”

- What is the client choice? New formats and trends in restaurant business
- Commercially attractive segments of restaurant business. What is the entry price threshold?
- Services diversification in restaurant business as the way to grow



TRACK “IT AND DIGITAL”

Panel Discussion “Entering IT market”

- Gaining success on the Russian and international markets – leaders’ talking
- Secrets of advanced management: building and ruling an IT-leader
- Think as a winner – shaping a successful IT entrepreneur’s state ofm
- Russia’s advantages on the global IT market

Panel Discussion “Computer and video game business: addicted to success”

- Effective start of a game business
- Prospects of casual, indie games market: find your way to the top
- Social media & payment service providers role
- Right technology platform – half of the battle for market share
- Dream team: finding the best for game-project
- TV+Cloud=Games: new interactive gaming reality

Panel Discussion “Brining mobile apps business to the top”

- What apps are in demand today at most and users are ready to pay for?
- Rocketing to the top: best mobile apps distribution channels
- Having your app pre-installed on smartphones
- Selection criteria: choosing development and design studio, digital; agency etc.



TRACK “CONSTRUCTION AND INFRASTRUCTURE”

Panel discussion
**“Construction and building materials:
what are the promising niches for
small and medium businesses”**

- Ecobuilding and resources-saving technologies
- Construction materials and facilities
- Fit-Out and core works
- State construction contracts as a niche for SME
- Production of construction equipment

Panel discussion
**“Business in Motion: How to
achieve a success”**

- Expedited shipping market under influence of e-commerce
- State or commercial passenger transportation
- Yellow cab in a big city
- Cargo transportation as a through-passage of SME
- Stocking services market: niches for SME

**“City infrastructure and new
opportunities for business”**

- Urban water and power supply: opportunities for SME
- Landscape gardening
- Commercial property maintenance
- Garbage disposal and recycling
- Urban safety systems



TRACK “AGRIBUSINESS”

Panel Discussion “Farming: how to run a profitable business”

- Farm business: how to start?
- The potential use of national programs to support farmers from manufacturer prospective
- Opportunities and threats of cooperation models in Russian agribusiness. International experience

Panel Discussion “Processing products – opportunities in small and medium enterprises”

- Major problems of agricultural products processing
- When on-farm processing is a natural way to increase profitability?
- Diversification as a business sustainability factor
- The product marketing issues: building effective cooperation between retailers and suppliers

Panel Discussion “Agricultural Technologies and Innovations”

- Innovative solutions for traditional industries
- Innovative and cost-effective methods in agriculture. Introduction of latest technologies
- Farm machinery and equipment, ways to acquire it



DAY 3. 19 MARCH 2014

	<i>Plenary Hall</i>	<i>Hall 1</i>	<i>Hall 2</i>	<i>Hall 3</i>	<i>Hall 4</i>
10:00 – 11:30	GEW Executive Sessions	Panel Discussion Popular financial products for entrepreneurs	Panel Discussion Fast brands: tools of successful promotion	Panel Discussion Advanced IT-solutions for SME	Case Study Business leaders
11:30 – 12:00	Coffee Break				
12:00 – 13:00	GEW Executive Sessions	Debates Public and private companies: pro et contra	Panel Discussion Migration to offline: pro et contra of business format shift	Panel Discussion More opportunities of Big Data	Panel Discussion Key to success - women approach
13:00 – 14:30	Lunch Break				
14:30 – 15:30	GEW Executive Sessions	Panel Discussion Role of insurance industry on the move of business	Panel Discussion Digital marketing: new forms of clients involvement	Panel Discussion E-payment systems: speeding business up	Panel Discussion Trade Secret: family business insights

GEW EXECUTIVE SESSIONS	CAPITAL FOR BUSINESS	MARKETING AND PROMOTION	IT SERVICES	ENTREPRENEUR PROFILE
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SECTION “CAPITAL FOR BUSINESS”

Panel discussion “Popular financial products for entrepreneurs”

- Loan product
- Alternative banking products (factoring, leasing)
- Venture capital funds offers
- Microlending system
- Bootstrapping

Debates “Public and private companies: pro et contra”

- What are the goals of business owners?
- IPO exit as the next life-cycle stage of company
- Is there a vast setup cost of IPO?
- What are the capital raising alternatives for business owners?

Panel discussion “Role of insurance industry on the move of business”

- Business risk insurance
- Property insurance for entrepreneurs
- Employee insurance: how to choose a right option
- Deposit insurance for entrepreneurs



TRACK “MARKETING AND PROMOTION”

Panel discussion
“Fast brands: tools of successful promotion”

- Principles of internet advertisement effectiveness
- How to reach and to retain the top of search engine?
- Global marketing trends in social networks

Panel discussion
“Migration to offline: pro et contra of business format shift”

- Is there enough online space for every enterprise?
- Moving business offline: expectations and reality
- How does the trade format shift influence on the brand?
- International experience of internet brands migration to offline market

Panel discussion
“Digital marketing: new forms of clients involvement”

- Opportunities vs risks in digital marketing
- How does new media may change a business model?
- Personalized marketing of the Future
- Marketing for manufacturing industry



TRACK “IT SERVICES”

Panel Discussion “Advanced IT-solutions for SME”

- ERP solutions for small and medium Enterprises
- Cloud services for managing finance, reporting, manufacturing
- Does size really matter? Can major ERP systems scale their advantages for SME needs?
- Complex and integrated solutions for optimizing IT infrastructure

Panel Discussion “More opportunities of Big Data”

- Big Data analysis tools
- Advanced Big Data services & solutions for small and medium enterprises
- Developing customer loyalty programs with Big Data
- Government role in providing SME access to open data and pools for its effective usage

Panel Discussion “E-payment systems: speeding business up”

- Payment systems role in business development: from startup to medium-size enterprise
- Mobile payment solutions vs internet banking – what should SME focus on?
- Making your business user-friendly by means of advanced payment services
- Providing transaction security of e-commerce operations



SPECIAL SECTION “ENTREPRENEUR PROFILE”

Case Study “Business leaders”

- Portrait of successful entrepreneur: required qualities and competencies
- Does business have an algorithm for success?
- Ups and downs: how to develop immunity toward failure?
- Motivation for starting your own business

Panel Discussion “Key to success - women approach”

- Specific features and priority areas of female entrepreneurship
- How to reduce the barriers faced by women entrepreneurs?
- Supporting women in entrepreneurship
- Women in business - success stories

Panel Discussion “Trade secret: family business insights”

- Building and managing family companies
- How to involve children in the family business?
- Family business issues: succession and inheritance
- How to build a successful business and maintain a good relationship within the family?

