



ASEM Workshop

Fostering Entrepreneurship in Higher Education

18- 26 May 2015, Brunei Darussalam

(Brunei Darussalam, Cambodia, China, New Zealand, Singapore and the United Kingdom)

I. Background

The 4th ASEM Ministerial Meeting on Education (ASEMME4) held on 13-14 May 2013 in Kuala Lumpur, Malaysia highlighted the engagement of business and industry as one of the key policy areas in which to achieve better understanding of and greater comparability between the different education systems of ASEM.

In this regard, existing ASEM mechanisms such as the ASEM Rectors' Conference (ARC), ASEM Education and Research Hub for Lifelong Learning (ASEM LLL Hub), ASEM University-Business Forum (UBF) and the Asia-Europe Foundation (ASEF) are valuable platforms in helping to advance this policy area. As universities are motors for economic growth and development, there is a need to continue combining study with work-based learning to prepare students of ASEM with entrepreneurial skills to enhance their productivity and employability.

This goal very much reflects the aspirations of the ASEM Leaders at the 2012 ASEM Summit in Vientiane to strengthen human resources development to tackle poverty reduction and increase socio-economic development.

II. Objectives

This initiative is therefore designed to assist ASEM students to undergo a smooth transition into the labour market and entrepreneurship as a key enabler to self-sustainability. Through exchanges of information and best practices on higher education policies and practices that support the generation of knowledge and innovation towards entrepreneurship in Asia and Europe, ASEM economic vitality will be further strengthened.

In this context, the Workshop aims to:

- 1) Disseminate information on the relationships between industry, community and academic institutions in fostering effective practices and education policies that support entrepreneurship;
- 2) Draw examples and case studies of best practices in ASEM that nurture entrepreneurship development and skills-training in higher education;
- 3) Provide an enrichment and regional networking platform including via social media for ASEM students to have exchanges on methodologies in entrepreneurship research and training.

III. Main Activities/Topics:

The Workshop to be hosted at Universiti Brunei Darussalam (UBD), one of Brunei Darussalam's leading academic institutions in higher education, will showcase the national entrepreneurship incubator programs:

- i. *Entrepreneurship at Campus, UBD;*
- ii. *Entrepreneurship Village, UBD;*
- iii. *Entrepreneurship Development Centre (Ministry of Industry and Primary Resources);*
- iv. *Incubators under Brunei Economic Development Board (BEDB)*

There will be three main activities of the Workshop:

1) Country presentations

Participants will be given the opportunity to deliver a presentation on their countries' respective education policies on entrepreneurship development.

2) Lectures and Discussion/Q&A Sessions

Invited experts including academic staff from UBD will deliver a series of lectures and presentations. Topics of lectures will fall under the following three main themes:

- i) *Entrepreneurship in Higher Education;*
- ii) *Entrepreneurship and Practice: Reducing the Gap;*
- iii) *Youth Entrepreneurs in Business: The Next Generation.*

3) Field Trips

The detailed programme will be circulated to all ASEM partners in due course.

IV. Participation

The Workshop is targeted towards undergraduate students with a strong interest in entrepreneurship development.

The host invites one student from each ASEM Partner to participate in the Workshop.

All travel expenses (return air tickets), accommodation and local hospitality will be borne by the host. Local hospitality costs include airport transfers, transportation during the field trips, and meals during the whole duration of the Workshop.

V. Co-Sponsorship

Interested ASEM partners are most welcomed to co-sponsor the initiative in terms of nominating and/or according in-kind contribution to identified speakers from respective ASEM partners.

Nomination of speakers is to be submitted by 13 September 2014.

**“ASEM WORKSHOP ON FOSTERING ENTREPRENEURSHIP IN HIGHER EDUCATION”
TENTATIVE PROGRAM: May 18 – May 26, 2015**

**Day 1: May 18, 2015
(Arrival of Participants)**

Whole day	<ul style="list-style-type: none"> • All international participants are expected to arrive throughout the day • Invited international speakers and students will be assigned liaison executives to facilitate their settling down and logistics
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**Day 2: May 19, 2015
Registration, Opening Ceremony, Briefings, Workshops and Welcome Dinner**

7:00 – 8:00	Breakfast
8:00	Bus departs from hotel for UBD
8:30 – 9:15	Registration of Participants
9:15 – 9:45	Opening Session and Welcoming Speech by the Guest of Honour (to be advised)
9:45 – 10:15	Networking and light refreshment
10:15 – 10:30	Orientation briefing by hosting university
	Session 1: Entrepreneurship in Higher Education
10:30 – 11:30	Workshop 1: Keynote speech: Professor Steven Kenneth Gold Professor of Entrepreneurship Practice, Babson College, Boston MA Founder and Chairman, Gold Global Advisors, USA
11:30 – 12:30	Workshop 2: Keynote Speech: Professor Tim Mazzarol Winthrop Professor in Entrepreneurship, Innovation, Marketing and Strategy University of Western Australia, Australia
12:30 – 12:50	Q & A session
12:50 – 13:30	Lunch
13:30 – 14:30	Workshop 3: Professor Hironori Higashide Professor of Entrepreneurship of Waseda Business School Waseda University, Japan
14:30 – 15:30	Workshop 4: Soon Loo Managing Director, Seri VC Program Leader, Executive Coach International Co-Founder, Passion Unleashed Signature Talk Series, Singapore
15:30 – 15:50	Q & A session
15:50 – 16:10	Networking and light refreshment

16:10 – 17:30	Case study discussions #1 moderated by Hjh Siti Rozana DP Hj Md Yunos [Head of Corporate Services, BAG Networks] Students from each ASEM countries will discuss the case studies that were assigned to them prior to the workshop period.
19:00 – 20:00	Welcome Dinner
Day 3: May 20, 2015	
7:30 – 8:30	Breakfast
8:30	Bus departs for UBD
	Session 2: Entrepreneurship and Practice: Reducing the Gap
9:00 – 10:00	Workshop 5: Professor Steven Kenneth Gold Professor of Entrepreneurship Practice, Babson College, Boston MA Founder and Chairman, Gold Global Advisors, USA
10:00 – 10:20	Networking and light refreshment
10:20 – 11:20	Workshop 6: Herbert Chen Deputy Director, Tsinghua University Science Park, China
11:20 – 12:20	Workshop 7: Professor Hironori Higashide Professor of Entrepreneurship of Waseda Business School Waseda University, Japan
12:20 – 12:40	Q & A Session
12:40 – 13:30	Lunch and prayer break
	Session 3 – Students Entrepreneurs: Challenges
13:30 – 14:30	Workshop 8 : Brian Koh Director, KR Consulting PTE Ltd Director Senior Associate Director, NUS Enterprise National University Singapore, Singapore
14.30 – 15.30	Workshop 9 : Soon Loo Managing Director, Seri VC Program Leader, Executive Coach International Co-Founder, Passion Unleashed Signature Talk Series, Singapore
15.30 – 15.50	Networking and light refreshment
15:50 – 16:50	Workshop 10 – Student’s perspectives moderated by Hiro Tien [owner of Social Buzz Advertising] Case study discussions # 2: A continuation of the case study discussion # 1 and to develop a best practise case study framework in the next round.
16:50 – 17:10	Q & A session
17:10	Bus departs UBD for hotel

Day 4: May 21, 2015	
7:30 – 8:30	Breakfast
8.30	Bus departs for UBD
	Session 4: Innovation and Entrepreneurship
9:00 – 10:00	Workshop 11: Federico C. Gonzalez Technical Expert DLSU Innovation & Technology Office, Philippines
10:00 – 10:20	Networking and light refreshment
10:20 – 11:20	Workshop 12: Brian Koh Director, KR Consulting PTE Ltd Director Senior Associate Director, NUS Enterprise National University Singapore, Singapore
11:20 – 12:20	Workshop 13: Herbert Chen Deputy Director, Tsinghua University Science Park, China
12:20 – 12:40	Q & A session
12:40 – 13:30	Lunch
13:30 – 18:00	Field trips to Entrepreneurship Centres in Brunei Darussalam <ul style="list-style-type: none"> • Entrepreneurship at Campus (UBD) • Entrepreneurship Village (UBD) • Entrepreneurship Development Centre (MIPR) • Brunei Economic Development Board (BEDB)
18:00	Back to the hotel
Day 5: May 22, 2015 (Friday)	
7:30 – 8:30	Breakfast
8:30	Bus departs for UBD
	Session 5: Entrepreneurship Dialogue: Students and Professors
9:00 – 10:00	Workshop 14: Entrepreneurial dialogue # 1 <ul style="list-style-type: none"> • Innovation and competencies International Speaker: Professor A.J. (AARD) Groen Innovative Entrepreneurship University of Groningen, Netherlands Local Speaker: Daniel Leong Assistant Chief Executive Officer, Brunei Economic Development Board • Entrepreneurial mindset International Speaker: Professor Steven Kenneth Gold

	<p>Professor of Entrepreneurship Practice, Babson College, Boston MA Founder and Chairman, Gold Global Advisors, USA <u>Local Speaker:</u> Keeran Dato Janin, Co-Founder and CEO of MeSixty</p>
10:00 – 10:20	Networking and light refreshment
10:20 – 11:30	<p>Workshop 15: Entrepreneurial dialogue # 2</p> <ul style="list-style-type: none"> Business surroundings and the community: How best to understand and penetrate the market <u>International Speaker</u> Federico C. Gonzalez Technical Expert DLSU Innovation & Technology Office, Philippines <u>Local Speaker:</u> Rano Iskandar Founder of Ranoadidas.com
11:30 – 14:30	Break for Friday prayer and lunch
14:30 – 15:30	<p>Workshop 16: Entrepreneurial dialogue # 3</p> <ul style="list-style-type: none"> Experimentation VS Theory <u>International Speaker</u> Chi Yin Raymond Chu Assistant Director of Entrepreneurship and Commercialization Institute for Entrepreneurship, The Hong Kong Polytechnic University, Hong Kong The INSEAD Chaired Professor of Marketing, Thailand <u>Local Speaker:</u> Keeran Dato Janin, Co-Founder and CEO of MeSixty Resource driven vs goal driven strategy <u>International Speaker:</u> Professor Steven Kenneth Gold Professor of Entrepreneurship Practice, Babson College, Boston MA Founder and Chairman, Gold Global Advisors, USA <u>Local Speaker:</u> Hiro Tien Owner of Social Buzz Advertising
15:30 – 15:50	Networking and light refreshment
15:50 – 17:00	<p>Workshop 17: Case study discussions # 3</p> <ul style="list-style-type: none"> Developing the best practise case study phase 1 <u>International Speaker</u> Professor Dipak C. Jain Director of Sasin Graduate Institute of Business Administration of Chulalongkorn University,

	<p>The INSEAD Chaired Professor of Marketing, Thailand Local speaker: Fatin Ariffin President of Brunei's Commonwealth-Asia of Young Entrepreneurs [CAAYE]</p>
17:10	Bus departs UBD for hotel
Day 6: May 23, 2015	
7:30 – 8:30	Breakfast
8:30	Bus departs for UBD
	<p>Session 6: Entrepreneurship Practical Workshop <i>(Pragmatic based exercise based on real-life business situations)</i> This session will be held at the Entrepreneurship Village, UBD</p>
9:00 – 10:00	<p>Dialogue # 1:</p> <ul style="list-style-type: none"> Developing the right mindset within the world of entrepreneurship Professor Steven Kenneth Gold Professor of Entrepreneurship Practice, Babson College, Boston MA Founder and Chairman, Gold Global Advisors, USA
10:00 – 10:20	Networking and light refreshment
10:20 – 12:00	<p>Dialogue # 2:</p> <ul style="list-style-type: none"> Optimizing outcome with minimal resources (resource driven strategy) Chi Yin Raymond Chu Assistant Director of Entrepreneurship and Commercialization Institute for Entrepreneurship, The Hong Kong Polytechnic University, Hong Kong
12:00 – 13:00	Lunch
13:00 – 15:30	<p>Dialogue # 3:</p> <ul style="list-style-type: none"> Creating a better learning environment in the class Engaging the students in a fun and a productive environment Professor AJ. (AARD) Groen Innovative Entrepreneurship University of Groningen, Netherlands Paul Antony Booth Senior Lecturer of Marketing, Department of Marketing, University of Western Australia, Australia
15:30 – 17:50	Networking and light refreshment
15.50 – 17:30	<p>Dialogue # 4</p> <ul style="list-style-type: none"> Developing a learning methodology through case study and group interactions (this stage includes testing out the case study framework that has been initiated since day 2 of the program) Professor Dipak C. Jain Director of Sasin Graduate Institute of Business Administration of Chulalongkorn University, The INSEAD Chaired Professor of Marketing, Thailand

	<p>Paul Antony Booth Senior Lecturer of Marketing, Department of Marketing, University of Western Australia, Australia</p>
17:30	Bus departs UBD for hotel
Day 7: May 24, 2015 (Sunday)	
9:00 – 17:00	Visits to Brunei local attractions <ul style="list-style-type: none"> • Sights of doing business in Brunei (includes an optional activity where ASEM participants can participate in selling and promoting the local vendors products as part of their learning process) • Family foster program (each ASEM students and speakers will be accompanied by appointed foster family who will manage the participants' needs and requirement for the day) • Tour of traditional local malay business (example: tamu) to factories (example: textile and crystal factory) in learning their business operation and business model
Day 8: May 25, 2015	
7:30 – 8:30	Breakfast
8:30	Bus departs for UBD
9:00 – 12.00	Closing Session
Day 9: May 26, 2015	
	Departure of students