

**Colloque CERALE - Chaire Entrepreneuriat  
(Centre d'Etudes et de Recherche Amérique latine Europe)  
ESCP-EAP Ecole de Management pour l'Europe**

***Entrepreneurship, Education & Best Practices***

November 24 - 25, 2008

The economic downturn, which began in 2007 and will continue through 2009, is expected by many economists to be amongst the most severe in the past 100 years. While the scale of the downturn remains uncertain, the full impact on the real economy has not yet been felt and more bad news is still to come.

Unemployment is likely to rise soon in many advanced economies, as the global downturn reduces demand for manufactured goods and people have every right to be worried about whether or not they will have a job next month.

Given the gloomy economic context, Entrepreneurship has become increasingly fundamental for developed countries as well as for developing countries. The expectations for new ventures that could relieve the economic situation are very high.

Thus, enterprise creation needs to be pushed, especially by higher education institutions, able to provide entrepreneurship education and to create relevant structures.

The promotion of innovation not only needs entrepreneurs, but well-prepared entrepreneurs, with strategic capabilities and knowledge.

Therefore, from an academic perspective, three core questions arise:

- How is it possible to promote Entrepreneurship as a legitimate academic subject?
- How to differentiate undergraduate and graduate entrepreneurship programmes?
- Which are the best practices to be implemented to foster entrepreneurship?

As the framework chosen is the European and the Latin American continent, the focus will also be put on the following aspects:

- Is there a common perception of Entrepreneurship in Europe and Latin America?
- Are there any specificities that would make it easier for entrepreneurs to launch new business?
- Or, by contrast, is there any form of determinism that would hinder Entrepreneurship in any country?

# CERALE conference (ESCP-EAP)

November 24 – 25, 2008

## *Entrepreneurship, Education & Best Practices*

### Universities participating in the event:

*ESCP-EAP – Universidad de San Andrés (Argentina) – EBAPE-Fundação Getulio Vargas (Brazil) – Universidad Adolfo Ibáñez (Chile) – Universidad del Desarrollo (Chile) – TEC de Monterrey (Mexico)*

### MONDAY, NOVEMBER 24<sup>TH</sup>

#### "Teaching Entrepreneurship in Europe and Latin America"

*The objectives of this first session are to exchange experiences regarding the best practices in the teaching of Entrepreneurship and to understand the numerous issues of knowledge management at different levels of education (pre-and post graduation).*

Place: ESCP-EAP, 79 Avenue de la République, Paris 11<sup>e</sup> - Amphi GUY

Working Method: closed workshops to exchange experiences (limited to ESCP-EAP, CERALE network and Chair Entrepreneurship)

**13H45** Arrival of the participants

**14H** Welcome speech by **Florence Pinot Villechenon**, ESCP-EAP professor and director of CERALE institute.

**14H15** **Workshop 1: Different ways to teach Entrepreneurship**

*In this workshop, every professor will present his/her vision on how to tackle the main issues concerning the teaching of entrepreneurship in high level universities.*

- "Initiatives to promote entrepreneurship: Business plan competitions, incubators, business angel network, First Year Workshop" by **German Echecopar**, Professor at the Universidad Adolfo Ibáñez (Chile)
- "The institutionalization of an entrepreneurial university in Mexico" by **Jaime Silva**, Professor at the TEC de Monterrey (Mexico)

- “The challenge for effective teaching of entrepreneurship: linking a dynamic curricula with academic research and actual experience” by **Jose Castanhar**, Professor at EBAPE - Fundação Getulio Vargas (Brazil)
- “Best practices in teaching Entrepreneurship: The experiences of Universidad de San Andrés” by **Sergio Postigo**, Professor at Universidad de San Andrés (Argentina)
- “The concept of institutional entrepreneurship and the role of knowledge dynamics. Historical analysis of a central device: the Global Reporting Initiative (GRI)” by **Aurélien Acquier**, Professor at ESCP-EAP
- "Can entrepreneurship be taught? Experiences from France" by **Jacqueline Fendt**, co-director of the Entrepreneurship Chair at ESCP-EAP
- **Sylvain Bureau**, co-director of the Entrepreneurship Chair at ESCP-EAP

**16H30** Coffee break

**17H** **Discussion about the main challenges to overcome when teaching entrepreneurship**

*In this session, the participants will exchange their opinions and ideas about the subject and answer the students' questions.*

**19H** End of the first session

## TUESDAY, NOVEMBER 25<sup>TH</sup>

### “Cross glance on the best practices of entrepreneurship in Latin America and Europe”

*The objectives of this session are to understand the environment, scope and characteristics of the entrepreneurship phenomenon in the different countries of Latin America (entrepreneurs profile, key success factors, obstacles to the implementation of projects, etc.) and in Europe to analyze concrete cases of local entrepreneurs.*

Place : Maison de l'Amérique Latine à Paris, 217, Boulevard St Germain, Paris 7<sup>e</sup>

Working Method: Open discussion between students, experts, professors, executives and entrepreneurs.

**08H30** Arrival of the participants

**09H** Welcome speech by **Jacqueline Fendt**, co-director of the Entrepreneurship Chair at ESCP-EAP

**09H15**     **Workshop 1: Launching a business in Latin America and in Europe: Risks and Challenges**

*In this workshop, the participants will analyze the specificities on entrepreneurship in the different countries of the region.*

- "Macroeconomic Environment and entrepreneurial opportunities in Latin America" by **Jose Castanhar**, Professor at EBAPE - FVG (Brazil)
- "Panorama of Chilean entrepreneurship" by **German Echeopar**, Professor at the Universidad Adolfo Ibáñez (Chile)
- "Undergraduate Students as a Source of Potential Entrepreneurs: A Comparative Study between Italy and Argentina", by **Sergio Postigo**, Professor at Universidad de San Andrés (Argentina)
- **Jacqueline Fendt**, co-director of the Entrepreneurship Chair at ESCP-EAP

**12H**             Lunch

**13H30**     **Workshop 2: Entrepreneurs and Expert's Testimonies**

*In this last workshop, many entrepreneurs will share their experiences and offer a different and concrete point of view on the subject. At the same time, an institutional presentation held by experts will enrich the discussion.*

- **Mathieu JAN, Grégoire TIBERGHIE**n and **Jean-Baptiste DALLE** of the *ROULEZ JEUNESSE* association, devoted to meeting entrepreneurs all around the world
- **Ludovic Sabot**, Communications Director of Agence France Presse in Argentina, and Former President of the Alumni Association in Buenos Aires
- **Bruno van Dam**, founder of *Arrabal Info Services*
- **Luis García Angeles**, entrepreneur
- **Pauline Bensoussan**, Centre de formation en Microfinance *PlaNet Finance*
- **Gabriela Miranda**, Centre for Entrepreneurship, SMEs and Local Development (CFE) of the OECD

**16H50**     Closing Message by **Florence Pinot Villechenon**, ESCP-EAP professor and director of CERALE

**17H**             End of the second session