



Global Entrepreneurship Congress 2015



Collaborative platform to support research and technology transfer



Introduction

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

The 2015 Congress takes place from March 16 – 19, 2015, in Milan, Italy with core sessions taking place at MiCo - Milano Congressi, and parallel events held throughout the city.

Over the past five years, the Congress has contributed to the expansion of a global entrepreneurial ecosystem, connecting experts and entrepreneurs across borders and sectors to unleash their ideas and transform innovation into reality. (<http://youtu.be/WYPtTx4R8BU>).

The Global Entrepreneurship Congress:

- Provides a platform for policymakers and researchers to exchange ideas and approaches on how to strengthen entrepreneurial ecosystems through policies and initiatives favorable to new firm formation.
- Improves global collaboration and expands awareness of both top-down and bottom-up national efforts to legitimize entrepreneurs and engage their citizens in entrepreneurial activity.
- Increases global public recognition of entrepreneurs for the role they play in creating jobs, building economies and coming up with innovative solutions that make the world a better place.

The 2015 Congress is hosted by the Global Entrepreneurship Network (GEN), the META Group, and the Kauffman Foundation, with support from Italy's Ministry of Economic Development, Ministry of Foreign Affairs and Ministry of University and Research. The Congress is also supported by an assortment of strategic partners from 150 countries.

NEXT Program

In this framework, the NEXT project has partnered with GEC 2015, to organize an international event focused on assessing and evaluating the entrepreneurial ecosystem in the Adriatic region.

The Adriatic Investor Forum will be held on Wednesday March 18th, and aims to gather all the NEXT partners and other stakeholders from IPA Adriatic Countries, in order to leverage the entrepreneurial opportunities in the region. NEXT partners interested in attending the event, and in proposing some panelists, should express their interest to the organizers.

NEXT will also build up a branded booths in the exhibition area, to disseminate its activities, to host private B2B meetings, and to advertise the NEXT IS Platform.



Target audience

10.000 delegates from +150 countries:

Speakers: 300
Participants: 9.700

Italy: 50%
Other countries: 50%

Business owners: 40%
Entrepreneurs: 25%
Investors: 15%
Government authorities: 10%
Academic community: 10%



Milan

Milan will host the 2015 Universal Exposition, making itself available to promote the Country's growth and be Italian ambassador in the world.

Expo 2015 will be an extraordinary universal event displaying tradition, creativity and innovation in the business of food. It will bring together many themes, and set them out anew in light of new global possibilities whose common core is the idea that everyone on the planet should have access to food that is healthy, safe and sufficient.



Speakers

During all the editions of theGEC, we have had lots of speakers. The most famous and well known are the following:



Sir Richard Branson, Founder and CEO, The Virgin Group



Marc Ecko
Founder & CEO
Ecko Enterprises



Tom Scott
Co-founder
Nantucket Nectars



Hernan Kazah, Co-founder, Mercado Libre



Lord Michael Heseltine, Entrepreneur and Former Deputy Prime Minister of the United Kingdom



Oskar Metsavaht
Founder
Osklen



Stephen Felice, President & Chief Commercial Officer, Dell



Dave McClure, Founder, 500 Startups



Li Kaifu, Founding President, Google China



Yan Junqi, Vice Chair, National People's Congress, China



Horacio Melo, Executive Director, Start-Up Chile



Adel Rashid Al Shared, Managing Director, Mohammad Bin Rashid Al Maktoum Foundation



Brad Feld
Co-founder
TechStars



Competitive strenghtst

- Providing policymakers and researchers with an environment to exchange ideas on strengthening economic growth through 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;
- 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.
- An opportunity to meet and network with a broad array of delegates who can help you take the next step in starting and growing new firms.
- An opportunity to receive guidance on various critical capacity-building skills, from building awareness to deepening and widening national campaigns by catalyzing and leveraging partnerships.



Involving in the GEC



- Broadest opportunities for profitable brand positioning in the market (both Italian and global);
- Marketing opportunities and international exposure during the entire life of the event;
- Company/Organization positioning as an active participant of the international entrepreneurship process;
- Unique opportunities for development of business relations with leading industry professionals, partners and investors, regulators and government authorities;
- Possibility of presentation and implementation of educational projects and other specific initiatives in the area of entrepreneurship within the Congress;
- Opportunity to support attendance of leading professionals from developing countries.

