IEDF, First International Entrepreneurship Development Forum,
September 14-16, 2017 - In conjunction with IESE, Barcelona, Spain

“FROM START-UP TO SCALE-UP”
Program Outline

- Thursday, September 14: Setting the Scene

17:00-18:00   Registration
18:00-18:15   Welcome and program overview
              (Professor Julia Prats, IESE)
18:15-18:45   Local Catalan chamber or local government speaker
18:45-19:15   Keynote Address #1: Contrasting scale-up and development
              challenges for different entrepreneur types
              (Professor Derek F Abell, ESMT, Berlin)
19:15-19:45   Keynote Address # 2: Developing Entrepreneurs
              (Professor Pedro Nueno, IESE and CEIBS, Shanghai)
19:45-Apero + Buffet dinner (assigned seating with introductions and
discussion at each table)

- Friday, September 15: Scale-up Challenges and Conceptual Frameworks and
Tools to Surmount Them

The Forum sessions on this day cover the main challenges facing entrepreneurs in scale-up,
analytical frameworks and tools to deal with these, and the personal development challenges
which are faced.
Each session will open with an entrepreneur presenting their personal experience in meeting
the particular challenge involved, an educator or consultant to build on the first presentation
and suggest useful conceptual frameworks or tools to deal with such challenges, and a
development expert to address the personal capacities needed and how to acquire them.
Each session will conclude with Q&A and facilitated participant discussion.

08:30-10:30   Strategic and cross-border challenges
              (Session leader: Professor Julia Prats, IESE)
10:30-11:00   Coffee break
11:00-12:30   Financing Challenges
              (Session leaders: Karen Wilson, GV Partners, Bruegel, and
              Kaufmann Foundation; and Goncalo Neves-Correia, CEO and
              Founding Partner, Thirdway Africa)
12:30-14:00   Lunch
14:00-15:30   Organization and people challenges
              (Session leader: Harald von Korflesch, University of Koblenz-
              Landau)
15:30-16:00  Coffee break
16:00-18:00  Personal leadership challenges  
(Session leaders: Professor Derek F. Abell, ESMT, and Gazi Haxhia, CEO and Founder, Landways)
18:00-18:30  Coffee break
18:30-19:30  Special guest sessions: Macro views on entrepreneurship and scale-up  
- The European Entrepreneurship Picture (CEO, European Start-up Network)  
- Learning from EU scale-up support project (Philipp Bubenzer, ETH Zurich)
19:30-  Apero and dinner (VIP dinner speaker: Riccardo Illy, illycaffè S.p.A)

**- Saturday, September 19: Developing the Needed Capacities to Scale-up**

The Forum sessions on this day, apart from the closing keynote address, are devoted to the development of the entrepreneurial capacities needed to scale up successfully.

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<th>Time</th>
<th>Session</th>
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| 08:30-10:30 | WHAT has to be learned, HOW, WHEN, and from WHERE  
(Session leader: Cedric Donck, CEO and founder, Virtuology International) |
| 10:30-11:00 | Coffee break                                                                              |
| 11:00-11:45 | Plenary discussion: Developing the Entrepreneurial Leadership Capacities to Scale-up  
(Session moderator: Professor Pedro Nueno, IESE) |
| 11:45-12:15 | Final Keynote Address: Europe's tech-based entrepreneurial future  
(William Steven, Tech Tour Group Managing Director) |
| 12:15-12:30 | Closing remarks (Julia Prats, IESE & Derek Abell, IEDF) |
