



International Conference

Promoting Innovation and Entrepreneurship effectively through Business Incubation

Dialogue on international success stories, lessons learned, implementation instruments and importance of networking

July, 27 – 29, 2008 in Bangkok, Thailand

Venue: Imperial Queen's Park Hotel, Bangkok

The core objective of the Business Incubation conference "Promoting Innovation and Entrepreneurship effectively through Business Incubation" is to promote innovation, entrepreneurship, and business incubation in Southeast Asia, namely Thailand, Philippines, Indonesia, Vietnam and Cambodia by strengthening regional collaboration.

The event will seek to:

- Raise Awareness about the role of innovation and entrepreneurship for economic development and competitiveness in Southeast Asia
- Provide best practices for integrated national and regional policies, that are supporting the set up of Business Incubators as well as success stories of Technology Business Incubators (TBI) in Thailand and other countries of the region.
- Provide information on business incubation as a tool for fostering and strengthening innovation and entrepreneurship
- Intensify knowledge exchange within Southeast Asia, especially with existing national and international networks on good practices in business incubation

Structure:

Day one "Promoting Innovation and Entrepreneurship"

will provide a general overview on business incubation regarding strategies and policies to support the set up of Business Incubators, prerequisites, aims, work models, and impact. This conference part is aimed at informing (would-be) policy makers, incubator managers, stakeholders and supporters about business incubation as a tool for promoting innovation and entrepreneurship. This conference day will present success stories, lessons learned, successful policies and strategies in their regional frameworks, as well as examples for good practices from Thailand, Malaysia and other countries.

Day two "Effective Business Incubation – Models, Tools, and Networks"

Different approaches for business incubation will be presented and tools for effective and efficient management of incubators (including monitoring, measuring, and impact assessment) will be discussed. The importance of networking for successful management and development of business incubators is another focus of this day. The sessions are focused on the needs of (would-be) managers of business incubators. Parallel work group sessions will ensure an intensive exchange of information and experience.

These main conference parts will be followed by

Day three

Selected participants will be invited for site visits to incubators. After return from this visit on the next day a short wrap-up session will summarize excursion results.

Background:

Since 2002 the German capacity building organization InWEnt supports the know-how transfer about innovation, technology transfer and entrepreneurship into the countries in Southeast Asia. Business Incubators are an appropriate tool to support entrepreneurship of many different kinds and thereby to promote economic competitiveness and development. In Thailand and Vietnam and today in the Philippines, Indonesia and Cambodia InWEnt supports the development of Technology Business Incubators.

Conference Topics:

- Effective Regulatory and Policy Frameworks for promotion of innovation, technology transfer and entrepreneurship
- Laying the foundation: Feasibility studies and business plans for incubators
- Business Incubation Revenue models
- Financing the start-up and growth of innovative technology based enterprises
- Implementing effective and sustainable business incubators
- Performance monitoring and impact assessment of entrepreneurship programs
- Special business incubation approaches (e.g. for women or sectoral incubators)

Who should attend:

Policy Makers working on Innovation policies and Practitioners working with existing and planned business incubators, technology parks as well as national and regional stakeholders are invited to attend this conference. Specifically the program is designed for serving the interest of

- Policy makers, especially related with business and economic development issues
- Business incubator and technology park managers
- Scientists and administrators from research and educational institutions actively promoting entrepreneurship
- Representatives of Authorities and agencies responsible for economic development promotion
- Stakeholders and developers of business incubators and technology parks
- Managers from financial institutions active in economic development and SME financing, e.g. development banks, investment and commercial banks, equity finance institutions, as well as Seed and Venture Capital Funds
- Entrepreneurs

Hosts:

This conference is hosted by InWEnt, Capacity Building International, Germany and NSTDA, Thailand

Registration:

There are no participation fees for participants invited by InWEnt or NSTDA. For receiving an invitation, please contact one of the hosts. For more information and registration, please contact the website: www.bisea-inwent.org

July 27, 2008: Arrival of Delegates

17:00 Registration

19:00 Get-together reception for conference participants

July 28, 2008: Conference Day 1

- 09.00 - **Opening Ceremony**
 Joachim Langbein, Senior Project Officer, InWEnt – International Capacity Building, Germany ,
 09.30 Dr. Supat Poopaka, Assistant President of NSTDA and Deputy Director of TMC
- 09.30 - **Keynote Presentation**
- 10.00 **InWEnt's Initiative BISEA – Business Incubation in South-East Asia**
 Joachim Langbein, Senior Project Officer; Silke Feil-Schwamborn, Project Manager,
 InWEnt – International Capacity Building, Germany
- Technology Business Incubation, an ongoing development in Thailand**
 Dr. Supat Poopaka, Deputy Executive Director, Technology Management Center, NSTDA
- 10.00 - **Plenary Session I**
- 11.00 Panel discussion: **Economic Development through Innovation and Entrepreneurship - Successful Entrepreneurship Policies**
 What are the lessons learned from developing and implementing tools for innovation and entrepreneurship support in Emerging countries? What are the different approaches and results achieved so far? This session will present and discuss the different interests, expectations, roles, and potentials of stakeholders from incubation, education, industry, finance, and the public sector. What is the experience with policies for entrepreneurship and SME development in Asia? Short statements will introduce to the panel discussion..
 Moderator: Ulrich Fuhrke, InWEnt country coordinator Indonesia and Philippines for bizi project
- Innovation, Entrepreneurship and SME Support - National Policy**
 Harkesh Mittal, Head, National Science and Technology Entrepreneurship Development Board, India
- Entrepreneurship and SME support in Thailand**
 Chamaiporn Visedmongkol, SMEs Consultant, Strategic Management
- Development of TBI and technology-based start-up firms in Vietnam**
 Dinh The Phong, Ministry of Science-Technology, High-Tech Department, Vietnam
- Development of TBI and technology-based start-up firms in Indonesia**
 Wijaya Kusumawardhana, Head of Sub Directorate Industry Development, BAPPENAS, Indonesia
- 11.00 Coffee break
- 11.30 - **Plenary Session IIA:**
- 13.00 **The Role of Stakeholders and how to raise their Awareness**
 Business Incubators for working effectively and achieving the intended impact need to be integrated in the regional network of stakeholders, partners, and supporters, e.g. from the business and finance sector, from science and education as well as from policy makers and the public sector. This session will present and discuss the roles and interests of different stakeholders and discuss approaches for gaining and maintaining stakeholder's support.
 Moderation and introduction: Peter Harman, Deputy CEO, UK Business Incubation
- Build Better Businesses to Build Better Businesses**
 Phil Kemp, Perth, Executive Officer, Coastal Business Centre, Australia
- Securing Stakeholders Involvement**
 Mercedes Barcelon, AYALA Foundation, UP-AFI Joint Experimental Facility, Philippines
- Business Models for Incubators – the Role and Interests of Stakeholders**
 Annuar Saffar, President, Asian Association of Business Incubation
- University – Industry Linkages as a Source for Start-Up Businesses**
 Jim Tomecko, GTZ, Director for Business and Financial Services
- Plenary Session IIB:**
- Panel discussion: Good Practices of Technology Business Incubation**
 The number of incubators has grown rapidly to over 6,000 world-wide. Differences in performance are related with the incubator environment and, also due to management. For providing stakeholders with criteria to evaluate performance and management 'good practices', data, and benchmarks are needed. This session will present examples of successful business incubation to learn from.
 Moderation and Introduction: Julian Webb, CREEDA Projects and Business Innovation and Incubation Australia
- Building a Comprehensive Incubation Program - Case Technopolis Ventures**
 Tuomas Maisala, Deputy CEO, Technopolis Ventures Ltd., Finland
- Technology Anchor As the Core-Business Model Analysis of Incubators in Taiwan**
 Rern-jier Jack Sheu, Senior Administrator/ Special Assistant to Executive Director, ITRI College, Taiwan
- New Zealand: An approach targeted at high growth companies – Concept and Experience**
 Richard White, Incubators New Zealand

- 13.00** Lunch
- 13.30 - *Side event: Presentation of the e-learning software/ "BIRD Department of Technology Transfer - Business Incubation Management and Client Management"*
- 14.30 – **Plenary Session III:**
- 15.00 **Introduction to Parallel Work Sessions “Planning Business Incubators”**
This set of parallel work group sessions will focus on feasibility studies for business incubators from Indonesia Philippines, and Vietnam Presentations of feasibility studies will be followed by a moderated discussion with participants and experts
Work group to present and discuss feasibility studies-for incubators for providing practical experience. The work groups will be introduced by presentations of 2-3 feasibility studies of the respective country plus one presentation from Thailand and /or Vietnam respectively.
Moderator and Introduction:
Barbara Harley, Palo Alto, California, USA & Heinz Fiedler, SPICE Group, Germany
- 15.00 - **Parallel Work Group sessions “Planning Business Incubators”**
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| 16.30 | Work Group Indonesia
<i>Presentation of feasibility Studies for business incubators followed by discussion between experts and participants. The most important lessons learned will be presented at a plenary session.</i>
<i>Moderator: Ir. Abdul Basith, Bogor Institute Indonesia</i> | Work Group Philippines
<i>Presentation of feasibility Studies for business incubators followed by discussion between experts and participants. The most important lessons learned will be presented at a plenary session.</i>
<i>Moderator: Mercedes Barcelon, AYALA Foundation, Philippines</i> | Work Group Vietnam
<i>Presentation of feasibility Studies for business incubators followed by discussion between experts and participants. The most important lessons learned will be presented at a plenary session.</i>
<i>Moderator Mr. Chi Duc, Ho Chi Minh City Univ. of Technology, Vietnam</i> |
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- 16.30 Coffee break
Side event: Presentation of the e-learning software "BIRD" Department of Technology Transfer - Business Incubation Management and Client Management
- 17.00 - Continuation Parallel Work Group sessions “Planning Business Incubators”
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| 18.00 | Work Group Indonesia
<i>Continuation of work group discussion and preparation of presentation of results</i>
<i>Moderator: Ir. Abdul Basith, Bogor Institute Indonesia</i> | Work Group Philippines
<i>Continuation of work group discussion and preparation of presentation of results</i>
<i>Moderator: Mercedes Barcelon, AYALA Foundation, Philippines</i> | Work Group Vietnam
<i>Continuation of work group discussion and preparation of presentation of results</i>
<i>Moderator Mr. Chi Duc, Ho Chi Minh City Univ. of Technology, Vietnam</i> |
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- 19.30 **Networking Reception & Dinner**

July 29, 2008: Conference Day 2

- 09.00 **Plenary Session IV**
- Introduction to Parallel Work Group sessions**
*The second set of work group sessions will focus on areas that are of specific interest for the participants of the event. For each of the workgroup sessions an **introduction** will be provided by an experienced practitioner who also will moderate the session. Participants are invited to present their experiences in a short statement.*
 Moderator and Introduction:
 Barbara Harley, Palo Alto, California, USA & Heinz Fiedler, SPICE Group, Germany
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| 09.15 – | Incubator Marketing | Incubator Client Management | Agriculture & Food Processing Incubation |
| 10.45 | <i>Introduction / moderation:
Steve Giddings, Africa Incubator Network, South Africa</i> | <i>Introduction / moderation:
Richard White Incubation New Zealand</i> | <i>Introduction / moderation
Julian Webb, Business Innovation and Incubation Australia</i> |
- 10.45 Coffee break
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| 11.15 – | Incubator Stakeholder Management | Incubator Monitoring and Evaluation | University / Research co-operation of Incubators |
| 13.00 | <i>Introduction / moderation:
Peter Harman, UK Business Incubation, United Kingdom</i> | <i>Julian Webb, CREEDA Projects and Business Innovation and Incubation Australia</i> | <i>Introduction / moderation
Bagrat Yengibaryan, EIF, Armenia</i> |
- 13.00 Lunch
- 13.30 Side event: Presentation of video case studies – Incubators in Developing Countries (infoDev)
- 14.00 **Preparation of Work Group presentations**
- 14.30 - **Plenary Session V :**
- 15.30 **Presentation & Discussion of Workgroup Results**
Short reports and discussion of the results from the workgroup sessions. Development of an Action Plan
 Moderation: Barbara Harley & Heinz Fiedler
- 15.30 Coffee break
- 16.00 - **Plenary Session VI:**
- 17.30 *Panel discussion*
- Business Incubation in the Asia – Incubators and Networks**
This session will provide an overview on business incubation activities in Asia as well as other regions and present successful examples of business incubators. Presentations will contain information about the success stories as well as issues of high importance for the development of business incubators and technology parks. Short statements will introduce to the panel discussion
 Moderator and Introduction: Steve Giddings, South Africa
- Business Incubation and Innovation Support in Malaysia – Role and Function of Networking between Asian Incubators**
 Annuar Saffar, Honorary President, National Incubator Network Association (NINA), Malaysia
- Business Incubation and Innovation Support in Armenia – Networking in East Europe and Central Asia**
 Bagrat Yengibaryan, Enterprise Incubation Foundation, Yerevan, Armenia
- 17.30 Closing ceremony