

**62° ICSB
WORLD CONFERENCE
JUNE 28th - JULY 1st, 2017
BUENOS AIRES ARGENTINA**

Welcome Letter



Prof Dr. Rubén Ascúa
(Chairman of the ICSB 2017
Organising Committee)



Prof Dr. Juan Federico
(Executive Chairman of
the ICSB 2017 Organising
Committee)

Welcome to the **62nd World Conference of International Council for Small Business (ICSB)**, which will be hosted in the wonderful city of Buenos Aires, for the first time in history in South America. The theme of the conference is “Towards a New World Mobilized by Entrepreneurship & Innovative SMEs” which will address the growing international movement towards sustainability, innovation, knowledge and humane entrepreneurship. Entrepreneurs, politicians, educators, researchers and practitioners are increasingly seeking to find solutions to the challenges of growing economies and businesses that are environmentally sustainable, socially fair and rooted locally. This conference will offer each of you an opportunity to participate in such discussions.

This time, is important to emphasize the institutional role of the Red Pymes Mercosur, as the academic institution that, together with the National University of the Litoral, National University of General Sarmiento, National University of Rafaela and Catholic University of Argentina, have taken the lead in organizing this congress. It is also worth mentioning the participation as co-organizers of the Argentine Ministry of Production through its Secretariat of Entrepreneurs and SMEs and ECLAC. It is also relevant to mention the collaboration of CAME, CPCE-CABA and the support of the Agency for Scientific and Technological Promotion of MINCyT. To all these institutions, our complete gratitude and appreciation.

While the conference will have the usual mix of keynote speakers, parallel sessions and networking opportunities, **the 62nd World Conference ICSB 2017** will also include workshops and sessions for business practitioners and for policy-makers.

The conference will use innovative formats and new technologies to maximize the ability of every delegate to benefit from their atten-

dance at the conference. Besides these academic and professional benefits of the conference, the participants cannot visit Buenos Aires without also enjoying their passions for heritage, food, for open air, for football, for tango, for nightlife, for hospitality, among some others. Hence, we have included an exciting range of alternatives for the social program, which will enable to achieve a nice equilibrium concerning your work/life balance!

This year, will celebrate for the first time in history, the Micro, Small and Medium Enterprise Day (MSMEs Day) established by United Nations. Because of the initiative of **ICSB**, the United Nations (UN) acknowledged the importance of the MSMEs around the world by declaring June 27th, forevermore, as United Nations Micro, Small and Medium Enterprise Day (UN MSME Day). In addition, it is important to emphasize that, the Government of Argentina and the Permanent Mission of Argentina to the United Nations, have played a very important role in cooperation to the **ICSB** for this achievement.

We truly believe that you are going to enjoy a memorable experience that will benefit your career outputs and will leave you with some wonderful life memories. We look forward to meeting you in Argentina, through opening our wonderful country and receiving you with **“bienvenidos amigos”**.

Buenos Aires | ARGENTINA

Argentina is a federal republic in the southern portion of South America. Sharing the bulk of the Southern Cone with its neighbor Chile to the west, the country is also bordered by Bolivia and Paraguay to the north, Brazil to the northeast, Uruguay and the South Atlantic Ocean to the east, and the Drake Pas-

sage to the south. With a mainland area of 2,780,400 km² (1,073,500 sq mi), Argentina is the eighth-largest country in the world, the second largest in Latin America, and the largest Spanish-speaking one. The country is subdivided into twenty-three provinces and one autonomous city, Buenos Aires, which is the federal capital of the nation (CABA).

Buenos Aires (“good airs”) is the capital and most populous city of Argentina. The city is located on the western shore of the estuary of the Río de la Plata. The present name of Buenos Aires is an abbreviation of the original one intended by the Spaniard founders in the 16th century. The Greater Buenos Aires conurbation, which also includes several Buenos Aires Province districts, constitutes the fourth-most populous metropolitan area in the Americas, with a population of around 17 million inhabitants.

Buenos Aires is a pulsating cosmopolitan city and a place of many passions. The combination of rich architectural and cultural heritage, modern creative energy, electric nightlife, unique traditions, a vibrant arts scene, extensive parks and open spaces, and warm, friendly people makes it one of the world’s most exciting capitals in the world. Buenos Aires also enjoys a rich diversity of ethnic groups and cultures, which offer you plenty of choice in terms of food and entertainment.

There are dozens of reasons to visit us and that’s why the city has repeatedly been voted best city in Latin America by users of TripAdvisor. Come and see for yourself!

<https://turismo.buenosaires.gob.ar/en/article/buenos-aires-city-many-passions>

Welcome Letter



Luca Iandoli
ICSB President

Dear participants,
On behalf of the ICSB board and Affiliates it's my honor and pleasure to welcome you all to the **62nd ICSB world conference.**

The 2017 ICSB world conference in Buenos Aires it's the culmination of a fantastic year for ICSB, full of exciting activities. It's now time to get together, as we have done for 62 years in a row, to celebrate these achievements and, at the same time, to start a new chapter in the history of our Association.

The most important accomplishment is something I do not hesitate to define historic: the creation of a permanent observance dedicated to Micro, Small, and Medium Enterprises Day under the auspices of the United Nations (MSME day). After painstaking work in collaboration with the Argentina UN embassy, the UN General Assembly approved the institution of the UN MSME day, to acknowledge the role of MSMEs as fundamental actors for the achievement of the Sustainable Development Goals.

It is estimated that humanity will need 600 millions new jobs in this decade, especially in developing economies, and the UN General Assembly recognized the fundamental role of MSME in job creation. But it's not just about quantity: the quality of jobs matters as well if not even more. ICSB challenge in creating a conceptual as well as practical framework centered on Humane Entrepreneurship is a step in this direction. Entrepreneurship is a means to create a more innovative economy in which economic growth and respect for human beings and the natural environment in which we all live must go hand in hand.

With this spirit we inaugurated the MSME UN day in New York at the UN headquarters last 9th of May, and with the same spirit and renewed enthusiasm we will celebrate this observance for the first time in Argentina, on June 27th. It is just a wonderful coincidence that the celebration occurs for the first time in the country that was our Champion at the UN in the approval of the name day.

The UN Day is just the cherry on the cake for this year conference program. The conference program is extremely rich and diverse. ICSB and ICSB Argentina/Red Pymes worked hard to create activities and events that are of interest for our four main stakeholders: researchers, educators, small businesses, and policy makers. What makes ICSB unique in fact is its mission to act as broker between these diverse groups to favor cross-fertilization, knowledge advancement, and innovation in policy and MSME management.

Let me draw your attention on a few events, in the order they appear in the program: the ICSB Academy, the ICSB educational program for students and young entrepreneurs, the Global Impact Accelerator program event run in collaboration with Slush, the world leading start up event, the Policy forum, the MSME's ministerial roundtable, great plenary sessions with outstanding keynote speakers, and a long list of workshops and parallel session through which you will be able to access to state of the art research and practice in entrepreneurship and small business management.

I wish to express my deepest gratitude to all the individuals and organizations that have made this possible.

A very special thank goes to the Argentinean Government. Thank you very much to Mr. Martin Garcia Moritan, UN Permanent Representative of Argentina and to Mr. Mariano Meyer, National Secretary for Entrepreneurs and SMEs, for supporting the creation of the UN name day and for partnering in the organization of the ICSB 62nd World conference. Our deepest gratitude also goes to the sponsors of the conference, in particular to the Banco Nacion, the Rivista Pyme, and to our Academic Host, the Pontificia Universidad Catolica (UCA). A special thanks is for Facebook, for the sponsorship and the support for providing outstanding online visibility and presence to our activities.

Last but not least my warmest thanks to the conference Organizers. The conference chairs President Ruben Ascuá and Dr. Juan Federico, Maria Fernanda Andres, local Chair for the ICSB Academy led our team in Argentina. Dr. El Tarabishy, ICSB Executive Director, and our staff at the ICSB International Office, Michael Battaglia, Jordin Murphy, Junru Li, together with Dr. Cesar Bandera, ICSB Academy Director, and Miriam Helmy, ICSB academy project manager, were the engine of the organization from the ICSB side.

I do not know how many times I have asked them to rush, adjust, adapt, make last minute changes, accommodate requests, and fix problems. The answer has always come effective, smart, and responsive. You are a great team; it has been a pleasure and a honor to work with you.

Authorities

Academic Committee

Luca Iandoli
Brian Gibson
Miguel Bacic
Hugo Kantis
Jeffrey Alves
Silke Tegtmeier
Ki Chan Kim
Xiaobo Wu
Zulma Quñones
Den Hooi
Sonia Roitter

Organizing Committee

Ayman El Tarabishy
Michael Battaglia
Juan Federico
Rubén Ascúa
José Borello
María Fernanda Andrés
Alicia Caballero
Hernán Vigier
Juan José López Rodríguez
Executive Chairman
Juan Federico

Chairman

Rubén Ascúa

Academic Organization

Sonia Roitter
Michael Bataglia

Staff

Lorena Castillo
Sofía Bocco
Fernando García
María Julia Lencioni
Andrea Minetti



Hugo Kantis (The National University of General Sarmiento in Argentina)
Director of the Entrepreneurial Development Program and he leads a seminar-workshop for Professionals in the Entrepreneurial Ecosystem in Latin

America.

Education

Universitat Autònoma de Barcelona (PhD, Economía)
Växjö universitet (European Doctoral Programme in Entrepreneurship and Small Business Management)



Professor Zong-Tae Bae
(Technology Innovation Management and Entrepreneurship at the College of Business, Korea Advanced Institute of Science and Technology)
Professor
Director of the KAIST

Center for Innovation and Entrepreneurship (CIE)

Education

Ph.D., Management Science, KAIST, 1987
M.S., Management Science, KAIST, 1984
B.S., Industrial Engineering, Seoul National University, 1982

Keynote Speakers



Dr. David Audretsch

(Indiana University
Bloomington)
Distinguished Professor
Ameritech Chair of
Economic Development

Education

Ph.D., Economics, University of Wisconsin, 1980
M.S., Economics, University of Wisconsin, 1979
B.A., Magna Cum Laude, Economics, Drew University, 1976



Dr. AnnaLee Saxenian

(UC Berkeley)
Dean of the Information
School
Professor (I School and Dept.
of City and Regional Planning)

Education

BA, Economics, Williams College, 1976
MCP, City & Regional Planning, UC Berkeley, 1980
Ph.D., Political Science, MIT, 1989



Dr. Colin Mason (The University of Glasgow)
Professor Of Entrepreneurship (Management)

Education

MA, Geography & Economic History, The University of Edinburgh, 1975
PhD, Economic Geography, The University of Manchester, 1978



Mario Cimoli (UN Economic Commission for Latin America and the Caribbean (ECLAC)
Director of the Division of Production, Productivity and Management at the UN Economic Commission for Latin America and the Caribbean (ECLAC)

Education

Ph.D., University of Sussex



LA PRIMERA INCUBADORA TECNOLÓGICA DE LATAM

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

	Wednesday 28		Thursday 29	Friday 30	Saturday 1	
	VENUE: Professional Council of Economic Sciences (Address: Viamonte 1549)	VENUE: Metropolitan Center of Design (Address: Algarrobo 1041)	VENUE: Catholic University of Argentina (Alicia Moreau de Justo 1300-1600)	VENUE: Catholic University of Argentina (Alicia Moreau de Justo 1300-1600)	VENUE: Catholic University of Argentina (Alicia Moreau de Justo 1300-1600)	
07:30	<div><div>invertíBA</div><div>BA Emprende</div></div>		Registration			
08:00						
08:30						
09:00						
09:15						
09:30	Policy Forum		Opening Ceremony	Wilford White Fellows: A Tete-á-tete--Yesterday, Today and Tomorrow in Small Business & Entrepreneurship	Parallel Sessions & Workshops	
09:45			SME'S Ministerial Round hosted by Dr. Mariano Mayer (Secretary of Entrepreneurs and SMEs, Argentina)	Keynote speaker: Dr. Mario Cimoli (ECLAC-UN)		
10:00				Coffee Break & Networking		
10:15				Keynote Speaker: Dr. Colin Mason (University of Glasgow)		
10:30				Keynote speaker: Dr. Javier Gonzalez Fraga (Banco Nación)		
10:45				Coffee Break & Networking		
11:00			Doctoral Seminar	Coffee Break & Networking	Humane Entrepreneurship Session: Dr. Bae Jong Tae (Korea Advanced Institute of Science and Technology)	Coffee Break & Networking
11:15						Keynote Speaker: Dra. Anna Lee Saxenian (UC Berkeley)
11:30				Keynote Speaker: Dr. David Audretsch (Indiana University)	Lunch	ICSB ACADEMY Pitch competition
11:45						
12:00	Lunch	Closing Plenary & Presentation of ICSB 2018 (Taiwan)				
12:15						
12:30	Slush Pitch Competition	Parallel Workshops & Sessions		Parallel Workshops & Sessions		
12:45						
13:00		Coffee Break & Networking		Coffee Break & Networking		
13:15		ECLAC Panel: The SMEs and the Fourth Industrial Revolution		Keynote speaker: Dr. Hugo Kantis (PRODEM – UNGS & Red Pymes)		
13:30						
13:45		Welcome Reception at the National Museum of Modern Art - MAMBA (Address: San Juan Ave 350, Buenos Aires)	Gala Dinner & Awards - Madero Tango Address: Alicia Moreau de Justo 2150			
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San Agustín Auditorium - Edificio Santa María

San Agustín Foyer - Edificio Santa María

Edificio San José



-  San Agustín Auditorium - Edificio Santa Maria
-  San Agustín Foyer - Edificio Santa Maria
-  Edificio San José

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