



# Roundtable: Striving for excellence - key success factors for supporting entrepreneurship

25<sup>th</sup> June 2014 (13:00-17:00 CET)

Microsoft Innovation Center, Rue Montoyer 51, Brussels



Hosted by:



Organised by CSR Europe and kindly hosted by Microsoft, this roundtable will provide participants the opportunity to discuss what it takes to successfully support entrepreneurs to grow and what are the key factors to achieve .

Join this roundtable, in order to:

- ✓ Benefit from sharing experience and views with different stakeholders: companies, experts, EU representatives
- ✓ Discuss and validate the key success factors to ensure the impact of entrepreneurship projects/promotion
- ✓ Improve your entrepreneurship projects
- ✓ Showcase your entrepreneurship programs in a networking format

TIME	AGENDA	SPEAKER
12:30-13:00	Registration	
13:00-13:10	1. Welcome & Introductory remarks	• <b>Jan Notaerdame</b> , CSR Europe
13:10-14:00	2. Discussion kick-off <ul style="list-style-type: none"> <li>• Entrepreneurship programmes showcase</li> </ul>	Key note speaker: <ul style="list-style-type: none"> <li>• <b>TBD</b>, <i>JA-YE Europe</i></li> <li>• <b>Harry Goldman</b>, <i>CEO Jobs &amp; Society Sweden</i></li> </ul>
14:00-14:45	<b>3. How to create a perfect ecosystem for entrepreneurs to flourish?</b> <ul style="list-style-type: none"> <li>• Relevant and interrelated spheres of influence for entrepreneurship development</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Marko Curavic</b>, <i>Head of Unit, Entrepreneurship and Social Economy – EC - DG Enterprise &amp; Industry</i></li> <li>• <b>Alessandro Cenderello</b>, <i>Managing Partner for EU Institutions Ernst &amp; Young</i></li> </ul>
14:45-15:00	4. <b>Entrepreneurship for Job Creation</b>	• <i>CSR Europe</i>
15:00-16:30	<b>5. How can companies best support entrepreneurship?</b> Identifying the role of companies: looking for success factors	
	Break-out session 1: Entrepreneurial education <ul style="list-style-type: none"> <li>• <b>Raluca Oltean</b>, <i>Academic Manager Corporate Affairs Europe, Intel</i></li> <li>• <b>1 company – TBD</b></li> </ul>	Break-out session 2: Integrated support models for entrepreneurs <ul style="list-style-type: none"> <li>• <b>Ulrike Sapiro</b>, <i>PAC Director Community &amp; Environment, Coca-Cola Europe</i></li> <li>• <b>1 company -TBD</b></li> </ul>
16:30-17:00	6. Wrap up and closing <ul style="list-style-type: none"> <li>• Validating the findings of the day</li> </ul>	Panelists: <ul style="list-style-type: none"> <li>• <b>Alessandro Cenderello</b>, <i>Ernst &amp; Young</i></li> <li>• <b>Diana Filip</b>, <i>Deputy CEO &amp; Vice President Marketing and Development, JA-YE</i></li> <li>• <b>Harry Goldman</b>, <i>Jobs &amp; Society Sweden</i></li> </ul> Moderated by <b>Jan Noterdaeme</b> , <i>CSR Europe</i>

## MORE INFORMATION

This event is part of CSR Europe’s project on Entrepreneurship for Job Creation. For more information please visit <http://www.csreurope.org/entrepreneurship-job-creation>

**We look forward to your participation!**

For more information please visit contact Alice Pedretti ([ap@csreurope.org](mailto:ap@csreurope.org)) or Catalina Pislaru ([cp@csreurope.org](mailto:cp@csreurope.org))