



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

25<sup>th</sup> June 2014 (13:00-17:30 CET)

Microsoft Centre, Rue Montoyer 51, Brussels



Hosted by: Microsoft

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	
13:00-13:30	Welcome & Introductory remarks	<ul style="list-style-type: none"> <li>• <b>Mark Lange</b>, Director, EU Institutional Relations, Microsoft</li> </ul> Inspirational speech by <b>Aurélie Couvreur</b> , Founder of Serendipities <ul style="list-style-type: none"> <li>• <b>Jan Noterdaeme</b>, Senior Advisor on External Relations, CSR Europe</li> </ul>
13:30-14:45	<b>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> <li>• Entrepreneurship programmes showcase</li> </ul>	The session is moderated by <b>Jan Noterdaeme</b> – Senior Advisor on External Relations, CSR Europe <ul style="list-style-type: none"> <li>• <b>Diana Filip</b>, Deputy CEO, JA-YE Europe</li> <li>• <b>Harry Goldman</b>, CEO Jobs &amp; Society Sweden</li> <li>• <b>Marko Curavic</b>, Head of Unit, Entrepreneurship and Social Economy – EC - DG Enterprise &amp; Industry</li> <li>• <b>Alessandro Cenderello</b>, Managing Partner for EU Institutions, E &amp; Y</li> </ul>
14:45-15:00	<b>Entrepreneurship for Job Creation</b>	<ul style="list-style-type: none"> <li>• <b>Alice Pedretti</b>, CSR Europe</li> </ul>
15:00-16:30	<b>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>, Academic Manager Corporate Affairs Europe, Intel</li> <li>• <b>Lars Seynaeve</b>, Director Public Affairs and Corporate Communications, Citi</li> <li>• <b>Irena Bednarich</b>, Director Government Relations for HP EMEA</li> </ul>	Break-out session 2: Integrated support models for entrepreneurs <ul style="list-style-type: none"> <li>• <b>Ulrike Sapiro</b>, PAC Director Community &amp; Environment, Coca-Cola Europe</li> <li>• <b>Mark Lange</b>, Director, EU Institutional Relations, Microsoft</li> </ul>
16:30-17:00	Wrap up and closing <ul style="list-style-type: none"> <li>• Validating the findings of the day</li> </ul>	The session is moderated by <b>Thomas Osburg</b> – Director Corporate Affairs Europe, Intel Panelists: <ul style="list-style-type: none"> <li>• <b>Marko Curavic</b>, EC - DG Enterprise &amp; Industry</li> <li>• <b>Alessandro Cenderello</b>, E &amp; Y</li> <li>• <b>Diana Filip</b>, JA-YE Europe</li> <li>• <b>Harry Goldman</b>, Jobs &amp; Society Sweden</li> </ul>
17:00-17:30	Tour of Microsoft Centre	<b>Mark Lange</b> , Director, EU Institutional Relations, Microsoft

## 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))