

27<sup>th</sup> of July 2010

Tuesday 7<sup>th</sup> of September 2010 – 4<sup>th</sup> edition of like entrepreneurship

## The European forum of creativity, the driving force of entrepreneurship

The 4<sup>th</sup> edition of like entrepreneurship - Lille International Knowledge Exchange on Entrepreneurship – will be organised on Tuesday 7<sup>th</sup> of September within the framework of the Créer Trade Show 2010 (from the 6<sup>th</sup> to the 8<sup>th</sup> September at Lille Grand Palais). This European annual event is aimed at decision-makers, company managers, teachers, students and researchers involved in the development of entrepreneurship.

The world is changing, the stakes are no longer the same and behaviour is developing. This new generation of entrepreneurs, innovative and creative both in terms of products and organization, integrating the human dimension naturally into their strategy, are boosting the economy. Like entrepreneurship will bring together more than twenty experts from Belgium, the UK, Spain, China and the USA to talk about development and best practices in the field of entrepreneurship. This will be a unique opportunity to rethink and compare entrepreneurial models through contributions from entrepreneurs who have succeeded in creating and innovating while at the same time managing and developing their businesses.

The day's programme will include 4 participative workshops and a business lunch, based on exchange, sharing experiences and networks.

### PROGRAMME

#### 4 WORKSHOPS like entrepreneurship

The workshops allow participants to share experiences, methods and performance in view of the new economic issues.

- 9.00am **Workshop 1 « From ideas to success » led by Raouti CHEHIH - Euratechnologies**  
10:30am Is it possible to create a Silicon Valley in Europe? With participation from Steve PALADINO of Euratechnologies USA ; experts from Technofutur TIC Belgium, EBN European BICs Network (Belgium, Barcelona Activa (Spain) and Duarte (China).  
*Business contributions:*  
*V-cult (Lille) a business dealing in Web 3D solutions and artistic development services online and offline.*  
*R2IS (Lille) services organisation.*  
*Mobili IT Studio (Lille), design and production of applications in the field of mobility. For example, how to find service stations on roads throughout Europe.*
- 11.00am **Workshop 2 « Be inspired and get going ». Speaker: Marc CLERKX - Flanders DC.**  
12:30pm Man's creativity and innovation play an important part in business growth.  
This workshop looks at businesses and the people in them from a new angle.  
Bringing out our hidden talents and training in the techniques of brainstorming.

From 12:30 to 2:30pm - Business Networking Lunch. An occasion for like entrepreneurship participants and the key players from the Créer Trade Show to share ideas in the cocktail area. *By invitation only.*

- 3.00pm **Workshop 3 « European case studies factory » led by Philippe VANRIE – CEO - EBN**  
4:30pm For its 25<sup>th</sup> anniversary, the EBN European Bic Network is organising a competition « EBN Smart Entrepreneurship Competition 2010 » which will award entrepreneurs who have excelled in management innovation. EBN will be stopping over in Lille to give the floor to 5 entrepreneurs selected among 25 finalists.  
Contributions from:  
laurent GRUMIAUX, Fishing Cactus (Mons en Belgique), serious games business.  
Jamendo (Luxembourg), free and legal music download platform.  
Idées-3COM (Lille), 3D interactive application.  
Optima Concept (Lille), specialist in on-board electronics for the agricultural industry.  
Slider Studio (UK) develops and deploys design tools.
- 5.00pm **Workshop 4 « Entrepreneurs, New vision and values » led by Stéphane Caplier - CREATIVALLEE**  
6:30pm How women see tomorrow's entrepreneurship. Meet and exchange with women who marry business and femininity:  
Hélène Szulc CEO, *Techsub*, a company specialised in underwater services in all sectors: marine, waterways, manufacturing, nuclear power and storage (Saint-Laurent de Blangy 62, France)  
Anne Bouy, founder of « So Paris » leather goods brand for business women. [www.so-paris.com](http://www.so-paris.com)  
Frédérique Clavel, CEO, *Paris Pionnières*, a feminine incubator for innovative services. [www.parispionnieres.org](http://www.parispionnieres.org)  
Séverine Smadja, founder of *the Cyber Elles*, a professional information and communications technology network for women.  
[www.cyber-elles.com](http://www.cyber-elles.com) (Paris)  
Saloua Karkri founder of *AFEM*, CEO, *GFI Maroc*, leader of management software package integration and implementation in Morocco.  
[www.gfi.fr/ma/maroc](http://www.gfi.fr/ma/maroc)

Contributions from:

Marko Curavic *European Commission – Head of Unit E.1-Entrepreneurship*  
Christine Nacry CEO *Femmes Chefs d'entreprises Grand Lille (Grand Lille Women Entrepreneurs)*  
Fatiha Legzouli *Joint Manager, Initiatives Plurielles Lille*  
Janluc Bastos *Egalithère*  
Stéphanie Chasserio and Philippe Pailot *Skema Business School*

**NB: CV, details concerning speakers available on demand at RP carrées**



## What the initiators say

### Laurent Degroote, vice-president de la CCI Grand Lille

« *like entrepreneurship*, brings together 300 professionals from 20 countries during a whole day, **Tuesday 7<sup>th</sup> of September**, for an **interactive and collective brainstorming on entrepreneurship...** Today we can safely say that there is interplay between *like entrepreneurship* and the Créer Trade Show. *like entrepreneurship* inspires the idea of entrepreneurship and provides some leads for innovating in this field while the Créer Trade Show presents concrete examples of implementing ideas (the 30-hour challenge to create is a good example). This « unique » moment within the show is considered as one of the biggest professional rendezvous in Europe today devoted to developing entrepreneurship. How to acquire a taste for entrepreneurship. How can we instil a new behaviour based on accountability and autonomy? How can we make young people take risks? How can we break down the psychological walls that enclose creation? These are but a few of the challenges to take up. This year we are going to insist on the importance of men and women in the company. How can we support company managers in developing their businesses? How can we support employees in developing their skills? And creativity is part of all that...»

## Contributions

### Philippe VANRIE

EBN, European Business and Innovation Centers Network  
*Réseau européen des centres d'entreprises et d'innovation*  
 Belgique  
[www.ebn.be](http://www.ebn.be)

« This year, EBN is celebrating its 25<sup>th</sup> anniversary and to mark the occasion we have organised a tour of Europe: entrepreneurs from each country will tell their tale, talk about their history... we have added a European Start up competition via the EBN network; around twenty « Smart » entrepreneurs were selected according to their « Smart » attitudes..., that is to say he or she who stands out in their country or on the market thanks to his or her originality. These Smart entrepreneurs will have economic, technological, collaborative social and innovative models with regard to human resources management and designing customer services. So EBN's 25<sup>th</sup> anniversary is a pretext for marking a stop and talking about concrete things with hindsight. Instead of talking about how efficient our network is, we prefer to zoom in on the human factor, that is to say, the entrepreneurs with whom our centres do a magnificent job of detection and support. It's a story about men and women who have an idea, who have to put up a fight and, finally, create a business they can be proud of, generating jobs, and investments, with an array of skills and representative of a certain diversity. It's this back to basics we would like to talk about at *like entrepreneurship*. This year, during *like entrepreneurship*, we will present companies who are active in a « Smart » way, in « Smart » fields, led by « Smart » young people, whose activities are based on collaboration and are on the fringe of industry, quite on the cutting edge of creativity, none of which require enormous initial investment and who are all within reach of up-and-coming creators. In all cases, the human factor is predominant. Their profiles can be summed up in 4 points: to be creative, to have a business model, to target niche markets and to be a team player.

So we will be coming to Lille with 5 « Smart » companies who are part of the twenty companies selected for the competition. « Slider Studio Ltd », a service company from London specialised in design tools, « Fishing Cactus » a Belgian serious games company (Mons), « Jamendo » (Luxembourg), a music distribution platform, « Idées-3COM » (Villeneuve d'Ascq) who make 3D interactive applications specifically for e-commerce. And « Optima Concept » based in Ruitz (62), specialist in on-board electronics for the agricultural sector.

EBN: created 25 years ago, jointly inspired by the European Commission and a group of industrialists for whom, at that time, entrepreneurial spirit and innovation were new concepts; EBN is a non-governmental organisation which adheres to European policies and programmes in the field of innovation, incubation, entrepreneurship, economic development and clusters. In the Nord-Pas de Calais region – which moreover is listed among the star pupils of the EBN European network in the fields of simulation activities and supporting innovative companies – our traditional partners are TLM (Technopole Lille Métropole) and the CCI Grand Lille. The incubators with whom we work are, for example, la Régie des Ruches d'entreprises du Nord, the incubators of the CCI Grand Lille, Aditec in the Pas-de- Calais region, and the incubators of the *Grandes Ecoles Nord* (l'Ecole Centrale, Les Mines de Douai...).

### Raouti CHEHIH

CEO, Euratechnologies France  
[www.euratechnologies.com](http://www.euratechnologies.com)

« We are taking part in **Workshop 1** which looks at a fundamental topic and is perfectly in line with our ambition: « from ideas to success »  
 The different speakers will highlight all the international practices to boost projects... we will also see how cultural differences can modify the process of creation ... « Barcelona Activa » represented by HELENA DEL REY will present the BARCELONA ACTIVA (all sectors) method in Spain; Steve PALLADINO from Euratechnologies in SILICON VALLEY (USA) will explain the very specific approach to creation in the United States – there is little or no support over there and the risk level is maximum; « Technofutur TIC » - Belgium, thanks to Pierre LELONG who will come along to show us the issues concerning training for entrepreneurs. All these talks will allow us to think about the necessary steps for creating an ideal climate for fostering entrepreneurship. Remember that Euratechnologies is a project built around **4 strong values**, with Man being at the heart of all the processes...

**Innovation**, through the synergy that exists between research, training and business; we serve as middlemen to increase network set-up... **Emergence**, we support projects from new talents and experienced entrepreneurs capable of transferring their knowledge... **Convergence**, is the meeting of supply and demand, we very much believe in the principle of « cross-fertilization », moreover 30% of the companies set up work together ... And finally, **Excellence**, with services high in technological and human value (everything that can improve Man's daily condition: transport, catering, setting up company crèches...)

**Euratechnologies** – Centre of Economic Excellence devoted to information and communications technology. Objective: bring together in one place an array of companies from the young up-and-coming to the established international groups, and offer them a range of innovative services. In 2010, the site has: 150 companies, 1,400 jobs, 70 complementary trades.



Le Salon Créer est cofinancé par l'Union européenne. L'Europe s'engage en Nord-Pas de Calais avec le Fonds européen de développement régional.

**Marc Clerkx**  
 Senior Project Manager  
 Flanders DC (Districts of Creativity Network) – Belgique - [www.flandersdc.be](http://www.flandersdc.be)

**Moderator of WORKSHOP 2: “Be inspired and get going”**

« Creativity is a skill which can be learnt and it is vital for creativity to be part of the school curriculum... in businesses, people have to be very creative... grey matter is our only natural material, we must use it then to evolve towards a more innovative and therefore efficient society. During like entrepreneurship, we are going to give ideas, explain why it is necessary to be more creative, and present different techniques to achieve this. We also have a tool, « the « business GPS », a very structured and proactive brainstorming tool for working on sector trends, a source of opportunity for businesses. This programme can help companies to find ideas to stand out from their competitors. We are going to present this tool as well as different techniques in practice today in the domain of individual brainstorming or in small groups. This exchange is based on interactivity, the principal being: stating the issues and suggesting an adapted brainstorming.

We will draw on some examples of creative companies in terms of the values they convey rather than the technology they employ, business models which show entrepreneurial creativity, among whom:

« Sarah Bettens », the first Belgian artist to launch a new CD with the media company De Morgen, Cirque du Soleil brought a whole new experience into the circus, the furniture shop « Heylen » who experimented with a new company organization (the Japanese came to Belgium to observe and copy), « Energia » presents a new business model (they use the new ‘crowdsourcing’ technique), « La Coquerie », a restaurant, presents an example of a new process, and « Rimpelrock », musical concert professionals who have adapted their business to the elderly, a fine example of finding a new niche. »

« The District of Creativity Network is the network of the most creative regions in the world. It is made up of 12 international regions including the Nord-Pas de Calais and Rhône-Alpes regions for France, Flanders (Belgium), Catalonia (Spain), Lombardy (Italy), Baden-Württemberg (Germany), Tampere (Finland), Scotland or even Shanghai (China). The others are Qingdao (China), Karnataka (India) and Oklahoma (United States).  
 Based in Louvain (Belgium), Flanders DC is an association created in 2004 and subsidized by the Flanders region. It has 11 members. It coordinates and connects businesses from these 12 regions who present creative and innovative initiatives.

**like entrepreneurship 2010 – 4<sup>th</sup> edition**  
 A unique moment in the Créer Trade Show 2010

**Free Inscription: [www.like-entrepreneurship.com](http://www.like-entrepreneurship.com)**

Practical Information  
 Lille Grand Palais: 1 bld des Cités Unies at Euralille  
**Open: Tuesday 7<sup>th</sup> of September from 9am to 7pm**

