

## like entrepreneurship: the European entrepreneurship forum

Organised during the Créer Trade Show at the Lille Grand Palais, like entrepreneurship welcomes all European entrepreneurs on September 15<sup>th</sup> 2009!

The world is changing, stakes are evolving, behaviors are modifying. It's the time to rethink and confront business models... Like entrepreneurship, a forum dedicated to entrepreneurship, brings together stakeholders and experts to create a real "platform" of exchanges and influence for today and tomorrow. This European event is geared toward professionals, entrepreneurs, teachers, researchers and decision-makers affected by the business mind-set. By means of a plenary conference and workshops, participants are invited to exchange ideas and offer their contributions for the creation of new development models through entrepreneurship during this day-long meeting.

### like entrepreneurship, in numbers:

**20 experts** present

**A dozen countries represented**

Belgium, the Netherlands, the UK, Ireland, Sweden, Finland, the USA, Canada...

**3 workshops**

Higher education, the driving force of entrepreneurship in the territories, Sustainable business and human capital, Stimulate creativity and innovation

**1 Speed Networking**

## PROGRAMME

### LIKE ENTREPRENEURSHIP WORKSHOPS

The constructive workshops and debates will allow you to exchange ideas regarding your experience, methods and the way you are dealing with the new economic stakes at play today.

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|-----------------------|--|
| 9 :30 am<br>11 :00 am | <b>Workshop 1 « Higher education, the driving force of entrepreneurship in the territories »</b><br>Higher education, the Entrepreneurial Culture and the Territory are three inseparable elements of an emerging creative economy based on values and attractiveness. The stakes know no borders; this workshop capitalises on guest speakers' research and public participation in order to exchange ideas regarding the basic optimal functions of this trio : Higher education, the Entrepreneurial Culture and the Territory. |
| 11 :30 am<br>1 :00 pm | <b>Workshop 2 « Sustainable Business and Human Capital: A winning economy? »</b><br>Sustainable development, a performance accelerator, contributes enormously to the improvement of a company's economic and financial effectiveness. Integrating the social and environmental stakes is a voluntary approach; the company takes an interest in its human capital, which guarantees success and durability.   |
| 2 :30 pm<br>4 :00 pm  | <b>Workshop 3 « Stimulate Creativity and Innovation »</b><br>Creativity is a source of innovation. Flanders Districts Council shows that creativity and innovation are a real added-value for a business and they play a crucial role in its development.  |
| 4 :30 pm<br>5 :00 pm  | <b>Speed Networking Session, a new method for exchanging ideas and sharing experiences</b><br>Collaborative platform between delegates, academics, students, stakeholders, entrepreneurs and guest speakers. Two themes dealing with current events and entrepreneurship will be covered during this sneak preview in order to encourage dialogue and allow the participants' creativity to flow.  |

### PLENARY CONFERENCE

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|----------------------|--|
| 6 :00 pm<br>7 :00 pm | International Créer Trade Show & like entrepreneurship conference: Innovate to win! This plenary conference, led by Philippe Vanrie (EBN), will be based on the presentations of several innovative companies from France and abroad, who have created value through innovation. |
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➤ Please note: several European and international organisations will hold their meetings in Lille. Among them:

#### European Business & Innovation Centre Network [EBN]

EBN European Business and Innovation Centres Network, is a network composed of 200 innovation centres and companies (BIC for Business Innovation Centres) and similar organizations such as incubators and nurseries. <http://www.ebn.be>

#### Districts of Creativity Network [Flanders DC]

Districts of Creativity Network is the network of the most creative regions in the world. The creativity generated from new combinations, connections, and new growth. Flanders DC works as an agent which connects several initiatives, companies, regions and nations and makes quick and innovative associations easier. <http://www.flandersdc.be>

## The initiator's point of view

**Laurent Degroote, Vice President of the CCI Grand Lille**

« The first objective of the Créer Trade Show 2009 is to make this event a great regional trade show which deals with the creation, take-over, transfer and development of companies. The second objective is to create a trade show which is open to Europe, even if we know that this will take time... The third objective is to have a European dimension for professional business creators throughout the event.

Like entrepreneurship comes into the mix at this level: it's a trade show within a trade show... This « super » highlight, organised in the framework of the Créer Trade Show, is fully justified. On one hand, we have a creation trade show which allows people to experiment or see life-size experiments. On the other hand, we have like entrepreneurship, a 24-hour meeting point where professionals (researchers, teachers, entrepreneurs..) will be able to speak with people they've never met before, people who have chosen Lille as their turf, a place where all the economic, social, political and academic stakeholders contribute to the entrepreneurial mind-set on every level.... »

## Testimonies

**Philippe Vanrie,**  
**EBN (European Business and Innovation Centers Network)**  
**Belgium**

Created 25 years ago, through the double initiative of the European Commission and a group of industrialists for whom, at that time, the business and innovation mind-set represented a new concept, EBN is a non-governmental organisation which focuses on the political framework and European programmes dealing with innovation, incubation, entrepreneurship, economic development and clusters.

« EBN is the European network of business incubators in all shapes and forms, meaning academic incubators, local economic development agencies, technological nurseries, start-up assistance organisations, transfer organisation... The common denominator of all these groups is that they benefit from a European Community trademark: BIC - Business and Innovative Center registered trademark, property of the European Commission, which certifies innovative business incubators. We are also at the heart of the certification and promotion of this BIC trademark. On behalf of ESA (European Space Agency), we also manage the ESINET incubator network, whose mission is to stimulate the emergence of innovative start-ups and the field of space applications and satellites.

In Nord-Pas de Calais - which, by the way, boasts good students of the EBN European network concerning the activities of stimulation and assistance for innovative companies - our historical partners are TLM (Technopole Lille Métropole) and the CCI Grand Lille. The incubators we work with are, for example, The 'Beehive' Network of Business Incubators of the North of France (la Régie des Ruches d'entreprises du Nord), incubators of the CCI Grand Lille, Aditec in Pas de Calais, higher education (grandes écoles) incubators in Nord (l'école Centrale, Les Mines de Douai...).

We are often in the field for feasibility or assistance missions on behalf of intermediary organisations, or when it comes down to convincing public authorities of the importance of investing in the tools and actions which promote stimulation or professionalization in the assistance of company creation. This work must be done using sustainable methods. That's why we have developed a quality reference guide which allows the professional community - certified by EBN - to perform even better. That is also why we were invited by the CCI of Lille and its partners to like entrepreneurship to present experiences that come from other horizons... Experts from our network will speak at several workshops during the like entrepreneurship day on September 15<sup>th</sup>. There will be speakers from Belgium, Scandinavia and England. We will try to convince the big industrial groups to adopt new collaborative methods with small innovative companies. For us, the most important things during the like entrepreneurship meeting is to fuel the debate about the theme « alone, we can't make it ; together, we progress ». For a creator, for a company, for the development of entrepreneurship, collaboration and networks are fundamental points. »

**Marc Clerckx**  
**Flanders DC (Districts of Creativity Network) -**  
**Belgium**

« The District of Creativity Network is the most creative network of regions in the world : 13 international regions including, in France, Nord-Pas de Calais and the Rhône Alpes region, Flanders (Belgium), Catalonia (Spain), Lombardy (Italy), Baden-Württemberg (Germany), Tampere (Scotland) or even Shanghai (China). Based in Louvain (Belgium), Flanders DC is an association that was created in 2004 and subsidized by Flanders. It is composed of 7 people. It coordinates and sets up meetings with all the companies in its 13 regions which show creative and innovative initiative.

During like entrepreneurship, I will speak at a workshop called « Stimulate Creativity and Innovation ». What is creativity? How do you encourage it? These questions will be answered through the experiences of twenty-some companies which have shown imagination. We will talk about the Belgian company Jaga, a radiator manufacturer who has launched a partnership with designer artists to give their products a new look, even an artistic dimension. Or the Belgian company I-care, which has launched a pet-care service on the market. Or the company Creax (Ypres), which has created a web-site in collaboration with kitchen chefs to help restaurant owners innovate their use of ingredients and thus the creation of their menus. Finally, an interactive session will bring together entrepreneurs who will confront several issues "live" in order to clarify our thoughts. Our objective through this workshop is to stimulate creativity among all the entrepreneurs, because they all have what it takes to be creative in their businesses. And I'm convinced that creativity is the driving force of entrepreneurship. »

**Thierry Klein,**  
**Speechi - web agency which offers nomad tools for education**  
**France.**

« After having created one of the first web agencies in Paris in 1996, I came to Lille in 2003 to work on new projects. The concept of Speechi was born based on the following assessment: professionals in the field of education lack interactive tools to assist them in the creation of their on-line courses. So, we've created a tool from the PowerPoint software in order to help them produce content quickly and efficiently. Our goal is to help education professionals simplify their teaching by developing tailor-made interactive nomad tools.

In 2010, we plan to launch new products... We hope to commit ourselves to a « altruistic capital », path, that is to say helping a humanitarian cause (NGO) to develop, thanks in part to our capital. We are leaning towards an environmental NGO. This is the theme I will speak about during the like entrepreneurship2009 plenary conference on September 15<sup>th</sup>, organised in the framework of the Créer Trade Show.

## like entrepreneurship : a Créer Trade Show event

### Learn more about the 2009 Create Trade Show

3<sup>rd</sup> edition the 14<sup>th</sup>, 15<sup>th</sup> and 16<sup>th</sup> of September 2009  
12,000 m<sup>2</sup> of exhibitions and 5 theme valleys  
3 career paths: company development, creation, takeover and transfer  
An orientation area for preparing a tailor-made career path  
250 exhibitors and partners  
20,000 visitors in 2008  
100 interactive 45-minute workshops  
Twenty-some events, activities and highlights

[www.saloncreer.com](http://www.saloncreer.com)



**Practical information :**  
**Lille Grand Palais : 1 bld des Cités Unies at Euralille**  
**Schedule : September 15<sup>th</sup> from 9am to 8pm**  
**Free registration at [www.likeentrepreneurship.com](http://www.likeentrepreneurship.com)**



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.



RÉGION  
**Nord-Pas de Calais**



**FLANDERS DC**  
INSPIRING CREATIVITY

