

30 **sept** small enterprise promotion + training YEARS ANNIVERSARY

CONFERENCE PROGRAM

Leipzig, September 19th-20th, 2022 (registration is required)

In 2022 the SEPT Competence Center of Leipzig University celebrates its first three decades promoting entrepreneurship and innovation on an international level. The main event will take place at Media Campus Villa Ida in Leipzig.

DAY 1 – MONDAY 19.09.2022

Registration		09:30 – 10:00
Welcome	Prof. Dr. Utz Dornberger, Leipzig University Prof. Dr. Matthias Middell, Leipzig University	10:00 – 10:10
Keynote	Future Trends in Internationalization of Businesses Prof. Dr. Robert Kappel (tbc)	10:10 – 11:00
Plenum	International Startup Campus – A new Model of University Business Linkages Steve Uhlig & Martin Gothe, Leipzig University	11:00 – 12:00
Lunch Break		12:00 – 13:30
Workshops	<ul style="list-style-type: none"> Academic Entrepreneurship Promotion at HEIs – Christian Hauke, Leipzig University International Business Model Development – Gunnar Kaßberg, Leipzig University International Entrepreneurship for Social Enterprises – Jazmin Ponce, Leipzig University Fostering University Business Collaboration for Employability Promotion (Alumni only) – Dr. Pablo Barriga, Leipzig University 	13:45 – 16:00

DAY 2 – TUESDAY 20.09.2022

Welcome	Prof. Dr. Utz Dornberger, Leipzig University	09:00 – 09:05
Keynote	Future Trends in University Business Linkages Development Prof. Dr. Jürgen Bode (online)	09:05 – 09:35
Plenum	Best Practices in University Business Linkages <ul style="list-style-type: none"> Export Manager Advanced Training: an effective matching of int'l students and alumni with export-oriented companies – Gunnar Kassberg, Leipzig University Online Marketing Challenge as a tool for International Service Learning – Steve Uhlig, Leipzig University Process Living Lab – Alireza Ansari, Leipzig University 	09:35 – 10:45
Break		10:45 – 11:15
Plenum	Successful Internationalization Cases from our Alumni <ul style="list-style-type: none"> Case 1 – Realists Training Technologies GmbH - Dr. Luis Bernal Case 2 – tbc Case 3 – tbc 	11:15 – 12:15
Lunch Break		12:00 – 13:30
Plenum	Award Ceremony of University of Ideas Competition Final and Award Ceremony of AGEA Business Idea Competition 2022	14:00 – 16:00
SEPT 30 Years Party		17:00 – 21:00