

30



small enterprise promotion + training

YEARS

ANNIVERSARY



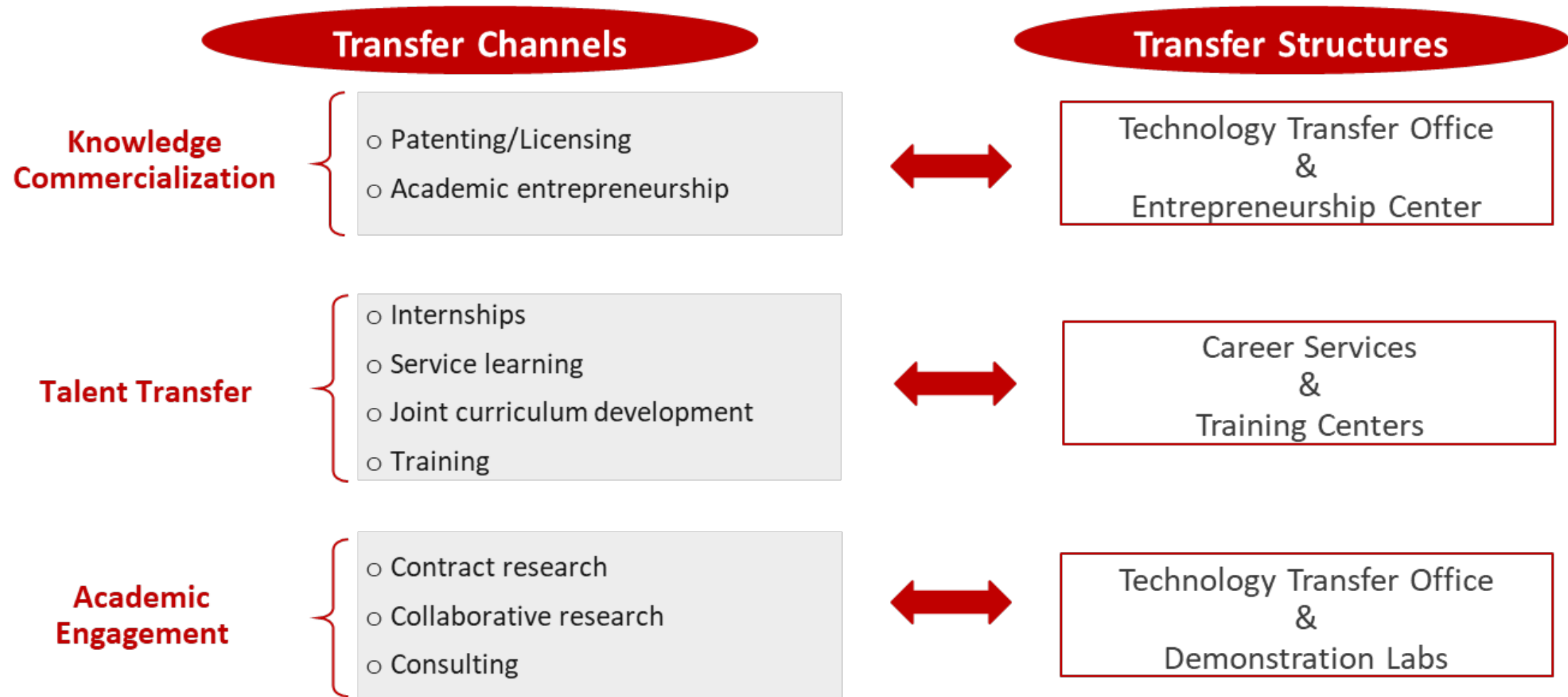
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WELCOME TO OUR 30TH ANNIVERSARY CONFERENCE!

**FOSTERING INTERNATIONALIZATION THROUGH
UNIVERSITY BUSINESS LINKAGES**

Prof. Dr. Utz Dornberger
Director
SEPT Competence Center

SEPT MODEL FOR UNIVERSITY BUSINESS LINKAGES



SEPT INTERNATIONAL PROJECTS



WELCOME SPEECH

Prof. Dr. Matthias Middell

Vice-rector for Campus Development: Cooperation and Internationalization

CONFERENCE PROGRAM

Prof. Dr. Utz Dornberger

ANNIVERSARY CONFERENCE DAY 1 – MONDAY 19.09.2022

Registration	Venue: Faculty of Education, Leipzig University – Conference Room: HS 015 (Haus 5) Address: Marschnerstr. 29e, 04109 Leipzig	09:15 – 09:45
Welcome	Utz Dornberger & Matthias Middell, Leipzig University	9:45 – 10:10
Keynote	Future Trends in Internationalization of Businesses - Robert Kappel, Leipzig University	10:10 – 11:00
Plenum	International Startup Campus: A new Model of University Business Linkages Gunnar Kaßberg, Leipzig University	11:00 – 12:00
Lunch Break	Venue: Mensa am Elsterbecken - Address: Marschnerstr. 29c, 04109 Leipzig	12:00 – 13:30
Workshops	<ul style="list-style-type: none"> A: International Entrepreneurship Research Agenda Utz Dornberger, Noor Un Nabi & Christopher Borafo, Leipzig University B: University Network for International Start-up Exchange Christian Hauke, Leipzig University C: International Entrepreneurship for Social Enterprises Jazmin Ponce, Leipzig University D: Fostering University Business Collaboration for Employability Promotion (alumni only) Pablo Barriga, Leipzig University 	13:30 – 15:15
Coffee Break	Foyer (ground floor, Haus 5)	15:15 – 15:45
Plenum	Closing session of the first conference day	15:45 – 16:15

ANNIVERSARY CONFERENCE DAY 2 – TUESDAY 20.09.2022

Introduction	Utz Dornberger, Leipzig University	09:00 – 09:15
Keynote (online)	How to make universities play a role in catering to the needs of entrepreneurs, and in the entrepreneurial ecosystem? - Jürgen Bode, University Bonn-Rhein-Sieg	09:15 – 09:45
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 – Martin Gothe, Leipzig University • Online Marketing Challenge as a tool for International Service Learning – Martin Gothe, Leipzig University • Process Living Lab – Alireza Ansari, Leipzig University 	09:45 – 11:00
Coffee Break	Foyer (ground floor, Haus 5)	11:00 – 11:30
Plenum	Successful Internationalization Cases from our SEPT Alumni <ul style="list-style-type: none"> • Case 1: Realists Training Technologies - Luis Bernal • Case 2: Hanoi IEC – Nguyen Thi Thanh Tam • Case 3: Remoteplatz – Mohamed Hawass 	11:30 – 12:30
Lunch Break	Venue: Mensa am Elsterbecken - Address: Marschnerstr. 29c, 04109 Leipzig	12:30 – 14:00
Plenum	Final of the AGEA Business Idea Competition 2022	14:00 – 16:00
Commuting	Venue: Plagwitz Markthalle - Egenberger Lebensmittel GmbH Address: Markranstädter Str. 8, 04229 Leipzig	16:00 – 17:00
Celebration opening	Brief speech and toast of honor – Utz Dornberger	17:00 – 17:30
SEPT 30 Years celebration	Music, drinks, and a good atmosphere for our guests	17:30 – 22:00

SOME GUIDELINES FOR TODAY

- The WiFi network "Eduinfo" is available to everyone with the password: 1df86-2022
- This event is streamed live on our "SEPT Competence Center" YouTube account.
- Lunch will be at the Mensa (food court) a few meters away from this building.
- Please arrive at the workshop rooms on time after the lunch break.
- After the closing session, we invited everyone to the podium for a nice group photo.
- And tomorrow evening, after the last session of the conference, we look forward to seeing you at our anniversary party in the Plagwitzer Markhalle.
- Any questions can always be directed to your SEPT project leader (international guests) or to the organizing committee of our anniversary event.

KEYNOTE: FUTURE TRENDS IN INTERNATIONALIZATION OF BUSINESSES

Prof. Dr. Robert Kappel

SEPT Competence Center, Leipzig University

PLENUM: INTERNATIONAL STARTUP CAMPUS: A NEW MODEL OF UNIVERSITY BUSINESS LINKAGES

Gunnar Kaßberg

SEPT Competence Center, Leipzig University

WORKSHOPS:

13:30 – 15:15

A: International Entrepreneurship Research Agenda (**Room 143**)
Utz Dornberger, Noor Un Nabi & Christopher Boafo, Leipzig University

B: University Network for International Start-up Exchange (**Room 134**)
Christian Hauke, Leipzig University

C: International Entrepreneurship for Social Enterprises (**Room 133**)
Jazmin Ponce, Leipzig University

D: Fostering University Business Collaboration for Employability Promotion (**Room 132**)
Pablo Barriga, Leipzig University (for pre-registered alumni only)

PLENUM: WORKSHOP RESULTS AND CLOSING FIRST DAY

A: International Entrepreneurship Research Agenda

B: University Network for International Start-up Exchange

C: International Entrepreneurship for Social Enterprises