

30



small enterprise promotion + training

YEARS

ANNIVERSARY



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WELCOME TO OUR 30TH ANNIVERSARY CONFERENCE!

**FOSTERING INTERNATIONALIZATION THROUGH
UNIVERSITY BUSINESS LINKAGES**

DAY 2

CONFERENCE PROGRAM

Prof. Dr. Utz Dornberger

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: Plagwitzer 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

- At the end of the second conference day, all participants are invited to our anniversary party at the headquarters of Egenberger Lebensmittel GmbH, located in the Plagwitzer Markthalle.
- The address of the venue is: Markranstädter Str. 8, 04229 Leipzig.
- From the "Sportforum Süd" station, you can take streetcar 3 in the direction of "Knautkleeberg" and get off four stations later at "Markranstädter Str.". The party venue is 350 meters from that station.
- Around 5 pm, the party will be opened with a short welcome message and a toast of honor.
- Our guests will enjoy good food, drinks, and a festive atmosphere with world music.

KEYNOTE: HOW TO MAKE UNIVERSITIES PLAY A ROLE IN CATERING TO THE NEEDS OF ENTREPRENEURS, AND IN THE ENTREPRENEURIAL ECOSYSTEM?

Prof. Dr. Jürgen Bode

University Bonn-Rhein-Sieg

PLENUM: BEST PRACTICES IN UNIVERSITY BUSINESS LINKAGES

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 Goth, Leipzig University

Process Living Lab – Alireza Ansari, Leipzig University

PLENUM: SUCCESSFUL INTERNATIONALIZATION CASES FROM OUR SEPT ALUMNI

Case 1: Realists Training Technologies - Luis Bernal

Case 2: Hanoi IEC – Nguyen Thi Thanh Tam

Case 3: Remoteplatz – Mohamed Hawass

PLENUM: FINAL OF THE AGEA BUSINESS IDEA COMPETITION 2022

14:00 to 16:00