

— 2024 —

GENEVE/ FRIBOURG ENTREPRENEURSHIP FORUM

FRIBOURG, SWITZERLAND

JUNE JUNE
26 – 29

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HAUTE ÉCOLE DE GESTION
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MESSAGE FROM PRESIDENT & CEO AYMAN EL TARABISHY

Dear Forum Guests,

with immense pleasure and anticipation, we welcome you to the Geneva/Fribourg Entrepreneurship Forum 2024, hosted in the vibrant cities of Fribourg and Geneva in Switzerland from June 26 to June 29. Orchestrated in collaboration with The School of Management Fribourg HEG-FR, this forum beckons businessmen, small business owners, legislators, researchers, educators, and various other sectors from across the globe to foster creativity and innovative ideas. After our triumphant gathering in South Korea and drawing inspiration from our impactful event in Baku, Azerbaijan in 2023, we stand united, committed to nurturing even stronger connections within the SME community amidst the changing global landscape. The lessons from the past four years have illuminated the importance of resilience, adaptability, and innovation – qualities quintessentially represented by SMEs. This year's inaugural forum promises a convergence of some of the most creative and emphatic world leaders from business, policy, academics, and youth. Our focus is heightened on creativity and innovation, deeply rooted in our belief that MSMEs are pivotal to sustainable economic development, especially in these trying times where unity and collective work are paramount for forging a brighter future. A special note of gratitude to the School of Management Fribourg HEG-FR, for their unwavering support, in making this forum possible.



Together, let's embark on this new chapter in Fribourg, contributing to, learning from, and being inspired by the global MSME community. Your presence and participation are immensely valued as we navigate through discussions, share insights, and construct a resilient and innovative pathway forward. We look forward to making the Geneva/Fribourg Entrepreneurship Forum 2024 a reservoir of knowledge, innovation, and collaborative success, shaping a prosperous future for MSMEs worldwide.

Best Wishes,
Dr. Ayman ElTarabishy
President & CEO, ICSB



CONTEXT

The International Council of Small Business (ICSB), summons a world reunion of business people, small business owners, legislators, investigators, and educators, among other sectors, to contribute with creativity and innovative ideas all around the world.

The Geneva/Fribourg Entrepreneurship Forum will reunite some of the academic and productive world's most creative and emphatic leaders. The School of Management in Fribourg, Switzerland will be the host, and this Forum will take place from June 26th to June 29th, 2024.

INFORMATION

The Geneve/Fribourg Forum will target five key segments: Private Sector Companies, Startups, Policy Sector, Academic Sector, Education Sector, and Tourism & Hospitality with special dedicated sessions on youth and women entrepreneurship.

These 3 days of institutional immersion and the creation of networking and contact between business leaders, political leaders, and investigators will show why is that innovation, sustainability, and digital transformation are vital to face the growth of small and medium-sized businesses.



GENEVA

Located on the shores of the beautiful Lake Geneva, the city of the same name stands as a global hub with international renown. Recognized for its diplomatic significance, Geneva hosts the headquarters of major international organizations, including the European branch of the United Nations, the World Trade Organization, and the World Health Organization.

Beyond its diplomatic role, Geneva has an enduring legacy in the luxury timepiece industry, with numerous watch companies choosing to establish their headquarters within the city. Its cosmopolitan atmosphere is further enriched by a diverse community, fostering a melting pot of cultures and ideas, thus boosting innovation. Geneva's position as a diplomatic and economic powerhouse, coupled with its picturesque setting, creates a unique blend of sophistication and global influence, making it a city that seamlessly merges tradition with modernity.

After the remarkable success of our last gathering in Baku, Azerbaijan, we are committed to fostering even stronger connections within the SME community. The world has changed, and it's now more crucial than ever to unite and work together towards a brighter future.

Drawing inspiration from our memorable event in South Korea in 2023, we recognize the significance of strengthening our bonds. The challenges of the past years have underscored the importance of resilience, adaptability, and innovation, qualities that MSMEs exemplify. Now, we embark on a new chapter in Geneva and Fribourg, with a heightened focus on creativity and innovation, firmly believing that Entrepreneurs and SMEs hold the key to sustainable economic growth.



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GENEVE
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SEE YOU IN GENEVA



We look forward everyone to share their vision on how to support SMEs to lead the world in prosperity and economic vitality and a sustainable future.

JUNE 26 - 29

SCHEDULE OF EVENTS

**JUN
26**

- *Arrival Day*
- *Sight-Seeing in the Fribourg area*
- *Opening Reception in the Evening*

**JUN
27**

- *Transfer Fribourg to Geneva via shuttle bus*
- *10.00 AM-2:00 PM : United Nations Geneva: ILO, ITC, UNCTAD, and ICSB*
- *Gerhard Andrey, Swiss entrepreneur and member of the Swiss National Council and Co-founder of Liip*
- *Martin Godel – State Secretariat for Economic Affairs (Seco), Swiss Confederation*
- *Louis-Jacques Fillion, Professor Emeritus, HEC Montréal*
- *Laurent Lecamp, Entrepreneur and CEO Montblanc Watchdivision*
- *Kristina Babina, Founder and CEO Totup*
- *Cameron McKenzie, Founder and CEO Aspire*
- *2.30 pm – 4.30 pm: Campus Biotech, Geneva*
- *Nicolas Durand, CEO Abionic SA*
- *6.00 pm: Dinner at Castle Gruyère*
- *Transfer Geneva to Fribourg via shuttle bus*

**JUN
28**

- *Workshops/Sessions: Competitive papers, Practical tracks, Poster sessions, and Launch of GEM Switzerland*
- *Entrepreneur Talks:*
- *Mike Baur, Co-Founder and Chairman of Swiss Ventures Group*
- *Yves Pigneur, Co-author Business Model Canvas*
- *Evening: Barbecue in the Old Town of Fribourg*

**JUN
29**

- *Sight seeing Fribourg and Berne*
- *Discover how to make Swiss cheese at Fromagerie d'alpage: A typical 17th century chalet*
- *Visit Chocolat Cailler*

