# 4th UNESCO-APEID Meeting on Entrepreneurship Education

* A Supportive Ecosystem for Entrepreneurship Education  
12-14 October 2015  
Pullman Bangkok King Power, Bangkok, Thailand

*Organized by*  
UNESCO Asia and Pacific Regional Bureau for Education, Bangkok, Thailand

## Programme

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, 12 October 2015</td>
<td>09:00 – 09:30</td>
<td>Registration</td>
</tr>
<tr>
<td>09:30 – 10:00</td>
<td></td>
<td><strong>Opening Session</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Welcome remarks</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gwang-Jo Kim, Director, UNESCO Bangkok</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Overview of meeting and introduction of participants</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Libing Wang, APEID Coordinator, UNESCO Bangkok</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Group photo</td>
</tr>
<tr>
<td>10:00 – 10:30</td>
<td></td>
<td><strong>Tea/Coffee Break</strong></td>
</tr>
<tr>
<td>10:30 – 12:30</td>
<td>Chair: Noor Azizi Ismail, Universiti Utara Malaysia</td>
<td><strong>Session 1a: Country Reports – South Asia</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- India: Rejeev Roy, Lemon School of Entrepreneurship</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Pakistan: Jamil Goheer, Lahore University of Management Sciences</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Commentators:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Lakshman Wijeyewardena, National Enterprise Development Authority, Sri Lanka</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Jose Reuben Alagaran II, Miriam College, Philippines</td>
</tr>
<tr>
<td>12:30 – 14:00</td>
<td>Chair: Satyajit Majumdar, Tata Institute of Social Sciences, India</td>
<td><strong>Lunch</strong></td>
</tr>
<tr>
<td></td>
<td>(Tea/Coffee Break)</td>
<td><strong>Session 1b: Country Reports – Southeast Asia</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Indonesia: Idris Gautama So, Binus University</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Malaysia: Syahira Hamidon, Ministry of Higher Education</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Philippines: Antonio Lopez and Maria Luisa Gatchalian, Miriam College</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Commentators:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Ulrike Guelich, Bangkok University, Thailand</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Botao Yan, North China Institute of Science and Technology, PR China</td>
</tr>
<tr>
<td>18:30 – 20:00</td>
<td></td>
<td><strong>Welcome Reception</strong></td>
</tr>
</tbody>
</table>
**Tuesday, 13 October 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 – 12:30</td>
<td>Chair: Paz H. Diaz, Small Enterprises Research and Development Foundation, Philippines</td>
</tr>
<tr>
<td>(Tea/Coffee Break)</td>
<td></td>
</tr>
<tr>
<td>12:30 – 14:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>14:00 – 17:30</td>
<td>Facilitators: Marcel Weder and Simon Osborne, AIPGlobal.co, Thailand  Facilitator: Karina Ufert, Spark, Myanmar</td>
</tr>
<tr>
<td>(Tea/Coffee Break)</td>
<td></td>
</tr>
<tr>
<td>17:30</td>
<td>End of Day 2</td>
</tr>
</tbody>
</table>

**Session 1c: Country Reports – East Asia**

- Japan: Francis Otieno, Ritsumeikan University
- People’s Republic of China: Mei Weihui, Zhejiang University
- Republic of Korea: Park Tong, KRIVET

Commentators:
- Rukmal Nishantha Weerasinghe, University of Sri Jayewardenepura, Sri Lanka
- Shamshubaridah Ramlee, Universiti Kebangsaan Malaysia

**Wednesday, 14 October 2015**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 – 12:30</td>
<td>Facilitator: Sid Siddique, Mazik Global, USA  Facilitators: Paul D’Souza, Somaia-India, SAR Hong Kong and Raymond Tsoi, MFR-Training &amp; Consultancy, Singapore</td>
</tr>
<tr>
<td>(Tea/Coffee Break)</td>
<td></td>
</tr>
<tr>
<td>12:30 – 14:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>14:00 – 15:30</td>
<td>Facilitator: Libing Wang, UNESCO Bangkok</td>
</tr>
</tbody>
</table>

**Session 2: Mini-workshop 3:**

- Trends in Social Entrepreneurship and How to Get on the Bandwagon

**Session 3: Entrepreneurship Education Network (EE-Net) and Future Plans**

- Updates from EE-Net National Chapters and Focal Points
  - Indonesia
  - Malaysia
  - People’s Republic of China
  - Philippines
  - Sri Lanka
  - India
  - Pakistan

- Recommendations for strengthening the EE-Net

- Follow-up actions

15:30 Tea/Coffee Break and End of Meeting
Mini-workshop 1
Mentoring Young Entrepreneurs

1. Overview
Starting the entrepreneurship journey is daunting to many young people. Great ideas and passion are not enough as seen by countless examples of setbacks and failed ventures. Learning from the experiences of those who have “done it” is a valuable factor for success. Mentors can provide guidance, motivate and reassure would-be entrepreneurs to keep their dreams alive.

Richard Branson said that “the difference between a budding entrepreneur who merely shows promise and one who is already enjoying some success often comes down to mentoring. Good advice can be just as crucial as funding in the early stages of an enterprise.” Nonetheless, finding a good mentor is not an easy task and not every successful entrepreneur can be a good mentor. This workshop provides an opportunity to explore the various issues about mentorship.

a. Objective
   - Explore the dynamics of mentorship whilst inspiring participants to identify and adopt innovative mentorship methods.

b. Modality
   - Presentation on mentorship
   - Case study analysis: participants will be presented with 2 real life case studies from students – Mr Niek Stam and Mr Daniele Cosentino
   - Group work to assess and evaluate the case studies
   - Panel discussion on mentoring

c. Expected outcomes
   - A renewed vision and understanding of mentorship and identify more effective ways to realise potential.

2. Facilitator
Mr. Marcel Weder is the Head of Strategy and Innovation for AIPGlobal.co. He studied at Mahidol University I Thailand and Switzerland’s top business school, the University of St. Gallen, where he graduated with a Bachelor’s degree in Business Administration. Having worked for a boutique consulting firm in Bangkok and at PwC in Zurich in the financial services industry before joining AIPGlobal.co, Mr. Weder has a broad range of professional exposure in different industries and locations. Due to his working experience with TechGrind, Thailand’s first private tech incubator, Mr. Weder has in-depth knowledge about Bangkok’s entrepreneurial community.

Case Study 1
Mr. Niek Stam, Business Research Manager at AIP Global Ltd., graduated in Economics from the Radboud University in the Netherlands. He will elaborate on his mentorship experiences during his university time and the difficulties he is currently facing. His case will question what or who could be a mentor, and what should be the role of a mentor.

Case Study 2
Mr. Daniele Cosentino, Digital Marketing Manager at AIP Global Ltd. was the stereotype of a bad student. His personal journey provides an interesting insight into how he “self-mentored” himself to put his life back on track.

3. Panel moderator and panellists
Mr. Simon Osborne has over 10 years of retail banking experience and is a multi-award winning Visa Qualified Fraud Analyst. He initiated and developed the UK’s first electronic fraud declaration and PARS (Proactive, Asset, Recovery, Strategy) which has helped UK banks save millions in fraud losses. Mr. Osborne graduated with a first class honours degree in Fraud and
Criminal Justice from Visa Inc Business School and currently serves as Senior Vice President for the Broadgate Financial Group and sits on the Executive Board. In 2011, he created and developed the Broadgate Internship Programme. Its success led to the formation of the Asia Internship Programme with Mr. Osbourne as its Managing Director, turning AIP into the leading internship education service provider for Southeast Asia. With the help of his team, he consolidated a unique student ecosystem under the holding company AIPGlobal.co where he serves as Group Managing Director. This ecosystem consists of iLEARN (soft-skill development), Asia Internship Programme (customised internships), ADEPTO (funding for student startup ideas), Broadsight (student magazine), and Global Entrepreneurship Thailand (non-profit partner).

**Panellists:**

- Mr. Tintin Nilsson is a Supply Chain and Logistics professional. He received his Master of Science in Logistics and Transport Management from the University of Gothenburg, School of Business, Economics and Law, Sweden. Currently, he is employed as a Business Process Analyst at Krusell (Thailand) Co., Ltd where he is working with CSR-related processes such as establishing sustainability reports, supporting the UN Global Compact and information security compliance.
- Mr. Sascha Funk is a Digital Strategy and Cross-Culture Communication consultant. He is also an instructor at Rangsit and Thammasat Universities lecturing in Online Business, Entrepreneurship, Cross-Culture Communication and New Media-related subjects while overseeing research projects focusing on digital currencies and educational technology.
- Mr. Chatchanart Chranwattanakit (Joez) is a young entrepreneur with a bachelor degree in Information and Communication Engineering from Chulalongkorn University. He co-founded Glurr.com an online community for 7 universities. Joez is involved in many youth empowering projects such as Saturday School as the lead teacher teaching entrepreneurship to under-privileged middle school students. He also plays a role in the Thailand Startup Economy being a connector between Startups and students by hosting several Startup events and programmes such as Startup NEXT, Startup Weekend, and Startup Idol.
- Mr. Mike Michalec is the co-founder and managing director of EdTech Asia, a consultancy and research organization that fosters a community of education and technology enthusiasts with member groups in 11 Asian countries. He has extensive experience working with both technology entrepreneurs and international development organizations within the education sector. He gives lectures on business and social entrepreneurship with an emphasis on mobile and web technologies in Thammasat University. He is the lead organizer for Startup Weekend Education in Thailand and has served as a judge for several social enterprise startup competitions.
Mini-workshop 2
Women Entrepreneurship

1. Overview
SPARK and its partners have supported over 265 business entrepreneurs through loan guaranteed funds (Partial Risk Guarantee Instrument deployed to local bank). Of those businesses, 163 businesses (74%) are owned by youth and/or women. Many of these businesses have of course used their loans to strengthen and grow their businesses, but importantly they have also used these funds to hire to other youth and other women. Data from SPARK Tracer Survey on Opportunities and Challenges to SME Development in Conflict Affected States (www.spark-online.org/wp-content/.../12/SME-FCS-Survey-SPARK.pdf), shows that "of all the female owned business (73) who received loans, over 85% has staff comprising more than 50% women". Supporting women entrepreneurship does not only strengthen women entrepreneur position in the society, but it also has a spill-over effect to other women.

While access to finance is a crucial component for women to start and expand their business, other factors are none less important. Over the past 20 years, SPARK has trained over 7892 entrepreneurs, nearly half of them women. Before starting their enterprises, which range from juice or jam production to opening a private kindergarten or starting a clothing line, they could not enjoy financial independence before. Running their own business helped the women to increase their confidence, make better decisions regarding education or family planning and gave women more power in household finance.

a. Objectives
- Understand the concept of entrepreneurship, supportive environment for entrepreneurship, role of formal education institutions in fostering entrepreneurship
- Gain hands-on experience and share experiences to support women entrepreneurship
- Explore opportunities for further cooperation among EE-Net members to foster women entrepreneurship

b. Draft agenda
- Introduction to the workshop and participants
- Defining entrepreneurship: World Café method exercise
- Presentation of the results of the World Café exercise
- Presentation: How SPARK supports women entrepreneurship: focus on Myanmar
- Working in groups: What are women entrepreneurship support mechanisms in respective countries? What are the lessons learned? What kind of partnerships required advancing women entrepreneurship?
- Presentation of the group work results and conclusions

2. Facilitator
Ms. Karina Ufert is the Country Manager Myanmar at SPARK. She has extensive work experience in the field of education, social inclusion and development, economic empowerment, economic policy. She has developed and implemented programmes aiming at private sector development and TVET: building capacity of policy makers, educators, curriculum developers; local communities and SMEs, and is a skilled trainer and facilitator in many areas, including entrepreneurship, curriculum design, teacher training, community organization and management, advocacy and campaigning, social inclusion.
Mini-workshop 3
Trends in Social Entrepreneurship and How to Get on the Bandwagon!

1. Overview
   We are lucky to be living in times where there is an abundance of opportunities, tools, and awareness to make a difference. It is imperative that we all get engaged and play our part in making a difference. In order to do that we need to first become aware of challenges around us, set-up systems and processes to take up on these challenges, and lastly start a relentless campaign to change the world that we love so much. Trends in Social Entrepreneurship provide us a platform to do just that. In this workshop, we will review the leading edge strategies as envisioned by the God father of Social Entrepreneurship: Bill Drayton. A case study will also be shared based on the work that Tata in India is doing.

   a. Objectives
      The workshop will cover three core objectives:
      a. Orient the audience with the topic of Social Entrepreneurship
      b. Discuss “How To’s” of Social Entrepreneurship
      c. Share tools and strategies to enhance participation in Social Entrepreneurship

   b. Modality
      The workshop will include powerpoint, audio, video and live presentations with audience participation to make the discussions interactive.

   c. Expected outcomes
      Learn about the concept of Social Entrepreneurship and how to strategize to foster greater collaboration among participants.

2. Facilitator
   Mr. Sid Siddiqui is the President and Founder of Mazik Global. For the past 13 years Mazik Global has been engaged in providing product development, implementation, deployment, training and support services to Microsoft and other Fortune 500 U.S. corporations. In the past, Mr. Siddiqui managed Tyler’s (a leader in Public Sector industry) Education Division and was responsible for product development and division P&L. In his most recent venture, as a Founder and Chief Technology Officer (CTO) of MazikUSA, Inc., Mr. Siddiqui built a web-based ERP Student Information, Human Resource, and Finance solution in a short period of 3 years and completed company acquisition. Mr. Siddiqui has engineered many start-ups and taken them to markets in different industries such as education, healthcare, finance, oil and gas, chemical and manufacturing.

   Mr. Siddiqui has worked as a Group Manager, Program Manager and a Senior Technical Marketing Specialist with Microsoft Corporation for 11 years. Prior to his 11 year engagement with Microsoft, Mr. Siddiqui has worked for over 14 years in several major Fortune 500 companies such as Sears (Technology Division), University of Chicago Hospitals (an Education & Healthcare Organization) and Burson-Marstellar (a leading PR firm in Chicago).

   Mr. Siddiqui has presented at many conferences on Microsoft technologies, has won several awards and is a published author. Mr. Siddiqui graduated from DePaul University in 1986 with a degree in Information System. He has held Board of Trustee chair at North Shore Country Day School in Winnetka and was a Board of Trustee at Science and Arts Academy for gifted student. He was also a Board member and Finance Chair at Midwest Center For Excellence, a non-profit organization focused on the Gifted Choice in Education. Mr. Siddiqui is passionate about supporting causes that deal with media outreach, civil rights, and transforming the lives of less fortunate population of Inner City residents. In his free time, he enjoys volunteering at schools, food pantries, and community centers.
Mini-workshop 4
Sustainable Entrepreneurship

1. Overview
Sustainability to any venture is the key to success. This workshop has 2 components. The first session provides a broad overview of running and sustaining businesses, while the second session focuses on the essential of creating a product sustainably.

2. Session 4A: Running and sustaining business
a. Objectives
   - Increase awareness of the nuances of running a business through an entrepreneurial drive and to keep it sustainable
   - Motivate participants to launch themselves as entrepreneurs
   - Enable participants to become self-driven leaders of the economies of their respective countries
b. Facilitator
Mr. Paul D’Souza is manager by training and profession. Teaching is his passion. Having graduated in the field of chemistry, his self-driven urge for professional development drove him to get post graduate degrees in MBA, BEd and MEd during the course of his working career as a full time student through sabbatical breaks. He is currently pursuing his PhD in behavioural sciences. After gaining sufficient knowledge of running a business through corporate employment he launched his own firm that is based in Hong Kong, supplying computer hardware for distributors in Europe and Asia. He began with an annual turnover of a few thousand dollars but has managed an annual turnover of a million dollars in the course of his business. Presently, he is trying to give back to society through education by holding lectures, conducting workshops on leadership, management and personality development for both in-service and pre-service teachers. He is also involved in in-service teacher audit programmes.

3. Session 4B: Creating a Premium Entrepreneurial Product – The Essentials for Sustainability
a. Objectives
   - Understand the 5Ws + 1H strategy as part of visioning
   - Understand the CPR approach as part of strategic planning and marketing
   - Make holistic connections of the 5Ws + 1H strategy and CPR approach for sustainability
b. Modality
   - Introduce theory/content and facilitate small and large group discussions
   - Hands-on session on translating theory/content to practice on creation of entrepreneurial product in a group
   - Gallery walk of the products and debrief
c. Expected outcomes
   - A basic understanding of (a) what is meant by, and (b) the essentials of creating, a premium entrepreneurial product for sustainability
   - A group-based entrepreneurial product for sustainability created in its elementary form
   - A diversity of the group-based entrepreneurial products for sustainability presented for wider exposure
d. Facilitator
Prior to founding his company in 2013, Mr. Raymond Tsoi was with National Institute of Education in Singapore for over 12 years. He left in 2011 as Assistant Professor in Science Education to join the Singapore Health Services Pte Ltd as Senior Manager in curriculum and innovation design and Marshall Cavendish International Singapore as Head of Blended Learning to gain corporate experiences. His consultancy role involves working with universities and international preschools and primary schools on strategic planning for teacher professional development and building capacities.