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3rd International Conference on Entrepreneurship (ICE2018)

*Forging ASEAN Alliance of Education on Innovation, Entrepreneurship and
Businesses towards Sustainable Development Goals
8-9 February 2018, United Nations Convention Center & KX-KMUTT, Bangkok, Thailand*

Co-organized by

The United Nations Development Programme (UNDP)

The Entrepreneurship Educators Association of the Philippines (ENEDA) &

King Mongkut's University of Technology Thonburi (KMUTT)

Concept Note

The 3rd International Conference on Entrepreneurship aims to harmonize entrepreneurship education practices among the ASEAN members, underscoring a focused quality education for a responsive business and innovation mindset. The specific objectives are as follows:

- Integrating SDG goals while enhancing and advancing the professional growth and development of ASEAN entrepreneurship educators;
- Establish a network of international resources in terms of faculty and student manpower for research undertakings, teaching methodology and education materials development;
- Link ASEAN entrepreneurship educators and students for advancement in the realm;
- Identify issues and concerns relative to entrepreneurship as a course/program, as well as a career;
- Explore the possibility of providing a platform for an ASEAN entrepreneurship educators and consortium for sharing, exchange and collaboration of ideas and expertise.

The conference aims to create an initial platform and alliance of professionals of higher education institutions among ASEAN nations to uphold business and innovation mind-set that mainstream Sustainable Development Goals. The effort addresses the SDG 2030 Agenda for entrepreneurship – *substantially*

increase the number of youth and adults who have relevant skills, including technical and vocational skills for employment, decent jobs and entrepreneurship.

Toward this end, ENEDA is partnering with the UNDP and KMUTT to bring together faculty, students and experts within ASEAN to learn from each other and possibly synchronize pedagogy and best practices for entrepreneurship education towards the SDGs. Presentations, and interactions thereafter, of the UNDP and of other United Nations offices' take on the seventeen SDGs shall be rich sources to identify areas for joint efforts to reinforce existing programs and creating new/innovative program for human capital development for SDGs education. Collaboration among educators from ASEAN members is essential given the extent of globalization and cope with an increasing world interconnectivity.

In the first two ENEDA international conferences conducted in Davao City (2013) and Manila (2015), participants were provided with rich information on best practices, scholarly and experiential learnings to respond to the need for more timely, relevant and effectual entrepreneurship programs at the higher education level. The diversity of such evokes interest compelling enough to continuously revisit and rethink entrepreneurship education structures in the pursuit of flexible and enhanced curricula and course designs relevant to SDGs.

Target Participants

The conference will target representatives from higher education institutions and educators of entrepreneurship, innovation and business courses/programs. Similarly, policymakers engaged with entrepreneurship, innovation and business policies from the industry, government and education aspects that tackles standards and creating an enabling environment for entrepreneurship and its ecosystem will also be invited.

The conference will also gather industry practitioners from various businesses that contributes to innovation and entrepreneurship programs on varying levels. Furthermore, Young Entrepreneurs, Innovators and students will be one of the critical target for the conference to provide a platform for inter-generational dialogue and collaborations among them.

The conference expects a total of 250 participants. One hundred of whom are ENEDA members, the other 150 shall be coming from the other ASEAN countries representing various organizations and institutions.



The Organizers



Established in 2002, the **Entrepreneurship Educators Association of the Philippines (ENEDA)** is a non-stock, non-government, non-profit organization aimed at advancing entrepreneurship by addressing the need for professional growth and development of its members.

With the “triple-helix approach” to development, ENEDA incessantly reinvented its programs to link the academia with private agencies, institutions and individual supporters, and the government for entrepreneurship program collaboration. Advocacy works are instituted in the areas of effective teaching models and programs; action-based policy recommendations; research and training; expert resource pooling and extension services; good governance, collaboration, and sustainability. Its activities grew to include specific undertakings to directly benefit students through its student arm, the Young Entrepreneurship Society (YES) Philippines.



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The United Nations Development Programme (UNDP) partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in around 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

Empowered lives. Resilient nations.



King Mongkut's University of Technology Thonburi (KMUTT) King Mongkut's University of Technology Thonburi (KMUTT) is a leading university of technology in Thailand and Southeast Asia. Founded in 1960 as a technical college, KMUTT has matured into a research-intensive university with an excellent reputation for industry-relevant education, research and innovation. With about 18,000 students, 30% of which being postgraduates, KMUTT is a mid-sized university with focus in engineering, applied sciences, and select fields of technology such as energy and environmental technology, biotechnology, and information technology. These core disciplines are complemented by studies in the fields of management, art and design, technical education and learning, as well as liberal arts. The University aspires to establish itself as a globally renowned university that makes significant contributions to scientific and technological advancements, particularly those that address economic and social development needs of Thailand and the region. KMUTT is committed to becoming a sustainable university of SDGs 2030, and presently in the process of streamlining its programs in education, research and innovation towards SDGs. Some of KMUTT existing flagship programs such as Bio-economy, Sustainable

Energy & Environment, Sustainable Mobility and its Social Labs in remote region of Thailand have been directly contributing to the SDGs.

Support Organizations

National Science Technology and Innovation Policy Office (STI), Thailand

Thammasat University, Thailand

Yunus Center, Asia Institute of Technology (AIT)

Thailand Convention & Exhibition Bureau (TCEB)

SustaiNovAction Platform (SNAP)



Yunus Center AIT



Program Chairs: Lerwen LIU (KMUTT) and Martin HART-HANSEN (UNDP)

Logistics Coordinator: Doris –Ann CAWANAN (ENEDA), Wongsiya Lertriluck (KMUTT), and Savinda Ranathunga (UNDP)

Workshop Chairs: Manon Bernier (UNV), Thiti Bovornratanaraks (STI), Tassaneewan Laksanasopin (KMUTT), Robert Marcos (ENEDA), and Chris Oestereich (Thammasat University)

Event Website: intlconference2018.wildapricot.org

PROGRAM

Day 1	THURSDAY	08 February, 2018
8:00-9:00	Registration	UN Conference Center, Thailand

<p>9:00-10:00 Moderator: Martin Hart-Hansen</p>	<p>Plenary Opening Message and Ceremony</p> <ul style="list-style-type: none"> • Dr. Udom KACHINTORN Clinical Professor, Deputy Ministry of Education, Thailand • Mr Martin Hart-Hansen UNDP Deputy Resident Representative Thailand • Dr. Elaine Boquiren President Entrepreneurship Educators Association of the Philippines (ENEDA) • Prof. Dr. Sakarindr Bhumiratana President King Mongkut's University of Technology Thonburi (KMUTT), Thailand <p style="text-align: center;">Group Photo</p>	<p>UNCC Conference Room 2</p>
<p>10:00-10:30</p>	<p>Coffee Break</p>	
<p>Plenary: Education and Academic Institutions response in mainstreaming Sustainable Development Goals (SDGs) in Entrepreneurship Education and Innovation.</p>		
<p>10:30-12:00 Moderator: Mr. Beniam Gebrezghi</p>	<p>Plenary Panel Presentation (15minutes each):</p> <ol style="list-style-type: none"> 1. Innovation and Entrepreneurship towards Sustainable Development Goals (SDGs) <p>Dr. Lerwen Liu Senior Advisor King Mongkut's University of Technology Thonburi (KMUTT), Thailand</p> <ol style="list-style-type: none"> 2. Entrepreneurship and Innovation Education Curriculum Integration in ASEAN: Opportunities and Challenges. <p>Dr. Antonio M. Lopez Country Chair Entrepreneurship Education.Net-Philippine Chapter Dean, College of Business, Entrepreneurship and Accountancy, Miriam College, the Philippines</p> <ol style="list-style-type: none"> 3. Innovation and Research for Entrepreneurship Education towards SDGs <p>Dr. Bundit Fungtammasan Senior Vice President for Research and</p>	

	<p>Innovation King Mongkut's University of Technology Thonburi (KMUTT), Thailand</p> <p>4. Frugal Innovation for SDGs Dr. Prahlad Vadakkepat Asso. Prof., Frugal Innovation, National University of Singapore, Source Person in Igniting Minds Movement</p> <p style="text-align: center;">Open Forum</p>	
12:00-13:30	Lunch	
Plenary: Partnerships towards Entrepreneurship and Social Innovation for Sustainable Development Goals		
<p>13:30-15:00 Moderator: Ms. Manon Bernier (Regional Portfolio Manager, Asia Pacific, UNV)</p>	<p>Plenary Panel Presentation (15minutes each):</p> <p>1. The Entrepreneurship and Innovation Ecosystem in Thailand: Opportunities towards Global Partnerships Mr. Martin Hart-Hansen UNDP Deputy Resident Representative</p> <p>2. Transforming Economics: Linear to Circular Mr. Chris Oestereich Director of Publications, School of Global Studies, Thammasat University & Director of Linear to Circular</p> <p>3. Entrepreneurship at the Community Learning Center in Asia Mr. Ichiro Miyazawa Programme Specialist, UNESCO Asia-Pacific Regional Bureau for Education, Bangkok, Thailand</p> <p>4. Beyond Borders: Regional Partnerships towards Youth Entrepreneurship and Innovations Mr. Beniam Gebrezghi Programme Specialist UNDP Bangkok Regional Hub</p> <p style="text-align: center;">Open Forum</p>	
15:00-15:30	Coffee Break	
<p>15:30-17:00 Moderators: Ms. Eliza Stefaniw (IP & Communication)</p>	<p>Plenary Panel Discussion: Integrating SDGs into Today's Entrepreneurship Education: New Model</p>	

<p>Specialist, KMUTT) & Prof. Dr. Supapan Seraphin (Distinguished Professor Emeritus of University of Arizona, USA and Senior Advisor of KMUTT & NANOTEC/NSTDA, Thailand)</p>	<p>Mr. Sunit Shrestha, CEO, Change Fusion</p> <p>Dr. Chomwan Weeraworawit, Founder of Mysterious Ordinary</p> <p>Mr. Chris Oestereich, Director of Publication, Institute of Global Studies, Thammasat University, Thailand & Director of Linear to Circular</p> <p>Dr. Robert MARCOS, Chair of Research Committee Entrepreneurship Educators Association of the Philippines (ENEDA)</p> <p>Dr. Phyllis Leah Speser, Senior Advisor, KMUTT</p>	
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Day 2	FRIDAY	09 February, 2018
The Role of University in Achieving SDGs		
08:00-09:00	Registration	Knowledge Exchange Building (KX), King Mongkut's University of Technology Thonburi (KMUTT), Thailand
09:00-09:30 Moderator: Dr. Warinthorn Songkasiri, VP for Research Strategy, KMUTT	Opening Ceremony Welcome Remarks Prof. Dr. Sakarindr Bhumiratana President King Mongkut's University of Technology Thonburi (KMUTT)	7 th Floor
09:30-10:00	Social CHAMP and Entrepreneurship Efforts in KMUTT , Prof. Dr. Tiranee ACHAKAKUL, KMUTT	
10:00-10:30	Coffee Break	
10:30-11:00	Adopting Life Cycle Thinking in Entrepreneurship Education , Prof. Dr. Shabbir Gheeewala, KMUTT	
11:00-11:30	Entrepreneurship Ecosystem Approach , Dr. Chinawut Chinaprayoon, STI	
11:30-13:00	Lunch	9 th Floor
13:00-16:30	<p style="text-align: center;">BREAKOUT WORKSHOPS</p> <ol style="list-style-type: none"> 1. Workshop A Social Enterprise for the SDGs- Ideation Workshop Chair: Dr. Tassaneewan Laksanasopin & Dr. Kanokporn Rienkhemaniyom, HATCH, KMUTT 2. Workshop B Volunteering, Skills Development and Entrepreneurship Chair: Ms Manon Bernier, Regional Portfolio Manager Asia Pacific, UNV 3. Workshop C STEM Education for Innovation and Entrepreneurship Towards SDGs Chair: Dr. Thiti Bovornratanaraks, Advisor, STI 4. Workshop D – The Needs in Business and Business Education: From Supply Chain, Business Model to Financing Session Chair: Mr. Chris Oestereich, Director of Publication, Institute of Global Studies, Thammasat University 5. Workshop E – Entrepreneurship 	13 th Floor (Workshop A), Workshop B-E (10 th Floor (Room X02/X03/X04A/X04B and 11 th Floor)

	<p>Research Presentations: Entrepreneurship Education and Innovation in the Philippines Session Chair: Dr. Robert Marcos Chair of Research Committee Entrepreneurship Educators Association of the Philippines (ENEDA)</p>	
Day 3	SATURDAY	10 February, 2018
8:00-10:00	Field Visit	
10:00-12:00	<p>Asian Institute of Technology</p> <p>Yunus Center</p> <p>The Yunus Center at AIT, named after Professor Muhammad Yunus, recipient of the 2006 Nobel Peace Prize, is being established this year at AIT to address issues of food security, social business in agriculture, applications of ICT in agriculture, and to act as a watchdog to encourage research that will have a positive impact on poor people's lives.</p>	
12:00-13:30	Lunch	
13:30-14:30	Travel Time	
14:30-16:30	<p>C-ASEAN</p> <p>C asean is a social enterprise aimed at becoming a platform for ASEAN networking, exchanging of best practices, and facilitating peer-to-peer discussions at the regional level.</p>	
16:30-17:00	Closing Ceremony	