



*“Entrepreneurship is the engine of our economy, but its true purpose lies in building community. Through the businesses we create, we become of service to our community and the world.” – Hon. John C. Whitehead*

## PROGRAM AGENDA (Subject to Change)

### SUNDAY, NOVEMBER 15, 2009

18:00 - 20:00 Welcome Reception for Forum Participants  
*Hosted by The Honorable William C. Eacho, III, Ambassador of the United States to Austria  
Ambassador’s Residence, Vienna*

### MONDAY, NOVEMBER 16, 2009

- 09:00 – 09:10 Forum Opening - Salon Straus I &II  
  
*Video Message from Secretary of State Hillary Rodham Clinton (2:15 minutes)*  
  
*Remarks by The Honorable William C. Eacho, III, U.S. Ambassador to Austria  
Entrepreneurship and Innovation – The Keys to Growth and Prosperity*
- 09:15 – 10:30 Plenary Session I - Salon Straus I &II  
*Accelerating Competitiveness and Promoting Entrepreneurship - Government and Private Sector  
Best Practice*  
  
Moderator: *Karin Millett, Head, Investment Generation, Vienna Office, Investment Climate  
Advisory Services, World Bank Group*  
  
*Felicidad Cristobal, Managing Director, ArcelorMittal Foundation (Luxembourg)  
Hon. Philip Reeker, Ambassador of the United States to the Republic of Macedonia  
David Short, Senior Counsel, Trade and International Affairs, FedEx (Washington)*
- 10:30 – 10:45 Coffee Break
- 10:45 – 12:00 Plenary Session II - Salon Straus I &II  
*Fundamentals in Creating the 21<sup>st</sup> Century Ecosystem, Promoting R&D, Technology Innovation,  
and Entrepreneurism*  
  
Moderator: *Mr. Francis Skrobiszewski, Investment Committee, Polish National Capital Fund*  
  
*Gabor Bojar, Chairman and Founder, Graphisoft (Budapest)  
Professor Piotr Moncarz, Stanford University, and Director National Center for R&D (Warsaw)  
Richard Paulson, General Manager, Central and Eastern Europe, Amgen (Vienna)*
- 12:15 – 13:45 Luncheon Program  
*Presentation of the BCIU Statesman Award to a representative of Hon. John C. Whitehead  
Ann Ascher, Advisor, Whitehead Foundation, and BCIU Executive Committee Member*
- 14:00 – 15:15 Plenary Session III - Salon Straus I &II  
*Models of European Entrepreneurship*  
  
Moderator: *Matthew Mayfield, President, Telekta d.o.o. (Ljubjana)*  
  
*Barbara Bregar-Mrzlikar, Director, Slovenia Center for Entrepreneurship (Ljubjana)  
Amechi Ihenochi, Editor, Flux Magazine (London)  
Cameron Werker, Senior Commercial Officer, U.S. Embassy Belgrade*





**PROGRAM AGENDA**  
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**MONDAY, NOVEMBER 16, 2009**

- 15:15 – 15:30      Coffee Break
- 15:30 - 16:45      Plenary IV - Salon Straus I & II  
*Attracting Private Equity, Venture Capital, and Angel Investors to Europe's Start-up and Early-stage Companies*
- Moderator: David Shaw, Non-Executive Director, BCIU (Europe) and Former UK MP (London)  
Graham O'Keefe, Partner, Technology Group, Atlas Venture (London)  
Pekka Santeri Maki, Managing Partner, 3TS Capital Partners (Budapest/Vienna)  
Hubertus (Bert) van der Vaart, Chairman, Small Enterprise Assistance Fund (Washington)*
- 16:45 – 17:15      *Remarks by Hon. Erhart Busek on "The Transition to Market Economies and the Road Ahead in Central, Eastern and Southeastern Europe at the 20<sup>th</sup> Anniversary of the Fall of the Berlin Wall"*
- 17:30 – 19:00      Networking Reception - InterContinental

**TUESDAY, NOVEMBER 17, 2009**

- 09:15 – 10:30      Plenary Session V – Salon Metternich  
*Next Generation Infrastructures for Competitive Economies – Education, Energy, IT, Environment*
- Moderator: Mark Minevich, Founder, Billion Minds Foundation (New York)*
- Otto Schwetz, President, World Association for Waterborne Transport Infrastructure (Vienna)  
Pamela Ward, Senior Commercial Officer, U.S. Embassy Zagreb  
Sotiris Yannopoulos, Founder, SecondChance, S.A. (Athens)*
- 10:45 – 12:00      Mentor Roundtable - Entering Europe's Design and Fashion Industries  
Salon Metternich
- Paco de Jaimes, Founder, World Fashion Association (Host and Moderator)*
- Mentors:  
Ann Ascher, President, Ann Ascher, Inc. (Los Angeles)  
Amechi Ihenochi, Editor, Flux Magazine (London)  
Percy Parker, Owner, PPQ Clothing (London)  
Alexia Somerville, Fashion Stylist (London)*
- 12:15 – 13:30      Networking Luncheon - MediterraNeo Restaurant

