

4th Asia Pacific Conference on Business Incubation

Global Recession : An Opportunity for Business Incubation?

14th AABI General Assembly

*Training Programme :
Marketing for Incubator Managers
and their Clients*



August 6-8, 2009

Hotel Residency, Coimbatore, India



Supported by :



Organized by :



PSG-Science & Technology Entrepreneurial Park (PSG-STEP)
PSG College of Technology, Coimbatore, INDIA.

4th Asia Pacific Conference on Business Incubation Global Recession : An Opportunity for Business Incubation?

Theme

The first three regional forums (Bangalore, Manila and Hanoi) were informative and inspiring events for all concerned. The fourth forum will continue this tradition, but with more time for networking and with more interactive workshop style sessions, along with cultural events and incubator visits.

The forum, which is being held in conjunction with the 14th AABI General Assembly, will bring together leaders of the incubation industry in Asia and the Pacific with a program specifically for incubation managers and their stakeholders and with special sessions for policy makers and promoters of business incubation in the region.

With global down turn, incubation and the entrepreneurs it helps face relatively new challenges and opportunities. The program for the forum addresses the topic directly, as well as focusing on some of the key issues facing business incubation managers and policy makers. Combining globally recognized and inspirational speakers, with a workshop style for most sessions, along with plenty of time for networking, the forum is designed to inspire, transfer knowledge and to encourage participants to learn from each other and to share successful tools, tips and strategies.

The Forum is organized by the Asia Pacific Incubation Network (APIN), supported by infoDev, the Department of Science and Technology in India and its growing number of members. APIN's Steering Committee has an ambitious program of activities to share and will use the opportunity to better understand what help incubators need in the region, so that this can translate into future activities to benefit members.

The Regional Forum is a lead up event to infoDev's 3rd Global Forum on Business Incubation which will be held in Florianopolis, Brazil on October 26-30, 2009 (see www.idisc.net for more information).

The organizers will cover all hotel, forum and training costs for members of APIN, so that participants will only have to pay are their travel costs and incidental expenses.



Day 1 : August 6, 2009

Inauguration

Session - 1

Starting Business in a Global Recession - The Role of Business Incubators

Session - 2

Attracting Angels & Avoiding Vultures

What are angel investors? What is their role in assisting new businesses and working with business incubators? How can they be found, nurtured and organized in different countries? Are they a solution to client financing problems?

Session - 3

Writing a Winning Proposal

Have you been despondent after no end of effort putting a proposal together only to find it is unsuccessful? What are the keys to a winning proposal? How to avoid wasting time on proposals that do not succeed? What is a good success rate for proposals? Tips, tactics and strategies from different perspectives.

Session - 4

Where are the clients Local or Global : Building the Entrepreneur Pipeline

What are the challenges and successful strategies to build an entrepreneur pipeline, delivering a continuous supply of quality clients for business incubation? Is a local focus enough in a globalised world? How to go about building a supply of global international clients and to use soft landings to help your clients go global? Do soft landings work and why?

Session - 5

Promoters' & Policymakers' Round Table

A special program for government policy makers and promoters of business incubation.

Learning from more experienced policy makers, sharing lessons, challenges faced in the current economic environment and case studies.

Introductory short presentations on documented case studies, to be provided as handouts about the incubation policy and lessons in Asia Pacific Countries.

Short presentations by participating policy makers on the policy in their country, challenges they are facing and lessons they have learnt

Facilitated discussion:

- What is good policy for business incubation?
- What are the challenges?
- How does policy need to evolve in the face of the global economic down turn?
- How can business incubators help the policy making process?

How can infoDev and others assist policy makers and promoters? Possible resolution to guide future work in the area

Session - 6

How are the Business incubators coping with the Global downturn? Is it a problem or an opportunity?



Day 1

Day 2

Day 2 : August 7, 2009

Session - 1

Making a difference to rural livelihoods with innovation, entrepreneurship and new technology: the reality behind the inspiring vision

How can business incubation and new technology benefit rural poor? Is it by supporting rural innovators? Is it by developing new technology to open up rural markets and provide much needed services? Where are the new and emerging opportunities? What are the challenges and lessons? Do we have the answers or is new thinking required?

Session - 2

From Business Plan Competitions to Technology Boot Camps and Enterprise Creation

If enterprise creation is the aim, are business plan competitions an effective strategy or are there better strategies such as technology boot camps? What are realistic expectations for business plan competitions? How do you run effective business plan competitions and technology boot camps?

Session - 3

APIN Initiatives & Expectations of Members

What are APIN plans? What do members and incubators in the region want from APIN? How can APIN help members cope with their challenges? Meet the APIN Steering Committee and Secretariat

Session - 4

New opportunities for business incubation: Clean Technologies, Food Security, Security technologies

Clean technologies (environmental and green technologies), security technologies and food security each offer significant opportunities for new enterprise creation and expansion of business incubation. Learn about the opportunities and how they can be nurtured and realized from experts in each of the fields.



Pre-Assembly Meeting
6th August 2009
5.30 pm to 7.30 pm

AABI General Assembly Meeting
7th August 2009
11.00 am to 3.30 pm

14th AABI General Assembly

August 7, 2009

The Asian Association of Business Incubation (AABI) promotes business incubation activities by facilitating information exchanges among Asian incubators, incubator clients and related organizations.

AABI comprises associations that organize incubation resources and facilities, organizations operating incubation programs, and more, located in Beijing(China), Shanghai(China), Hong Kong(China), Chinese Taipei, Japan, Korea, India, Kazakhstan, Kyrgyzstan, Pakistan, Uzbekistan, Singapore, Malaysia, Philippine, Australia and New Zealand totally covers 16 nations and regions.

The 14th General Assembly of AABI is hosted by Asia Pacific Incubation Network (APIN) on 7th August 2009 at Coimbatore, INDIA as part of the 4th Asia Pacific Conference on Business Incubation. The pre-assembly of AABI will be held on 6th August 2009.

Training Programme : Marketing for Incubator Managers and their Clients

August 8, 2009

The Training Module goes into the detail of the key elements of marketing an incubator and to give incubation managers the skills to assist clients with marketing, focusing on technology companies.

- Strategic marketing
- Operational marketing
- The marketing plan
- Measuring marketing outcomes

The training involves presentations, interactive individual and group exercises and sharing of experience, which on completion will result in a professional marketing plan. All participants will be provided with copies of the presentations and a comprehensive Workbook on marketing.

Training Sessions:

- Introduction
- Marketing What is really?
- The Incubator Marketing Plan
- Helping Clients to Understand Marketing
- Incubator Marketing : Mechanics of Attracting Good Clients
- Ideas Innovation Development Early Assessment System



For Speakers Profile :
visit
www.incubationasia.com,
www.incubationasia.org

Conference Fee

For APIN Members :
No Registration Fee for 2 executives for each membership and will cover all hotel & conference costs for the 2 participants.

For Non-APIN Member :
US\$ 300 and will cover the conference costs.

For Registration log on to
www.incubationasia.com
www.incubationasia.org



For details :

Asia Pacific Incubation Network

PSG-Science & Technology Entrepreneurial Park (PSG-STEP)
PSG College of Technology
Coimbatore 641 004, Tamilnadu, India
Phone : 91-422-4363300, 4363301 Fax : 91-422-2573833
Email : info@incubationasia.com, step@psgtech.edu
Website : www.incubationasia.com, www.incubationasia.org