

International Faculty Seminar on the occasion of
“50 years of diplomatic relations between Israel and Germany”
**Entrepreneurship and Incubation
in an International University Context**

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Hochschule für Wirtschaft und Recht (HWR) Berlin
Campus Schöneberg, Badensche Str. 52, 10825 Berlin

13-15 July 2016

Preliminary Program

Wednesday 13 July

09:30 h: Registration and Welcome Coffee, Networking

(HWR Berlin, Badensche Str. 52, Building A, Room A2.05)

10:00 h: Welcome (Building A, Room A2.04); moderation Dr. Sven Ripsas, HWR Berlin, Professor for Entrepreneurship

Welcome and Opening

- Dr. Andreas Zaby (President HWR Berlin): Welcome and opening remarks
“Entrepreneurship education as a part of university’s mission”
- Dr. Harald Gleißner (Deputy President HWR Berlin): Welcome remarks
- Mr Rogel Rachman, Minister Counselor, Head of Public Diplomacy, Israeli Embassy in Germany: opening remarks
- Dr. Eric Zimmermann (Academic Secretary and Head of Research IDC):
“The IDC Story: Israel’s Entrepreneurial University”
- Baruch College New York, CUNY:
Dr. Stuart Schulman (Founder and Executive Director Institute for Virtual Enterprise (IVE) /
Dr. Christoph Winkler (Assistant Professor in Entrepreneurship at Baruch College, Associate
Director of the CUNY Institute for Virtual Enterprise)
“Business Incubation at the City University of New York”

Keynotes

- Dr. Diana Weinberg (Guest Professor HWR Berlin, Dep. Business and Economics):
“Beyond the 50 Years: An Historical Reflection on German-Israeli Higher Education, Research
Cooperation and Beyond”
- Christian Herzog (Berlin Partner, Head of Division Digital Business/Service Industries):
„Berlin - Tel Aviv - New York, the role of Berlin”

Audience: Participants summer school 2016

12:00 h: Networking Luncheon (Building A, Room A2.05)

13:30 h: Innovation and Entrepreneurship at the 3 partner schools

(HWR Berlin, Badensche Str. 52, Berlin Professional School, Building C, Room 91)

- Dr. Yossi Maaravi (IDC Herzliya, Head of the Specialization in Entrepreneurial Management at the Adelson School of Entrepreneurship) / Moran Nir (IDC Herzliya, Executive Director at Zell Entrepreneurship Program, Co-Founder of FunkKit):
“Entrepreneurial Management at the Adelson School of Entrepreneurship” (e. g. Zell Entrepreneurship Program)
- Dr. Stuart Schulman / Dr. Christoph Winkler: Entrepreneurship @ CUNY:
“The CES – Center for Student Entrepreneurship”
- Dr. Matthias Tomenendal (HWR Berlin, Professor for Management and Consulting, Director Institute of Management Berlin) / Dr. Sven Ripsas:
“Introduction to Berlin Professional School, Entrepreneurship Education at HWR Berlin”
- Roundtable discussion

15:30 h -16:00 h: Coffee and Networking (HWR Berlin, Badensche Str. 52, Berlin Professional School, Building C, Lounge)

19:00 h: Dinner@Crown Plaza (Dr. Andreas Zaby, Dr. Gert Bruche, Dr. Sven Ripsas, Ingrid Sperber + international guests)

Thursday 14 July

09:00 h: Innovation Workshop for Idea Generation

(HWR Berlin, Badensche Str. 52, Building B, Room 5.44)

A Game Design Thinking Innovation Workshop for Idea Generation and Joint Elaboration of Concrete Measures for further Cooperation between the 3 universities IDC Herzliya, Baruch College/CUNY, HWR Berlin

Dr. Harald Gleißner, Dr. Gert Bruche, Marcel Kuhlmeier (tbc) (Professor for Risk Management and Traffic Sciences/Traffic theory)

Ms. Hemdat Sagi (Commercial Attaché, Head of Economic and Trade Mission to Germany, Israeli Embassy in Germany)

Moderation:

- Dr. Avo Schönbohm, (HWR Berlin, Professor for General Business Administration with focus on Management Accounting)

11:00 h: Coffee break

11:15 h: Showcase: Entrepreneurship @ HWR Berlin and IDC

(HWR Berlin, Badensche Str. 52, Building B, Room 5.44)

Interviews with founders (graduates of HWR Berlin)

- Shai Hoffmann, HWR graduate, founder
- N. N.
- Jan Lüdtke, HWR graduate, country manager DACH

Inputs

- Dr. Marcus Birkenkrahe (HWR Berlin, Professor for Business Information Systems, particularly company application software):
Startup Process Modeling, a student-entrepreneur collaboration experience
- Moran Nir (IDC Herzliya, Executive Director at Zell Entrepreneurship Program, Co-Founder of FunkKit) and Gil Karie (IDC Herzliya, Project Manager of Zell Entrepreneurship):
Creative Thinking and Entrepreneurial Education

11:45 h Workshop: Next Steps and Joint Initiatives in Entrepreneurship Co-operation

(HWR Berlin, Building B, Raum 5.44)

All representatives from IDC Herzliya, Baruch College/CUNY, and HWR Berlin

13:00 h Leaving for Lunch (Taxi)

13:30 h Lunch@Hubraum (Dr. Ripsas, Dr. Felden + international guests)

14:30 h Panel: BENHU@Hubraum - Corporates Entrepreneurship and Family Business

(Location: Hubraum der Telekom, Winterfeldtstr. 21, 10781 Berlin)

On the Panel:

- Cem Ergün-Müller (Telekom Innovation Laboratories, Head of Digital Open Space Berlin)
- Dr. Birgit Felden (HWR Berlin, Professor for SMEs and company succession, Expert for Family Business)
- Franz Blechschmidt (Founder and CCO at smartpricer)
- Dr. Harald Gleißner (HWR Berlin, Deputy President, International Affairs, Professor for Freight Forwarding and Logistics)
- Dr. Esther Lopatin (IDC Manager of the Center for European Studies)

15:30 h Official Wrap-up: Dr. Sven Ripsas

20:00 h Große Orangerie, Schloss Charlottenburg, Weißer Saal (Tango Pasión)

Dr. Harald Gleißner, Dr. Diana Weinberg, Dr. Gert Bruche + international guests

Friday 15 July

9:30 h - 12:00 h UX-Testing with Startups (HWR Incubation Center, Babelsberger Str. 40/41)

Audience: Participants summer school 2016

Hello Coach

HelloCoach is a mobile application that makes the management of sport teams easy. We help the coaches, the players and the parents of any hobby or amateur sport team to save time with all administrative matters – no more chatting, emailing and constant calling necessary.

founderio

Founderio.com is a startup-dating platform for established companies. We connect the Old and the New Economy online to foster innovation and entrepreneurship around the globe. With founderio-innovation.com we offer additional consulting and startup-scouting services to support transformation- and digitalization processes.

Skill Hero

Skill Hero increases the impact of corporate training. As a mobile coach, the Skill Hero app helps participants of soft skill seminars to change their behavior and provide analytics about the impact. Skill Hero is offered as B2B-SaaS to HR departments and training providers.

12:00 h - 13:00 h Pizza (start – up style)

14:00 h – 16:00 h Bilateral Meeting IDC Herzliya and HWR Berlin (HWR Berlin, room A2.05/A2.04)

(IDC guests + Dr. Harald Gleißner, Marcel Kuhlmeier, Ingrid Sperber)