

 **JA Marketplace 2015®**

JA INTERNATIONAL TEACHERS' CONFERENCE 2015

PRELIMINARY AGENDA

VENUE: *Bellevue Park Hotel Riga, Slokas Str.1, Riga, Latvia*

TOPIC: *Challenges for Business Education: Global Thinking and Technological Approach**

MODERATOR: *Haralds Burkovskis (Latvia), journalist, event professional, founder and CEO of communication consultancy H2B Ltd.*

TIME	ACTIVITY	SPEAKERS
MONDAY 30th MARCH 2015		
13:45-14:00	Registration	
14:00-14:05	Opening remarks <i>Welcome to Latvia and to the International Student Company Festival!</i>	Caroline Jenner (Belgium) <i>CEO of Junior Achievement - Young Enterprise Europe</i> Jānis Krievāns (Latvia) <i>CEO of Junior Achievement - Young Enterprise Latvia</i>
14:05-14:10	Opening speech	Māriete Seile (Latvia) <i>Minister of Education and Science of the Republic of Latvia</i>
14:10-14:40	<i>Follow the Elephant</i> Focus on attracting foreign “elephant size” companies, so SMEs would follow or build up around	Low Siew Thiam (Singapore) <i>Advisor of the Latvian Honorary Council in Singapore and chairman of the Global Management Forum</i>
14:40-15:00	<i>Empathy as a Driver in Business Development</i>	Fionn Dobbin (Germany) <i>Creative Industries & Entrepreneurship Program Director at the Stockholm School of Economics</i>
15:00-15:20	<i>Business success story</i> The story of a big idea from a small country: how to make it happen?	Nika Aleksejeva (Latvia) <i>The head of Infogram.org</i>
15:20-15:40	<i>Technology entrepreneurship as a career choice</i>	Krists Avots (Latvia) <i>Marketing at Infogr.am, previously - Head of Operations at Garage48</i>
15:40-16:00	Coffee break	Get to know each other during the networking coffee break
16:00-17:00	European Initiatives for Teachers - TES, ESP <ul style="list-style-type: none"> ▪ Entrepreneurial School and the tesguide.eu - a virtual guide to entrepreneurial learning; ▪ Entrepreneurial Skills Pass - a certificate on Entrepreneurship and an assessment tool; ▪ JA-YE Impact Research 	Caroline Jenner (Belgium) <i>CEO of JA-YE Europe</i> Veronica Mobilio (Belgium) <i>Manager for Education Development JA-YE Europe</i> Gabriela Zidkova (Belgium) <i>Senior Operations Manager JA-YE Europe</i>
17:00-17:15	<i>Success story: Student Company.</i> Tips for the teachers and Q&A session	Mairis Gailums and Sintija Toma (Latvia) <i>Founders of Dream Sleep</i>
17:15-19:05	<i>Workshop: Internet of Everything.</i> Revolution, the role of teachers and industries	Karol Kniewald (Czech Republic) <i>Corporate Social Responsibility Manager at Cisco Systems</i>
19:05-19:10	Closure of the conference	
20:00	Dinner	

TIME	ACTIVITY
TUESDAY 31ST MARCH 2015	
7:00	Breakfast
9:30	Transfer to the Trade Fair
10:15-10:30	International Student Company Festival 2015 opening at Riga Plaza
10:30-12:30	Video presentation/commercials of the products/advertisements of companies
12:30-13:30	Lunch
13:30-16:30	Trade Fair Exhibition visit at Riga Plaza
17:00-18:00	Transfer to the hotel Departures
20:00	Transfer to the Award Ceremony and Gala dinner
21:00	Award Ceremony and Gala dinner

TIME	ACTIVITY
WEDNESDAY 1ST APRIL 2015	
10:00	Breakfast/Check-out from the hotel
12:00	Old Riga walking tour (optional)
15:00	Departures

**Welcome to Riga,
The Capital of EU Council Presidency 2015!**

*** Challenges for Business Education: Global Thinking and Technological Approach**

The rapid spread and acceptance of globalization and development in information technology has led to changes in the business environment. These changes have brought new challenges not only to business but also to business education. Find out how business entrepreneurs work in technological era, hear success stories and expand your knowledge of different approach in teaching young entrepreneurs.