



# International Conference on Economic Transformation and Entrepreneurship Education

## DRAFT AGENDA

21 and 22 May 2016, Hangzhou, China

### Organized by

UNESCO Chair in Entrepreneurship Education at Zhejiang University  
UNESCO Entrepreneurship Education Network (EE-Net) National Chapter in China

### in collaboration with

UNESCO Office in Beijing  
UNESCO Asia and Pacific Regional Bureau for Education

## 21 May 2016 (Saturday)

Time	Activity
08:30 - 09:00	Registration at Yuanzheng Xixi Hotel
<b>OPENING SESSION</b>	
	Chair: Prof. Xu Xiaozhou, Dean, College of Education, Zhejiang University; Chair holder, UNESCO Chair in Entrepreneurship Education at Zhejiang University; President, UNESCO Entrepreneurship Education Network National Chapter in China
09:00 - 09:10	<b>Opening Remark</b> <ul style="list-style-type: none"><li>• Dr. <b>Marielza Oliveira</b>, Director, UNESCO Office in Beijing</li><li>• Ms. <b>Lay Cheng Tan</b>, Programme Officer, UNESCO Asia and Pacific Regional Bureau for Education</li></ul>
09:10 - 09:15	<b>Welcoming Remark</b> <ul style="list-style-type: none"><li>• Prof. <b>Li Min</b>, Director, Office of International Relations, Zhejiang University, China</li></ul>
09:15 - 09:20	<b>The Launching of Journal of <i>Entrepreneurship Education</i></b> <ul style="list-style-type: none"><li>• Ms. <b>Melody Zhang</b>, Associate Editor, Education, Springer Shanghai Office</li><li>• Prof. <b>Li Min</b>, Director, Office of International Relations, Zhejiang University, China</li></ul>
09:20 - 09:45	Group Photo
<b>SESSION 1</b> <b>The Cultivation of Entrepreneurial Talents: Vision and Perspective</b>	
09:45 - 10:05	Chair: Dr. Marielza Oliveira, Director, UNESCO Office in Beijing <b><i>Toward an Ecosystem of Entrepreneurship Education: Analysis of Current Situation in China</i></b> <ul style="list-style-type: none"><li>• Prof. <b>Xu Xiaozhou</b>, Dean, College of Education, Zhejiang University; Chair holder, UNESCO Chair in Entrepreneurship Education at Zhejiang University; President, UNESCO Entrepreneurship Education Network National Chapter in China</li></ul>
10:05 - 10:25	<b><i>The Development of Innovative Entrepreneurs in the 21st Century</i></b> <ul style="list-style-type: none"><li>• Ms. <b>Lay Cheng Tan</b>, Programme Officer, UNESCO Asia and Pacific Regional Bureau for Education</li></ul>

10:25 - 10:40	Group Discussion
10:40 - 11:00	Tea Break
11:00 - 11:20	Chair: Wang Haiyan, Director, Education Exchange Program, British Embassy Cultural and Education Section  <b><i>The Innovation and Entrepreneurship Education System in UK</i></b> <ul style="list-style-type: none"> <li>Ms. <b>Zhang Jing</b>, Chief Representative, National Centre for Entrepreneurship in Education of UK (NCEE), China Office</li> </ul>
11:20 - 11:40	<b><i>Comparative Study on Potential Entrepreneurship in Korea and China</i></b> <ul style="list-style-type: none"> <li>Dr. <b>Jinwon Ahn</b>, Professor, School of Management &amp; Economics; Director, Global i-CreatInnovation Mobilization; Director, Center for International Development Cooperation &amp; UNESCO UNITWIN projects, Handong Global University, Korea</li> </ul>
11:40 - 11:55	Group Discussion
12:00 - 14:00	Lunch
<b>SESSION 2</b> <b>The Development of Teaching in Entrepreneurship Education: Initiative and Practice</b>	
14:00 - 14:20	Chair: Mr. Robert Parua, Programme Specialist for Education, Head of Education Sector, UNESCO Office in Beijing  <b><i>Entrepreneurship Education: The Ashoka View</i></b> <ul style="list-style-type: none"> <li>Ms. <b>Amy Neugebauer</b>, Deputy to the President, Ashoka, US</li> </ul>
14:20 - 14:40	<b><i>Technological Changes and Entrepreneurship Education in Korean Universities</i></b> <ul style="list-style-type: none"> <li>Dr. <b>Park Tong</b>, Senior Research Fellow, Korea Research Institute for Vocational Education and Training (KRIVET), Korea</li> </ul>
14:40 - 15:00	<b><i>Entrepreneurship Education in Saudi Arabia: Initiatives and Best Practices</i></b> <ul style="list-style-type: none"> <li>Dr. <b>Tha'er Tawalbeh</b>, Assistant Professor, Instructor &amp; Testing Unit Supervisor, English Language Cener, Taif university, Saudi Arabia</li> </ul>
15:00 - 15:20	Group Discussion
15:20 - 15:40	Tea Break

**SESSION 3**  
**Consultation for Launching Journal of *Entrepreneurship Education***

Chair: Prof. Deane Neubauer, Co-Director APHERP, East-West Center

**15:40 - 16:20**

**Introduction of the Journal Proposal**

- Prof. **Xu Xiaozhou**, Dean, College of Education, Zhejiang University; Chair holder, UNESCO Chair in Entrepreneurship Education at Zhejiang University; President, UNESCO Entrepreneurship Education Network National Chapter in China

**16:20 - 16:40**

**The Publishing of Academic Journals by Springer**

- Ms. **Melody Zhang**, Associate Editor, Education, Springer Shanghai Office

**16:40 - 17:00**

**Comments and Suggestions**

- Prof. **Yang Jiuquan**, Editor-in-chief of *Journal of East China Normal University (Educational Sciences)*, East China Normal University
- Prof. **Weng Weibin**, Editor of *Research in Educational Development*, Shanghai Academy of Educational Sciences
- Prof. **Wang Yuheng**, Editor, Higher Education Press

**WRAP UP SESSION**

Chair: Ms. Lay Cheng Tan, Programme Officer, UNESCO Asia and Pacific Regional Bureau for Education

**17:00 - 17:50**

**Discussion of Action for the Future**

- Knowledge generation and circulation
- Curriculum design and development
- International Business Plan Competition

**17:50 - 18:00**

**Closing Remark**

- Dr. **Marielza Oliveira**, Director, UNESCO Office in Beijing

**18:30 - 20:00**

Dinner

## 22 May 2016 (Sunday)

Time	Activity
09:00 - 11:30	<b>Field Visits</b> <ul style="list-style-type: none"><li>• Maker Space for Technological Entrepreneurship at Zhejiang University</li><li>• Zhejiang Runway Incubator and O2O Public Creation Space</li></ul>
11:30 - 12:30	Lunch