

GLOBAL ENTREPRENEURSHIP CONGRESS

2015 | March 16 - 19



GLOBAL
ENTREPRENEURSHIP
CONGRESS
MILAN



MILAN,
Italy



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META Group



GLOBAL
ENTREPRENEURSHIP
NETWORK

Ewing Marion
KAUFFMAN
Foundation

The Global Entrepreneurship Congress



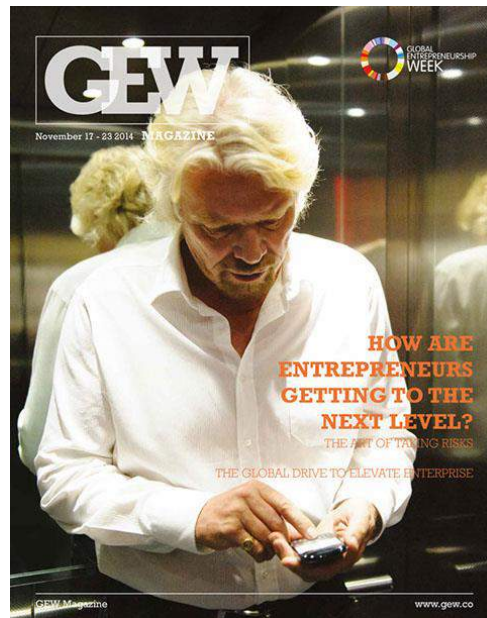
The **Global Entrepreneurship Congress** is an inter-disciplinary gathering of startup champions from around the world, where entrepreneurs, investors, researchers, thought leaders and policymakers work together to help bring ideas to life, drive economic growth and expand human welfare.



What is GEC 2015?

«The place where entrepreneurs, investors, researchers and policy makers bring ideas to life»

Financial Times
19th Sept. 2014



GLOBAL ENTREPRENEURSHIP CONGRESS

Milan

Event - GEC 2015

GEC 2015

Say *buongiorno* to **Milan**

Milan is getting ready for next year's Global Entrepreneurship Congress (GEC), the global showpiece for enterprise



Milan is the vibrant venue for GEC 2015 in March

Towards the end of Expo 2015 and just a few months after the Italian presidency of the EU, Milan will host GEC 2015 and show the world what Italy has done, and is doing, for entrepreneurs. This is an interdisciplinary gathering of startup champions from around the world, where entrepreneurs, investors, researchers, thought leaders and policymakers work together to help bring ideas to life, drive economic growth and improve human welfare.

The event will be hosted by META Group who is "the premier international investment and advisory group, with a pioneering integrated approach to foster knowledge-intensive entrepreneurship at micro and macro scales," explains Luigi Amati, CEO

Endorsed by the Italian Ministry of Economic Development, the Italian Ministry of Foreign Affairs and the Italian Ministry of University and Research, META Group addresses policy decision makers and is committed to fostering regional competitiveness leveraging on innovation and entrepreneurship.

The independent company supports entrepreneurs keen to start-up or further develop a new company; researchers interested in capitalising on their findings and early stage investors looking for fresh and potentially lucrative deals.

To date, META Group has assisted over 50 regions worldwide to boost their economies, through

a permanent process of challenge based on innovation.

"While the types of events and activities held during GEC 2015 vary widely, they all share a common thread: how to empower entrepreneurs and to enable them to start and grow firms that create jobs and improve lives.

We are looking for innovative ideas and problem solvers, able to convert challenges into opportunities. We are looking for ideas to make Milan, and every city in the world, smarter and more competitive," says Anna Amati.

Follow us on #GEC2015

SNAPSHOT GEC 2015

Venue: Milano Congressi, Milan, Italy
Dates: 18th - 19th March 2015
Hosts: Global Entrepreneurship Week, META Group & the Kauffman Foundation
Web: www.gec.co
www.meta-group.com
Follow: #GEC2015

In Milan, you can:

- Gain insight from leaders on ecosystems that encourage entrepreneurial growth and innovation
- Network with delegates from over 130 countries
- Learn from successful entrepreneurs and incubators, support programs and investors
- Participate in events on various issues relating to innovation, from crowdfunding to angel investing
- Brainstorm about overcoming challenges
- Receive guidance on capacity building skills
- Understand the Italian entrepreneurial ecosystem

16-19 March 2015

www.gec.co

History



The Global Entrepreneurship Congress is initiated by the Ewing Marion Kauffman Foundation. In March 2009, the Ewing Marion Kauffman Foundation brought together the Global Entrepreneurship Week host organizations from nearly 60 nations to create the first ever Global Entrepreneurship Congress at its headquarters in the United States. Over the past five years, the Congress has contributed to the expansion of a global entrepreneurial ecosystem, connecting experts and entrepreneurs across borders and sectors to unleash their ideas and transform innovation into reality. META Group has been selected to serve as the local host of the 2015 GEC in Milan, Italy.



Capitals of the Global Entrepreneurship Congress

2009, Kansas City, USA



2011, Shanghai, China



2013, Rio De Janeiro, Brazil



2010, Dubai, UAE



2012, Liverpool, UK



2014, Moscow, Russia



Speakers of the Global Entrepreneurship Congress



Sir Richard Branson, Founder and CEO, The Virgin Group



Marc Ecko
Founder & CEO
Ecko Enterprises



Tom Scott
Co-founder
Nantucket Nectars



Hernan Kazah, Co-founder, Mercado Libre



Lord Michael Heseltine, Entrepreneur and Former Deputy Prime Minister of the United Kingdom



Oskar Metsavaht
Founder
Osklen



Stephen Felice, President & Chief Commercial Officer, Dell



Dave McClure,
Founder, 500 Startups



Li Kaifu, Founding President, Google China



Yan Junqi, Vice Chair, National People's Congress, China



Horacio Melo,
Executive Director,
Start-Up Chile



Adel Rashid Al Shared, Managing Director, Mohammad Bin Rashid Al Maktoum Foundation



Brad Feld
Co-founder
TechStars



Competitive strengths of the GEC

- Providing policymakers and researchers with an environment to exchange ideas and approaches on strengthening economic growth through **policies and initiatives favorable to entrepreneurs**;
- **Helping entrepreneurs and business owners** launch and grow firms that create jobs and generate wealth in cities and countries around the world;
- Improving global collaboration and expanded awareness of **national campaigns** to engage their citizens in entrepreneurial activity;
- Increasing **global recognition of entrepreneurs** for the role they play in building economies while developing innovative solutions that improve daily life;
- A **wide array of official fringe events** that offer everything from the chance to join a founder team to a roundtable discussion to create a global policy roadmap to advance entrepreneurship.



Richard Branson,
[Liverpool 2012]



Bob Dorf,
[Moscow 2014]



Competitive strengths of the GEC

- An opportunity to **hear from startup experts** about innovative programs, policies and research aimed at advancing entrepreneurship.
- An opportunity to gain valuable **insight from successful and experienced entrepreneurs** on the key elements of an environment that encourages entrepreneurial growth and is conducive to innovation.
- An opportunity to meet and network with a **broad array of delegates** who can help you take the next step in starting and growing new firms.
- An opportunity to **receive guidance** on various critical capacity-building skills, from building awareness to deepening and widening national campaigns by catalyzing and leveraging partnerships.



Jeff Hoffman,
[Rio De Janeiro 2013]



Nicolas Shea,
[Moscow 2014]



A community with a smarter networking

1

Attendees Nearby

The user can see all the other attendees nearby, divided by distance segments.

2

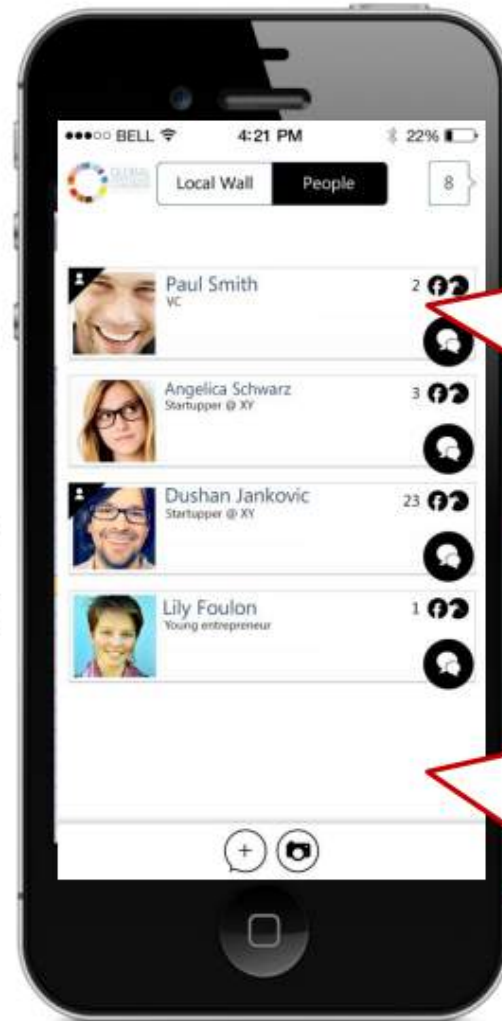
Profile details

Users can see personal details of other people nearby and how many contacts in common they have.

3

Chat

Chat in real time with people nearby.



Discover more

Live GEC 2015 in a smarter way! Find and meet people who have something in common with you.

Smarter networking

Find other attendees that can help you in your business. Share your ideas with them and develop your professional network!



Target audience of the GEC

10.000 delegates from +150 countries:

Speakers: 300

Participants: 9.700

Italy: 50%

Other countries: 50%

Business owners: 40%

Entrepreneurs: 25%

Investors: 15%

Government authorities: 10%

Academic community: 10%



Structure of the Congress

Three main pillars of GEC 2015

Education



Finance



Policy making



Entrepreneurship



Milan: the place to stay in 2015

Milan will host the 2015 Universal Exposition, making itself available to promote the Country's growth and be Italian ambassador in the world

Expo 2015 will be an extraordinary universal event displaying tradition, creativity and innovation in the business of food. It will bring together many themes, and set them out anew in light of new global possibilities whose common core is the idea that everyone on the planet should have access to food that is healthy, safe and sufficient. The theme of the Universal Exposition will be: **Feeding the Planet, Energy for Life.**



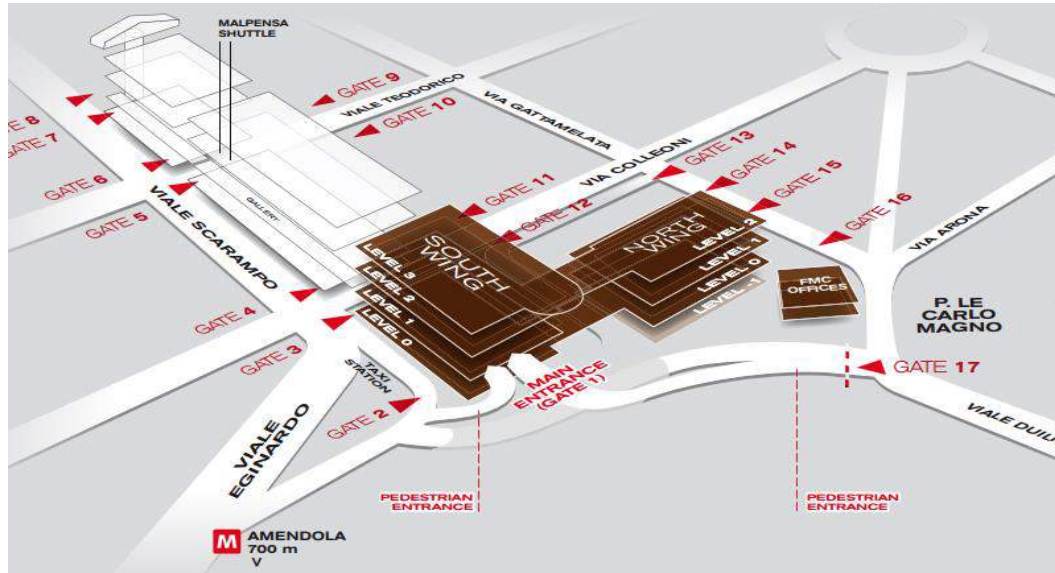
Expo 2015 will involve over **20 million physical visitors, 1 billion virtual visitors and 147 Countries** in exhibitions and thousands of events.



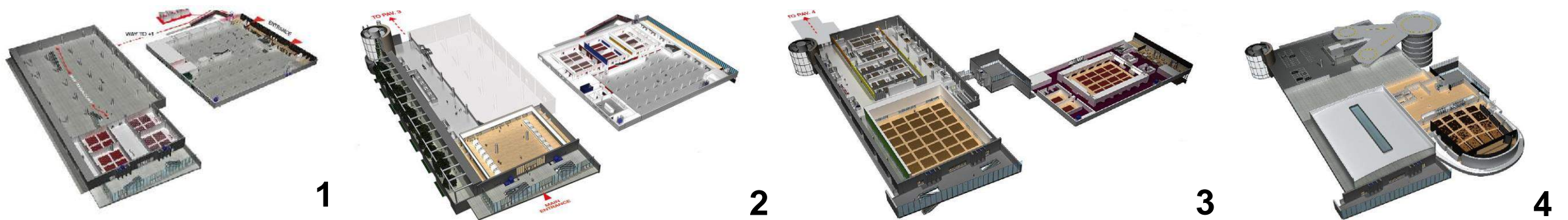
The venue: Milano Congressi [MiCo]



Best facilities in Milan



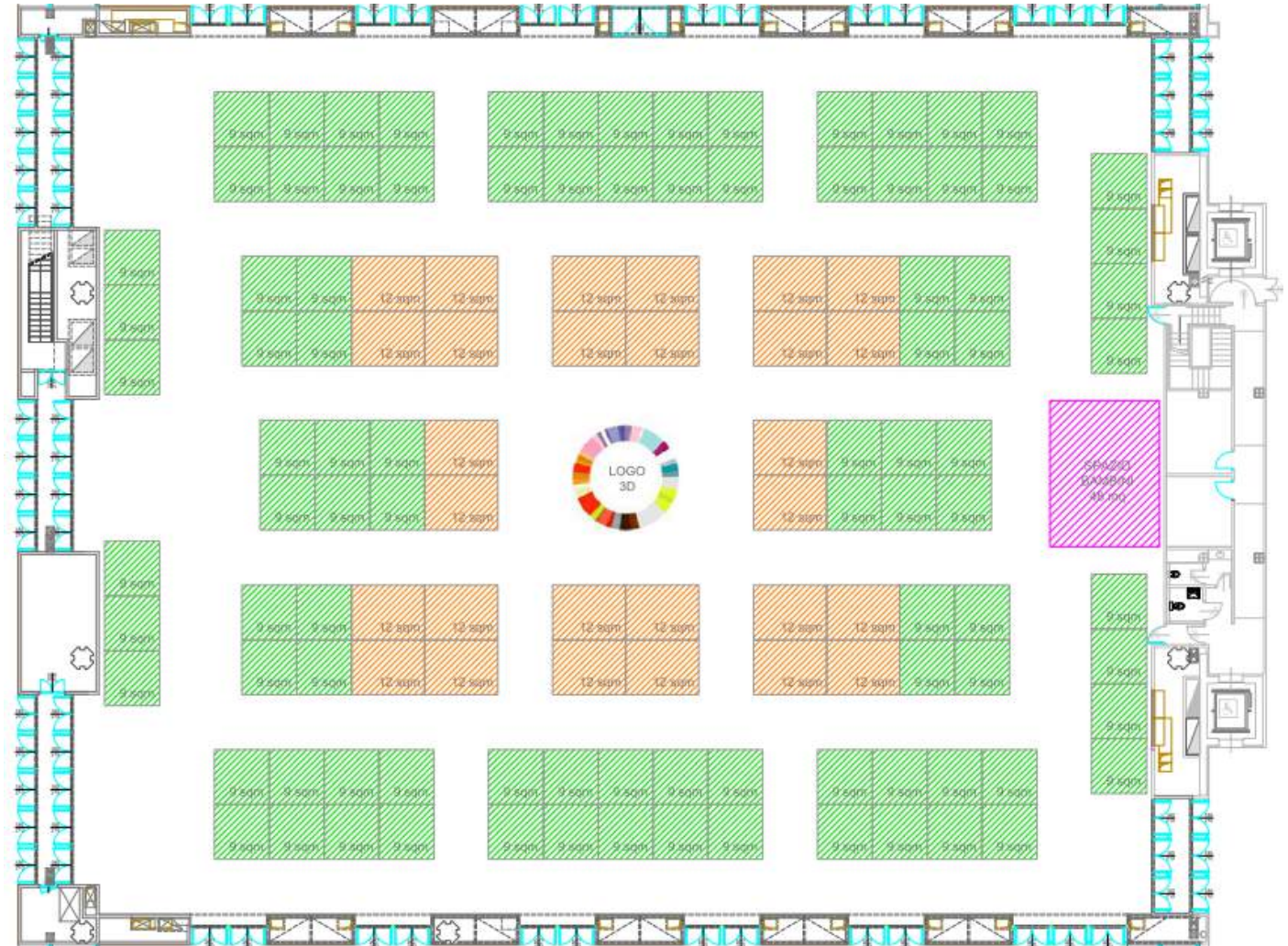
- ✓ Largest conference facilities in Europe.
- ✓ An Auditorium that seats 2.000 people, and eleven conference rooms, seating more than 5.000 people overall.
- ✓ The venue offers 12.000 sq.m and a dedicated exhibition hall of 3.000 sq.m



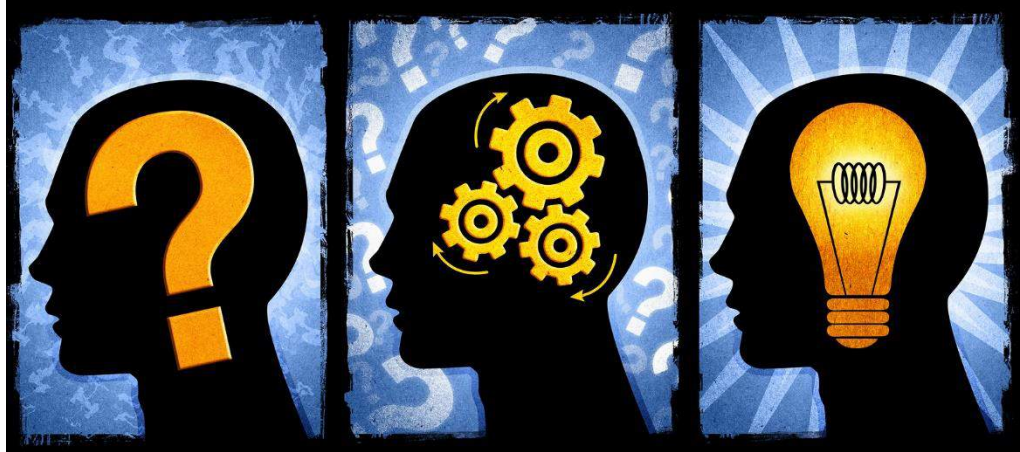
Exhibition Area

3.000 sqm total area:

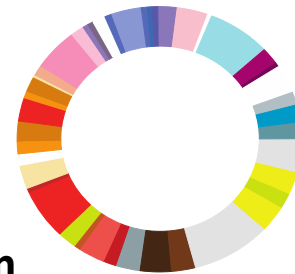
- 28 corporate/sponsor booths (12sqm)
- 94 startups booths (9 sqm)
- 50 sqm dedicated to educational activities for kids



Solving challenges



While the types of events and activities held during the Congress vary widely, they all share a common thread: how to **empower entrepreneurs** and enable them to start and grow firms that **create jobs** and **improve lives**.



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- We are looking for innovative ideas and for **problem solvers**, able to **convert challenges into opportunities**.
- We are looking for ideas to implement during the Global Entrepreneurship Congress, making it an innovative, interactive and sustainable event.
- We are looking for ideas to make Milan, and every city in the world, smarter and more competitive cities.



About the Hosts



META Group

META Group is an international, dynamic and independent group dedicated to the creation and growth of Knowledge Intensive Companies, for the wealth of open, entrepreneurial regions. META works together with: policy makers and public executives that are focused on innovation and in promoting entrepreneurial activity to increase regional growth and competitiveness, entrepreneurs that are building and developing their businesses, researchers willing to exploit their research activities and investors interested in seed and start up capital. To render the Knowledge to Market process effective and profitable is our mission!



Global Entrepreneurship Network

The Global Entrepreneurship Network (GEN) is a year-round platform of programs and initiatives created by the communities that celebrate Global Entrepreneurship Week each November. Global Entrepreneurship Week is the world's largest celebration of the innovators and job creators who launch startups that bring ideas to life, drive economic growth and expand human welfare. During one week each November, GEN inspires people everywhere through local, national and global activities designed to help them explore their potential as self-starters and innovators. Powered by the Ewing Marion Kauffman Foundation, the initiative is supported by dozens of world leaders and a growing network of 24,000 partner organizations.



Ewing Marion Kauffman Foundation

The Ewing Marion Kauffman Foundation is a private nonpartisan foundation that works to harness the power of entrepreneurship and innovation to grow economies and improve human welfare. Through its research and other initiatives, the Kauffman Foundation aims to open young people's eyes to the possibility of entrepreneurship, promote entrepreneurship education, raise awareness of entrepreneurship-friendly policies, and find alternative pathways for the commercialization of new knowledge and technologies. Founded by late entrepreneur and philanthropist Ewing Marion Kauffman, the Foundation is based in Kansas City, Mo. and has approximately \$2 billion in assets.



Being involved in GEC 2015

- Broadest opportunities for profitable **brand positioning** in the market (both Italian and global);
- Marketing opportunities and **international exposure** during the entire life of the event;
- **Company/Organization positioning** as an active participant of the international entrepreneurship process;
- Unique **opportunities for development of business relations** with leading industry professionals, partners and investors, regulators and government authorities;
- Possibility of presentation and implementation of **educational projects** and other special initiatives in the area of entrepreneurship within the Congress;
- Opportunity to **support attendance of leading professionals** from developing countries.



Partnering with GEC 2015



With over 80% of attendees in 2014 being **middle to senior level decision makers** within their organizations, partners have the exceptional opportunity to network and build strong relationships.

We value our partnerships with major corporates and organizations, and we are committed to delivering valuable benefits and a positive partnership experience to each of them. **We will customize partnerships to meet specific marketing objectives with GEC 2015.**



Contact us!



www.meta-group.com

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