

# **3RD FEMALE ENTREPRENEURIAL WEEK**

**26 - 30 November 2018**

**THESSALONIKI**  
**📍 GRAND HOTEL PALACE**

## GENERAL INFORMATION

Female Entrepreneurial Week is an official event of the European SMEs Week and marks an important milestone in the roadmap towards Female Entrepreneurship and Female Economic Empowerment in the Balkans and the wider European and Mediterranean Region.



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+30 231 022 4440

INFO@SEGE.GR

WWW.SEGE.GR



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## LOGISTIC INFORMATION



26 - 30 NOVEMBER 2018



**GRAND HOTEL PALACE**  
305 MONASTIRIOU STR.,  
THESSALONIKI - GREECE

The Grand Hotel Palace is a 5 star Hotel in Thessaloniki. The Grand Hotel Palace integrates the special features and creative contrasts that characterize Thessaloniki. The cosmopolitan aura and priceless sensation of serenity, as well as the traditional warm hospitality and aristocratic air create a unique canvas of experience worth living.



### ACCOMMODATION

There is a special rate for the Conference participants in the Grand Hotel Palace, in order to proceed with your reservation please follow the link [here](#) using the special code "sege2018".

- EUR 85 per SGL room per night for bed & Breakfast.
- EUR 100 per DBL room per night for bed and breakfast.

If you wish to participate to the event you shall register for FREE in the Link:



**Registration 3rd Female  
Entrepreneurial Week**



The "3rd Female Entrepreneurial Week" main aim is to create a forum for interaction and to gather decision makers (government, ministries and state agencies), innovation experts (universities, research and development centers, technology transfer centers, start-up centers) and practitioners (SMEs, business incubators and business support organizations) from all over the world, to generate discussion and exchange on the potential of entrepreneurship promotion and innovation to national and international competitiveness.

This year's trend theme will address the role of women in the Tech Industry and the alternative ways of financing a business!

## FEW OPPORTUNITIES WILL COME. TAKE ADVANTAGE!

The innovative aspect of this year's event is shown on its structure. An international pitching events going to be organized on 27th of November, where investors will have the opportunity to interact with startupper.

Also B2B meetings will be organized on 28th of November with the participation of female entrepreneurs from the European and the Mediterranean area.

Through the organization of those interactive events, we aim to set up, establish, maintain and manage a worldwide network of female entrepreneurs and investors in order to function and cooperate with each other over the years.

MONDAY 26 NOVEMBER



09:00 – 11:30

*SBCD Steering Committee Meeting (Closed meeting)*  
*FixSmallArt Steering Committee Meeting (Closed meeting)*  
*Next Step Steering Committee Meeting (Closed meeting)*



11:30 – 12:00

Coffee Break



12:00 – 14:30

*SBCD Steering Committee Meeting (Closed meeting)*  
*FixSmallArt Steering Committee Meeting (Closed meeting)*  
*Next Step Steering Committee Meeting (Closed meeting)*



14:30 – 15:30

Lunch Break



15:30 – 18:00

*FixSmallArt Steering Committee Meeting (Closed meeting)*  
*Tech Lab (Open event): Session 1: Gamification*  
*Session 2: Social Media Workshop*



18:00

Closing remarks\_Day 1



## **SBCD**

*“Small Business Development Centre for Young Entrepreneurs” is aiming to improve the managerial, financial and business competence of young entrepreneurs by the open access training modules.*

*Equipped young entrepreneurs with core competencies will ensure the development of business life and of course their nations in EU standards. The project is funded under the Erasmus + Programme in Turkey with reference number 2017-1-TR01-KA202-046223).*

## **Next Step**

*Project “NEXT STEP teaching and learning: Preparing immigrants and refugees for higher education through gamification” aims to develop an educational two-dimensional (2-D) serious video game in the spirit of gamification, and publish it online, freely available for anybody interested to access it. The game will be an innovative educational tool that will stimulate learning through a fun and relaxed way, while also enhancing the literacy and ICT skills of the participants. This way, it will prepare them for the transition into higher education and their overall integration by teaching academic vocabulary, related terminologies and other country-specific information.*

## **FixSmallArt**

*“Inclusive Art for Disabled people and mentally ” main objective is to examine and moderate different art methods and techniques supporting social tolerance practices and adult education for people with learning disabilities and mental illness helping their social and personal empowerment and enhancing the training skills of their teachers. The project is funded under the Erasmus + Programme in Sweden with reference number 2018-1-SE01-KA204-039037*

## **Tech Lab**

*The purpose of the Tech Lab is to create insight into how technology can be designed to make you more valuable in your job and industry.*

*Gamification workshop will give you the tools necessary to increase your success rate and build something that’s truly engaging. In addition, you’ll advance your gamification skills & knowledge. The Social Media workshop will help you use social media in a practical manner. We’ll ignore all the industry hype and focus on what really matters. By the end of the workshop, you’ll be able to have active social media accounts that are optimized for search and present your business in a professional, approachable manner.*

TUESDAY 27 NOVEMBER

09:00 – 09:30

Participants Registration

09:30 – 10:45

Welcome Speech  
Opening Remarks

10:45 – 11:30

Speeches / Key Note Speakers

11:30 – 12:00

Coffee Break

12:00 – 14:30

Business Lab (Open event): Session 1: Startuppers here we go!  
Session 2: Business Angels

14:30 – 15:30

Lunch Break

15:30 – 18:00

International Pitching Event

18:00

Closing remarks \_ Day 2

20:00 – 00:00

Cocktail Party (By invitation only)



## Business Lab

From the moment you decide 'to go it alone' and start your own business you'll never stop learning. Covering a range of key business topics, our practical workshop is packed full of key information and useful hints and tips. It's the perfect way to get your business skills up to speed. We'll discuss about open opportunities for developing your entrepreneurial skills and new innovative ways of funding your business.

## Pitching Event

Our aim is to support and encourage innovative startups and growth / scale-up businesses to pitch for finance. We will bring some of the best investors and lenders to the show to help take your business to next level.

### What you need to do...

Submit your **online application** to pitch before the registration deadline on November 11th, 2018.

**PLEASE NOTE:** You **MUST** be willing to participate in Business Lab on the 27th November, or your pitch application will **NOT** be accepted.


Successful applicants will be invited to present live to an audience of investors and lenders looking for their next investment opportunity.


Could it be you? Submit your pitch **here** to find out.

Your pitch will be shared with investors in advance, as well as on the day of the event. Do not disclose anything that will undermine your intellectual property.

TUESDAY 27 NOVEMBER

Parallel events:

 09:30 – 11:30  
*SBCD Steering Committee Meeting (Closed meeting)*  
*FixSmallArt Steering Committee Meeting (Closed meeting)*  
*Next Step Steering Committee Meeting (Closed meeting)*

 12:00 – 14:30  
*SBCD Steering Committee Meeting (Closed meeting)*  
*FixSmallArt Steering Committee Meeting (Closed meeting)*  
*Next Step Steering Committee Meeting (Closed meeting)*

 15:30 – 18:00  
*Next Step Steering Committee Meeting (Closed meeting)*



WEDNESDAY 28 NOVEMBER

- ⌚ 09:00 – 10:00 Participants Registration
- ⌚ 10:00 – 11:30 AgriTradeNet Opening
- ⌚ 11:30 – 12:00 Coffee Break
- ⌚ 12:00 – 14:30 Byzantine Thessaloniki
- ⌚ 14:30 – 15:30 Lunch Break
- ⌚ 15:30 – 18:00 BSO Lab: Motivate Women in Business  
Stagelight your future project  
B2B Meetings
- ⌚ 18:00 Closing remarks \_ Day 3

WEDNESDAY 28 NOVEMBER

## AgriTradeNet

“Sustainable Agricultural Trade Network in Black Sea Basin” aims at increasing the capacity of the local producers, their opportunities for geographical certification/identification and establishment of links between the business organizations in BSB that on the local level supporting the work of these producers. The project is funded under the Black Sea Basin Programme 2014-2020 with reference number BSB 383.

## BSO Lab

BSO Lab focuses on promoting and peer-to-peer experience sharing and training female entrepreneurs, working in all the eligible sectors with business organizations, clusters, BSOs and women from other countries.



## WELCOME

The aim of project “WELKOM – Recognition of Qualification held by Refugees” is to develop transparency, recognition and validation of skills and qualifications held by refugees in Belgium, Greece, Iceland, Italy and Sweden. Consequently, this will make it easier to study and work in the host countries, leading to further social inclusion and integration. Project’s main objective is to analyze and plan the terms for the valid recognition of the skills and qualifications previously held by refugees and migrants, to make them more coherent and easier to use, and to ensure a stronger focus on the needs of pupils, students, workers, employers, and society as a whole.

## B2B Meeting

Our B2B meetings are an adaptable and fast way to be engaged in meaningful networking discussions with people who are truly relevant for your business, career or projects. In order to participate register for free [HERE](#), until the 18th November 2018.

WEDNESDAY 28 NOVEMBER

Parallel events:

- 09:30 – 11:30 WELCOME Steering Committee Meeting (Closed meeting)
- 12:00 – 14:30 WELCOME Steering Committee Meeting (Closed meeting)
- 15:30 – 18:00 AgriTradeNet Steering Committee Meeting (Closed meeting)

- 09:00 – 11:30 AgriTradeNet Steering Committee Meeting (Closed meeting)  
WELCOME Steering Committee Meeting (Closed meeting)
- 11:30 – 12:00 Coffee Break
- 12:00 – 14:30 AgriTradeNet Steering Committee Meeting (Closed meeting)  
WELCOME Steering Committee Meeting (Closed meeting)
- 14:30 – 15:30 Lunch Break
- 15:30 – 18:00 Smart Farm Lab  
Greek Forum (Open event): *Session 1: "How Local Government Will Support Women in Business"*  
*Session 2: Women in Politics*
- 18:00 Closing remarks \_ Day 4

THURSDAY 29 NOVEMBER

## Smart Farm

Farming is facing many economic challenges in terms of productivity and cost-effectiveness, as well as an increasing labour shortage partly due to depopulation of rural areas. Furthermore, reliable detection, accurate identification and proper quantification of pathogens and other factors that affect plant as well as animal health, play a major role in reducing economic expenditures, creating trade disruptions and even risking human health. Targeting farmers, farmers associations, advisory and extension services, agricultural consultants, agricultural equipment suppliers and smart farming solution providers, the goal of the Smart Farm Lab is to disseminate the Smart Farming technologies and to foster new projects and initiatives matching farmers' needs with existing or new Smart Farming technologies

## Greek Forum

The Panhellenic Consultation on "How Local Government Will Support Women in Business" is under the auspices of the KEDE and the Ministry of Economy and Development.

For the first time, the Local Government cooperates with the Pan-Hellenic Organizations of Women Entrepreneurship, as well as with each body and unit for the promotion of women in business, proposing specific solutions and implementing programs according to the needs and the physiognomy of the local communities.

FRIDAY 30 NOVEMBER

- ⌚ 09:00 – 11:30 AgriTradeNet Steering Committee Meeting (Closed meeting)
- ⌚ 11:30 – 12:00 Coffee Break
- ⌚ 12:00 – 14:30 AgriTradeNet Steering Committee Meeting (Closed meeting)
- ⌚ 14:30 – 15:30 Lunch Break
- ⌚ 15:30 Closing remarks \_ Day 5

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