



Endorsed by:



MINISTRY OF COOPERATIVE AND SMEs
OF THE REPUBLIC OF INDONESIA



In conjunction with:



The 4th asian SME CONFERENCE 2016

SMALL BUSINESS or START-UP?
Entrepreneurship . Productivity . Creativity

SEPTEMBER 13 – 17, 2016

The Kasablanka
Kota Kasablanka
Jakarta, Indonesia

Hosted by:



Organized by:



ASIAN SME CONFERENCE

OVERVIEW

For the last decade, Asia has been the central of world's economy engine for growth. With the largest concentration of population on earth, Asia indeed is the biggest market in the world which at the same time has become one of the most competitive business environments. The emergence of ASEAN Economic Community has eliminated so many barriers hence the economy activities are expected to get even more dynamic in the region.

New small businesses flourish but at the end many of them were found not sustainable though they had tried their best. Good products, excellent services, and so on are no longer sufficient to achieve sustainability. There more than just those

factors that should take place, that is how far companies could maintain its start-up mentality though they are growing bigger from time to time. This mentality includes the level of entrepreneurship shown by the management, how to consistently maintain high level of productivity, and of course how to ensure strong existence of creativity.

This 4th Asian SME Conference will focus the discussion around those issues by referring to several economy context—factor-, efficiency-, and innovation-driven—and featuring relevant panelists from various Asian countries to share their insightful thoughts. This conference will also be equipped with a well-designed industrial visit and field trip.

UNIQUE FEATURES OF THE CONFERENCE

- 1 Industrial visits**
Visit Dharma Bhakti Astra Foundation and Martha Tilaar Group as companies that concern in development of SMEs
- 2 Presentation of Research papers**
Presentation by Academic Expert from all over the world on range of topics relating to SMEs
- 3 Cultural Show & Dinner**
Explore the beauty of Indonesia Culture while having great Indonesian Cousins at the special dinner for participant hosted by the Mayor of Bandung City, Mr. Ridwan Kamil.
- 4 Insightful Sessions**
Most updated and relevant topics related to small-business issues from renown world-class speakers and panelists from various Asian countries.
- 5 ACSB Dean Council**
A brief yet deep discussion session on current issues related to SMEs in Asian region to find out the best recommended solutions.
- 6 Youth Entrepreneurship Camp**
The golden opportunity for youth entrepreneur to introduce their business idea and get exposed to the latest entrepreneurship and mentoring program by practitioners, business experts and faculty members.
- 7 Wonderful Indonesia Field Trip to Bandung**
Enjoy the Bandung city, Meet the local Entrepreneurs, Learn & Play Angklung traditional music instrument and feel the moment in bandung with sundanese hospitality.
- 8 In Conjunction with ASEAN Marketing Summit 2016**
Entrepreneur are dealing with dynamic ever changing market, they have to be well equip with solid marketing competency.

ATTENDEES

THE FOLLOWINGS ARE RECOMMENDED TO ATTEND:

- Entrepreneurs & Professionals
- Start-up Founders & Owners
- Socio-Technopreneurs Leaders
- Industry Associations
- Academics from Local and ICSB World Members
- Representative of Local Government from 34 provinces in Indonesia
- University Students
- Individuals who plan to establish Start-Up or Small Business in the near future.

SPEAKERS



Dr. Luca Landoli, Ph.D.
President of ICSB
(Italy)



Dr. Ki-Chan Kim
Immediate Past-President of ICSB,
Asian Small Business Luminary
(Korea)



Prof. Moran Cerf
Professor of Neuroscience &
Business The Kellogg School
of Management (USA)



Dr. Winslow Sargeant, Phd
Chief Counsel for Advocacy for
the Small Business Administration
(SBA) and a former venture
capital executive



Erik Meijer
President Director/CEO
Telkomtelstra
(Indonesia - Australia)



Assoc. Prof. Tan Khee Giap
Co-Director Asia Competitiveness
Institute and Chair SINCPEC
(Singapore)



Assoc. Prof. Hooi Den Huan
Director of the Nanyang
Technopreneurship Center
Nanyang Technological University
(Singapore)



Hermawan Kartajaya
President of ICSB Indonesia
(Indonesia)



Ir. Yap Mew Sang
Chairman, Pro-Tem Committee of
ICSB - ASEAN Initiative
(Malaysia)



Assoc. Prof. Dr. Siri Roland Xavier
Deputy Dean Global
Entrepreneurship Research
Association
(Malaysia)



Lim Chee Siong
CMO of Huawei South
Pacific Region
(China)



Cheryl Goh
Group Vice President
of Marketing
Grab (Malaysia)



Pham Dinh Nguyen
President & CEO
Phin Deli Coffee
(Vietnam)



Ahmad Bambang
Marketing Director
PT Pertamina (Persero)
(Indonesia)



Dr. Zakaria Thaib
Immediate Past-President
of ACSB
(Malaysia)



Prof. Dr. Yong Jin Kim
Executive Director of ACSB
(Korea)



Sharanjit Kaur
Senior Global Marketing
Manager Reebonz
(Singapore)



Dr. Robert Sun-Quae Lai
President-Elect of ICSB
(Taiwan)

SPECIAL GUESTS



AAGN Puspayoga
Minister of Cooperative and SME
of the Republic of Indonesia



Ridwan Kamil
Mayor of Bandung
(Indonesia)

AGENDA

13 –15 SEPTEMBER 2016

Binus University Campus

YOUTH ENTREPRENEURSHIP CAMP

Chair: Idris Gautama So, Ph.D.

VP Academic

ICSB Indonesia

**ARRIVAL
DAY**

MONDAY, 12 SEPTEMBER 2016

Park Lane Hotel

14:00 onwards Arrival of Foreign Guests/Participants/Conference Registration
Hotel check-in & free time

DAY-1

*INDUSTRIAL VISIT**

TUESDAY, 13 SEPTEMBER 2016

Galeri Indonesia WOW, Creative Stage, SMESCO RumahKU

**Maximum for 50 pax*

08:00 – 09:00	Assembly for Industrial Visit
09:00 – 10:00	Head to Dharma Bhakti Astra Foundation
10:00 – 12:00	Session at Dharma Bhakti Astra Foundation
12:00 – 13:00	Lunch hosted by Dharma Bhakti Astra Foundation
13:00 – 14:00	Head to Martha Tilaar Group
14:00 – 15:30	Session at Martha Tilaar Group
15:30 – 16:30	Head to Galeri Indonesia WOW/SMESCO RumahKU
16:30 – 18:00	Shopping time at Galeri Indonesia WOW/SMESCO RumahKU
18:00 – 19:00	Networking cocktail
19:00 – 20:30	Asian SME International Welcoming Dinner Hosted by Ministry of Cooperative and SME's of the Republic of Indonesia Sponsored by Galeri Indonesia WOW/SMESCO RumahKU

ICSB Indonesia Presidential Award

20:30 – 21:30	Head back to Hotel	ACSB Dean Council Chair: Dr. Jacky Mussry EVP of ICSB Indonesia
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AGENDA

DAY-2

THE 4TH ASIA SME CONFERENCE
WEDNESDAY, 14 SEPTEMBER 2016
The Kasablanka, Kota Kasablanka Mall

08:00 – 09:00	Registration & Networking	
09:00 – 09:45	Introduction of Youth Entrepreneurship Camp by BINUS University Welcoming Remarks Dr. Zakaria Taib Immediate Past-President of ACSB Opening Speech I Wayan Dipta Chairman of ICSB Indonesia	
09:45 – 09:55	<i>Theme 1</i> Dr. Robert Sun-Quae Lai President – Elect of ICSB Human Entrepreneurship: From Asia to the World Prof. Ki-Chan Kim Immediate Past-President of ICSB Asian Small Business Luminary Special Comment by Y.W. Junardy, VP Organization of ICSB Indonesia	
10:30 – 11:00	Morning Break	
11:00 – 11:15	Economic Growth: The Role of Entrepreneurship Ir. Ciputra The Father of Indonesia Entrepreneurship	
11:15 – 11:30	ACSB 2016 Awards <ul style="list-style-type: none">• Best Policy of The Year• Best Entrepreneur of The Year	
11:30 – 12:00	ASEAN Entrepreneurship Aspirations: 3-Year Evaluation Dr. Siri Roland Xavier Global Entrepreneurship Monitor ASEAN Team and International Development Research Centre	
12:00 – 13:00	Networking & Special Lunch Talk	
13:00 – 14:00	<i>Theme 2</i> Small Business in Factor-Driven Economy Panel Session featuring Myanmar, Vietnam, and Philippines Moderated by Dr. Jacky Mussry (EVP of ICSB Indonesia)	Chair: Catharina B. Nawangpalupi, Ph.D. VP Research of ICSB Indonesia Academic Track – Session 1 MarkPlus Main Campus Meet 1, Meet 4-5, Meet 6-7, Philip Kotler Theater

AGENDA

DAY-2

ASIA SME CONFERENCE
WEDNESDAY, 14 SEPTEMBER 2016
The Kasablanka, Kota Kasablanka Mall

14:00 – 15:00

Theme 3
**Small Business in
Efficiency-Driven Economy**
Panel Session featuring Indonesia,
China, and Malaysia
Moderated by Ir. Yap Mew Sang,
Chairman, Pro - Tem Committee,
ICSB – ASEAN Initiative

Academic Track – Session 2

MarkPlus Main Campus
Meet 1, Meet 4-5, Meet 6-7, Philip
Kotler Theater

15:00 – 15:30

Afternoon Break

15:30 – 16:45

Theme 4
**Small Business in
Innovation-Driven Economy**
Panel Session featuring Japan, Singapore,
and South Korea
Moderated by Assoc. Prof. Hooi Den Huan,
Immediate Past-President of ICSB Singapore

Academic Track – Session 3

MarkPlus Main Campus
Meet 1, Meet 4-5, Meet 6-7, Philip
Kotler Theater

16:45 – 17:00

Closing Remarks
Prof. Luca Landoli, President of ICSB

19:00 – 21:00

**Asian SME International Gala Dinner &
ASEAN Marketing Summit Welcoming Dinner**

Cultural Show and Dinner
Hosted by Ridwan Kamil, Mayor of Bandung City

Special Remarks
Prof. Luca Landoli, President of ICSB

New Entrepreneur, New Enterprise
Special Talk by Hermawan Kartajaya, Chair of the Event

AGENDA

DAY-3

THE 2ND ASEAN MARKETING SUMMIT
THURSDAY, 15 SEPTEMBER 2016
 The Kasablanka, Kota Kasablanka Mall

08:00 – 08:30	Registration & Networking	
08:30 – 09:00	Opening Speech Competing for Growth: Player or Playground? Hermawan Kartajaya, Founder & Chairman MarkPlus, Inc	Academic Track – Session 4 MarkPlus Main Campus Meet 1, Meet 4-5, Meet 6-7
09:00 – 10:30	Keynote ASEAN Rising: AEC Beyond 2016 Assoc. Prof. Tan Khee Giap, Co-chair of Asia Competitiveness Institute, National University of Singapore Chair, Singapore National Committee for Pacific Economic Cooperation	
10:30 – 11:00	Morning Break	
11:00 – 12:15	Marketing Ideas Worth Spreading from ASEAN Cases: <ul style="list-style-type: none"> • Cheryl Goh, Group Vice President of Marketing Grab (Malaysia) • Sharanjit Kaur – Senior Global Marketing Manager, Reebonz (Singapore), • Ahmad Bambang, Marketing Director PT Pertamina (Persero) (Indonesia) • Pham Dinh Nguyen, President & CEO of PhinDeli Coffee (Vietnam) Facilitator: Assoc. Prof. Hooi Den Huan, Director, Nanyang Technopreneurship Center	Academic Track – Session 5 MarkPlus Main Campus Meet 1, Meet 4-5, Meet 6-7
12:15 – 12:30	ASEAN Economic Community Award by Philip Kotler Center for ASEAN Marketing ASIAN SME Awards 2016 <ul style="list-style-type: none"> • Youth Entrepreneurship Award by Binus University, supported by ICSB Indonesia • The Best Academic Paper Award 	
12:30 – 13:30	Lunch Break	
13:30 – 15:00	Marketing Ideas Worth Spreading from Global Companies Cases: <ul style="list-style-type: none"> • Erik Meijer, CEO of Telkomtelstra (Indonesia - Australia), • Lim Chee Siong, CMO of Huawei South Pacific Region (China) • Puneet Kusumbia, Marketing Director Godrej Indonesia (India) • Hugh (Sang-hoon) Park, VP Global Business Strategy EMART INC (Korea) Facilitator: Assoc. Prof. Hooi Den Huan, Director, Nanyang Technopreneurship Center	
15:00 – 15:30	Afternoon Break	
15:30 – 16:00	Entrepreneurship & Marketing Dr. Winslow Sargeant, PhD, Chief Counsel for Advocacy Small Business Administration Office of President Barack Obama	
16:00 – 17:30	Understanding the Brain of Human for Business Prof. Moran Cerf, Neuroscience Marketing Expert Kellogg School of Management Putting It All Together Next Roadmap for Action Beyond 2016 Hermawan Kartajaya, Founder & Chairman MarkPlus, Inc.	

AGENDA

DAY-4

WONDERFUL INDONESIA: FIELD TRIP TO BANDUNG* FRIDAY, 16 SEPTEMBER 2016

Co-Chairs:

Kusumo Martanto, VP Commerce of ICSB Indonesia
Hiramshyah Thaib, VP Financing of ICSB Indonesia

**Maximum for 50 pax*

07:30 – 10:30	Head to Bandung
10:30 – 11:30	SME Workshop by Blibli.com
11:30 – 13:30	Welcome lunch/Friday Prayer Parahyangan Catholic University
13:30 – 14:30	SME Expo Hosted by Indonesia Marketing Association Bandung Chapter at Parahyangan Catholic University
14:30 – 15:30	Head to Saung Angklung Udjo
15:30 – 17:00	Mini cultural workshop at Saung Angklung Udjo performance venue, bamboo handicraft center, and bamboo instrument workshop
17:00 – 18:00	Head Back to Hotel IBIS STYLE (Free time)

DAY-5

WONDERFUL INDONESIA: FIELD TRIP TO BANDUNG SATURDAY, 17 SEPTEMBER 2016

08:00 – 09:00	Breakfast at Hotel
09:00 – 10:00	Visit Bandung Command Center Hosted by Bandung Municipality
10:00 – 12:00	Visit Gudang Selatan Bandung New Creative District
12:00 – 15:00	Visit Rumah Mode Shopping & Lunch at Your Own
15:00 – 18:00	Head back to Jakarta

CALL FOR PAPER

The 4th ACSB Asian SMEs Conference 2016 invites papers for its conference on the theme of Small Business or Start-up? Entrepreneurship, Productivity, Creativity.

We are inviting papers in this area and issues related to the broad theme of the conference include, but are not restricted to, the following:

1. Entrepreneurial Pipeline
(Start-up, New or established Business)
2. Creativity, technology and Innovation
3. Entrepreneurship Ecosystem
4. SME Productivity
5. Globalization & Regional Economic Integration
6. Social Entrepreneurship
7. Women, Youth and Netizen Entrepreneurship
8. Entrepreneurship & Education
9. Marketing & Entrepreneurship
10. Human Entrepreneurship
11. Supply Chain for SMEs
12. Diaspora
13. Sustainable Development Goals.

CONFERENCE FEE

PACKAGE A

- Industrial Visit
- The 4th ASIAN SME Conference 2016
- Gala Dinner
- The 2nd ASEAN Marketing SUMMIT 2016
- Bandung Field Trip (Included 1 Night Hotel in Bandung)

(IDR 8,000,000/USD 600 per person)

PACKAGE B

- The 4th ASIAN SME Conference 2016
- Gala Dinner
- The 2nd ASEAN Marketing SUMMIT 2016
- Bandung Field Trip (Included 1 Night Hotel in Bandung)

(IDR 6,700,000/USD 500 per person)

PACKAGE C

- The 4th ASIAN SME Conference 2016
- The 2nd ASEAN Marketing SUMMIT 2016
- Gala Dinner

(IDR 4,000,000 / USD 300 per person) – ICSB Members
(IDR 5,400,000 / USD 400 per person) – Non ICSB Members

E-REGISTRATION

All registration will be made through online. Please visit:

www.icsb-acsb.org
www.icsbindonesia.org

IMPORTANT DATES

Call for paper announcement:

1 June 2016

Deadline of short paper (up to 6 pages) submission:

31 August 2016

Announcement of the accepted papers:

2 September 2016

Camera Ready paper and early bird registration deadline:

3 September 2016

The paper must be submitted electronically for review.

Selected papers submitted will be considered for Best Paper Awards. Invitation to submit to collaborative journals will be issued to selected papers and other papers will be published in conference proceedings.

For further information and queries about call for papers and academic tracks, please contact:

Catharina Badra Nawangpalupi, Ph.D.
E: katrin@unpar.ac.id or gem@unpar.ac.id

THE 4TH ASIAN SME CONFERENCE 2016 (Only)

(IDR 2.700.000 / USD 200 per person
(Early Bird until 27 August 2016)

IDR 2,500,000 (≈ USD 185) per person

THE 2ND ASEAN MARKETING SUMMIT 2016 (Only)

(IDR 3.500.000 / USD 260 per person
(Early Bird until 27 August 2016)

IDR 2,500,000 (≈ USD 185) per person

GROUP PACKAGE

(For ASIAN SME conference and ASEAN Marketing Summit only)

1 Table (8 persons) IDR 20,000,000

3 Tables (24 persons) IDR 48,000,000

5 Tables (40 persons) IDR 75,000,000

Note: Hotel accommodation and local transportation are excluded

INFORMATION & REGISTRATION

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Presented by:



Endorsed by:



MINISTRY OF COOPERATIVE AND SMEs
OF THE REPUBLIC OF INDONESIA



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