



**5TH GLOBAL
ENTREPRENEURSHIP SUMMIT
19-21 NOVEMBER 2014**



SUMMIT THEME

HARNESSING THE POWER OF TECHNOLOGY FOR INNOVATION AND ENTREPRENEURSHIP

Technology creates opportunities and enriches the human capacity for dynamic collaboration. It builds social capital, promotes human development and facilitates the exchange of information and ideas.

For entrepreneurs who have the vision and the knowhow, technology enables them to transform an idea into a marketable or useful product or service for a wide range of sectors. Entrepreneurs leverage existing technologies to create possibilities and inspire hope around the world for a more inclusive economic growth model, and one that meets the aspirations of the youth of today.

Technology fuels innovation as ideas spread from one corner of the globe to the other and as each individual is empowered to contribute to, and benefit from, this vibrant marketplace. Technology helps catalyze a nation's tangible and intangible resources to spur economic growth. When paired with human and social capital, technology becomes not only a means of generating wealth, but also of addressing the most critical issues of our time.

9:00 **Plenary 1** : Official opening plenary : Special address from Morocco, USA,
– international officials

9:40

9:40 **Plenary 2** : Innovation, technology and entrepreneurship: trends for inclusive
– growth

10:20

This session will include short presentations from global leaders on innovations that have the potential to create the conditions that empower entrepreneurs to turn their ideas into successful businesses, grow their ventures, and create jobs.

10:45 **Plenary 3** : What inspired me to change the
– world: tales of challenge and innovation

11:20

Dialogues with dynamic innovators on the increasingly powerful role their innovations play in developing their communities and defining the global economy.

Key message: demonstrate that success can also stem from developing countries; tolerance for failure is vital to empowering entrepreneurs

11:30 **Plenary 4** : How entrepreneurs and talents
– transcend borders

12:15

This session will look at how entrepreneurship, human capital and technology are breaking down borders and enabling closer regional integration.

13:30 **WS** : From Talent to **WS** : Smart Cities
– Entrepreneurship

15:00

15:00 **WS** : Regional **WS** : Social
– Connectivity Entrepreneurship

16:30

GIST
Track

Innovation
Village

Global
Connects
Lounge
Track

17:00 **Plenary 5** : Creating the conditions and culture for entrepreneurship

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17:45 *Entrepreneurship thrives where governments, businesses, and society develop an ecosystem to seed, support, and systematically remove obstacles to engaging in entrepreneurial activities. This session will include experts from government, business, and civil society organizations to look at best practices that each sector can support to foster the conditions and culture for entrepreneurship to thrive, not just survive.*

17:45 **Plenary 6** : Innovation and technology for sustainable growth

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18:30 *This session will focus on innovation and the latest uses of technology to create sustainable companies, communities, and countries.*

21 NOVEMBER : DAY 2 // ACT AS ENTREPRENEURS

9:00 **Plenary 7** : Transforming the speed and scale of entrepreneurship

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9:40 *Experiences of entrepreneurs, who started locally, scaled their business and created world class enterprises through innovation. This session will also include experts that will address the barriers to scale and how the access to information and technology can help to overcome these challenges.*

9:40 **Plenary 8** : From crowdsourcing to social investing – Innovations in financing entrepreneurship

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10:20 *This session will focus on how entrepreneurs can raise financing and what are the requirements of the different types of investors, from early stage to international deployment. This session will include venture capitalists, institutional officials, crowdfunding and micro-finance actors, and entrepreneurs.*

10:40 **Plenary 9** : Innovative solutions to integrate the informal sector into the

–

11:40 formal economy

GIST
Track

Innovation
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Track

This session will address how innovative solutions can be used to tap

the potential of the informal sector to expand markets and opportunities to engage in formal entrepreneurship.

11:40 **Plenary 10** : Knowledge Based
– Entrepreneurship Opportunities

12:15
This session will focus on the opportunities offered by the knowledge based sector, particularly on ICT and the collaborative business opportunities.

13:30 **WS** : Culture and **WS** :
– Media Manufacturing

15:00

15:00 **WS** : Agriculture **WS** : Health
– and Food Safety

16:30

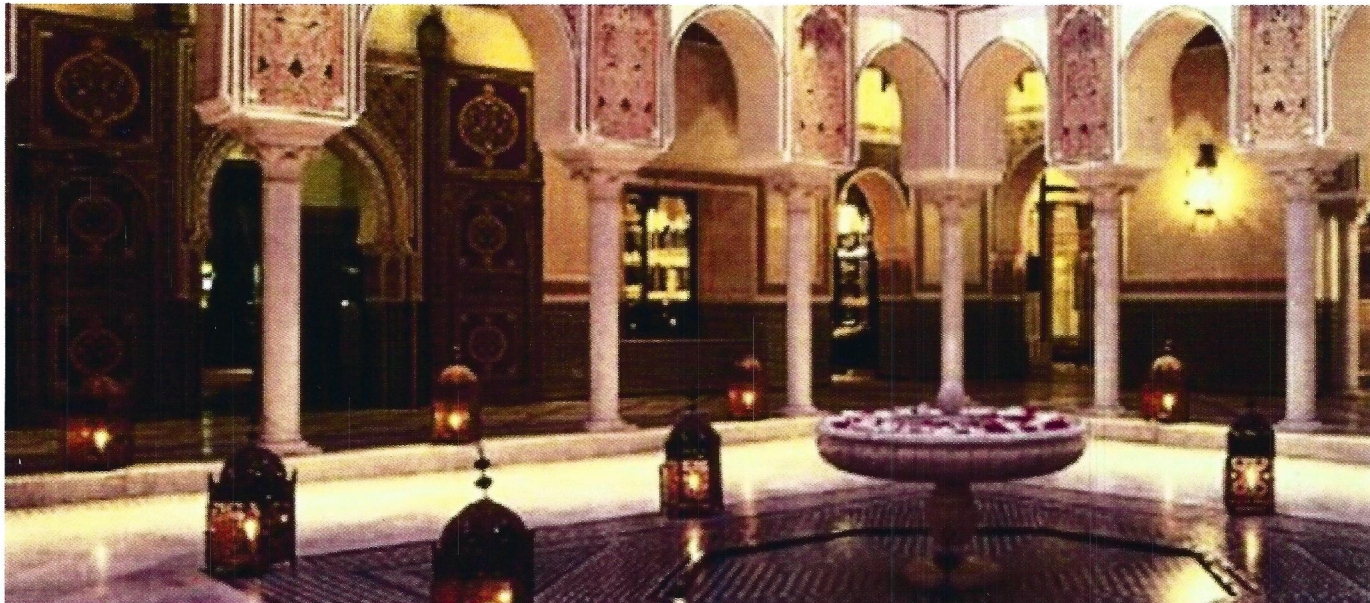
16:30 **Plenary 11** : Official closing ceremony

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17:15

17:15 **Plenary 12** : Special remarks from a US Cabinet Secretary, Moroccan Cabinet
– Ministers

17:40



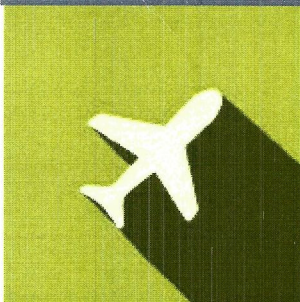
LOGISTICS

REGISTRATION

All delegates must register in advance online at <https://registration.gesmarrakech2014.org/>. Please kindly note that no delegates will be allowed to register on site for security reasons.

All international delegates must have a valid passport and provide this documentation upon registration in order to attend GES 2014.

TRAVEL



Airport

Marrakech-Menara International Airport (RAK)

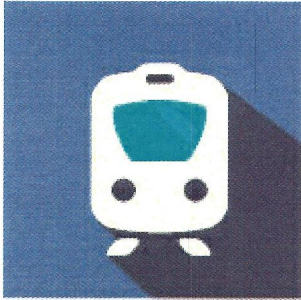
—> there are direct flights to Marrakech from London, Copenhagen, Stockholm, Paris, and Madrid.

—> if traveling from elsewhere, you will need to connect in one of these cities, or fly to Casablanca and take a short 45-minute connecting flight

Casablanca Mohammed V International Airport (CMN)

—> direct flights to a wide array of international cities

—> ground transportation available to Marrakech via road or rail



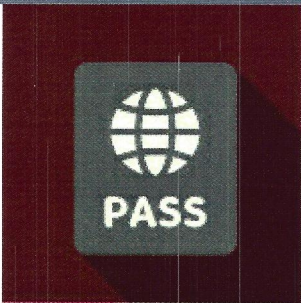
Train

Gare de Marrakech

—> direct trains travel regularly between Casablanca and Marrakech and take about 3 hours one-way

—> for tickets and schedules, please visit

VISA INFORMATION



Please note that Citizens of the following countries **do not need a visa** to enter the Kingdom of Morocco **and may stay up to 90 days**.

Algeria - Andorra - Argentina - Australia - Austria - Bahrain - Belgium - Brazil - Bulgaria - Canada - Chile - Republic of Congo - Croatia - Cyprus - Czech Republic - Denmark - Estonia - Finland - France - Germany - Great Britain - Greece - Guinea (Conakry) - Hong Kong - Hungary - Iceland - Indonesia - Ireland - Italy - Ivory Coast - Japan - Kuwait - Latvia - Liechtenstein - Lithuania - Luxemburg - Mali - Malta - Mexico - Monaco - Netherlands - New Zealand - Niger - Norway - Oman - Peru - Philippines - Poland - Portugal - Puerto Rico - Qatar - Romania - Saudi Arabia - Senegal - Singapore (Singaporean nationals may stay up to

one month without visa) - Slovakia - Slovenia - South Korea - Spain - Sweden - Switzerland - Tunisia - Turkey - United Arab Emirates - United States of America - Venezuela.

Visitors intending to stay in Morocco longer than 90 days, however, should request a permission to extend the duration of their stay, at the nearest Police Precinct to their place of residence in Morocco. Citizens from countries not listed above do need a visa and the requirements are as follows:



Applicants who do not reside in the USA:

Residents of countries other than the USA must contact the nearest Moroccan Consulate or Embassy.

Source: Consulate General of the Kingdom of Morocco in New York

HOTEL RESERVATIONS

For hotel reservations, please visit Atlas voyages

Othman Cherif Alami
ges2014@atlasvoyages.com



CONTACT

PARTICIPANTS

Kevin Barry
kevin.barry@gesmarrakech2014.org

EXECUTIVE PRODUCER

Matthew Miller
matthew.miller@gesmarrakech2014.org

SPEAKERS

Kirstie Hepburn
program@gesmarrakech2014.org

DIRECTOR OF OPERATIONS

Javier Fournier Conde
javier.fournier-conde@gesmarrakech2014.org

MINISTRY OF FOREIGN AFFAIRS AND COOPERATION

Mr. Rachid Seghrouchni

Chef de Division

Direction de la Coopération et de la Promotion Économique

Email:r.seghrouchni@maec.gov.ma/Decs@maec.gov.ma

GSM:+212 661 58 44 51

Mr. Abdollah Lkahya

Chef de Division

Direction Communication

Email:lkahyaa@gmail.com

GSM: + 212 661 56 69 04

Khaoula El Kasmi

Conseillère au Cabinet de la Ministre Déléguée

Ministère des Affaires Étrangères et de la Coopération

Royaume du Maroc

Email:k.elkasmi@maec.gov.ma

GSM: +212 661 438 681