



**ENABLE**  
ENTREPRENEURIAL  
ECOSYSTEMS

### About:

ENABLE E. ECOSYSTEMS - is a 1-day training session taking place in Chisinau Moldova completed by a series of events with partners. If the first edition was focused on understanding the concepts around ecosystem and mapping several regions of Moldova. The 2017 edition will focus on how to employ creativity in developing ecosystems and will take creative value chains as the main example. It includes interactive sessions and practical workshops, field trips and internationally renowned speakers.

### Goal:

- to increase community engagement and collaboration in developing the entrepreneurial ecosystem through entrepreneurial awareness, raising entrepreneurial culture and mindset and furthering specific education

### Objectives:

- Obtain understanding of the context and the role of actors of the entrepreneurial ecosystem . The audience will take a look at the birth, evolution, and scale of entrepreneurial ecosystems nationwide; systems that are poised to yield more entrepreneurs. Taking as the example the creative industries
- Highlight Entrepreneurial Stories from Creatives at the Global, national and local level
- Increase awareness of the role of media and educators in fostering an entrepreneurial culture, of local government in supporting entrepreneurship and of community collaboration for entrepreneurship development in the given regions (leading entrepreneurship journalists from Chisinau, school programs for entrepreneurship development, university initiatives, local ngos, industrial clusters)
- Search for a new future together and develop actions to increase community interconnectedness (local, national and international) for entrepreneurship development



# AUDIENCE

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- International Speakers and community supporting entrepreneurship
- National Business support organizations - Business Incubators, Technological Enablers
- Local Business Community and Business Associations, Technological Enablers, Creative Associations and groups, creative NGOs
- Media and Communicators
- Educators, Educational Institutions Reps and Students and pupils (for the ASEM event)
- Entrepreneurs and proprietors of IT Centers, libraries inspiring local and national entrepreneurs
- Local, Regional and National Policy Makers





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FORMAT

**Period:** 14-17 September, 2017

**Number of days:** 1 full day and 3 days of separate individual meetings

**Event type :** Conference and Field Trips

**KEY EVENT**

**Date:** September 16, 2017

**Where:** Zentrum hotel

**Event Elements:** panels and workshops

**Number of participants – 60-70**

**Content on:**

- Ecosystem development
- Creativity and Innovation
- Entrepreneurial Culture
- Entrepreneurial Stories, Fails and Lessons Learned

**Date:** September 14 & 17, 2017

**Where:** To Various Ecosystem Actors based on the Arrival of International Speakers

- Tekwill Visionary Club with David Parish (30)
- Living Libraries with ASEM Students and Basak Saral (60)
- Creative Breakfast with David Parrish and the Creative Association (20) not confirmed
- Shared Breakfast Tekwill with Robin Wauters 17.09 at 11:30 am - ( up to 20)

**Event Elements:** Site visits to various stakeholders and meetings specific for their audience

**Content** (developed in accordance with partners interests)

**Total number of participants for the site visits – 190**



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PROGRAM



**14 SEP 2017**

**Site Visit to Tekwill**

**19:00-21:00 Tekwill Field Trip. Discussion with the Entrepreneurial Community**

**Caterina RUTTER ([crutter@ict.md](mailto:crutter@ict.md); + 373 78920178)**

**Number of participants 30**

**Tekwill Visionary Club – Facebook**

Do you believe startups will shape Moldova's future? Join the club! Tekwill Visionary Club brings together visionaries and influencers from around the globe to discuss worldwide market and technology trends in order to envision Moldova's path forward. Come meet the visionaries, listen to their stories, ask questions, and build long-lasting relationships.



PROGRAM



**David Parrish**

Creative industries speaker, consultant, adviser, trainer  
and author on creativity, business growth and marketing.



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**15 SEP 2017**

**Site Visit to Academy of Economic Studies of Moldova  
(ASEM)**

**14:40-17:00 ASEM Living Libraries with David Parish and  
Basak Saral and ASEM students**

**Larisa Dodu-Gugea (dodu\_gugea@yahoo.com; + 373  
79111333)**

**Number of participants 60**

**Interactive Workshop on the value of reading and  
implementing of valuable information for  
entrepreneurship**



PROGRAM



# ENABLE

## ENTREPRENEURIAL ECOSYSTEMS

PROGRAM

**16 September**

**Key Event**

**Number of participants 60**

**10:00-10:30 Welcome coffee**

**10:30-11:00 Opening Panel** An overview of the national ecosystem from within connecting it to the global one.

*Guest stories: All international guests* David Parrish, Basak Saral, Robin Wauters

**Panel 1. Building resources and support communities for entrepreneurial ecosystems.**

**COMMUNITY MASTERCLASS** led by Basak Saral together with Olesea Fortuna

*Key note speaker* Basak Saral and Olesea Fortuna

**13:00-13:45 Lunch**

**13:45-14:00 FNF presentation**

**14:00-14:30 Panel: Enabling Entrepreneurial Culture with Technology**

*Key note speakers: Robin Wauters & local Alexandru Lebedev, Daniela Colesnic*

**14:30-15:00 Masterclass: Innovation Mindset with Robin Wauters**

**15:00-15:15 Coffee Break**

**15:15 - 16:00 Local Startup Huddle** – Learning the lessons of entrepreneurship and engaging your community in the process. Moldovan startups presenting their stories. International speakers are invited to share advices with the community

**16:00 -17:30 David Parrish MASTERCLASS** Marketing for Creatives!

**Announcements about Global Campaigns for Entrepreneurship Development**





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**17 SEP 2017**

**Site Visit**

**11:30-12:30 Tekwill Field Trip**

**Number of participants 20**

**Caterina RUTTER ([crutter@ict.md](mailto:crutter@ict.md); + 373 78920178)**

**Shared Breakfast with Robin Wauters – Facebook**

Come and get your coffee with Tekwill while interacting with our weekly special guest. On Sunday together with GEN Moldova and FNF come to meet Robin Wauters from tech.eu .



PROGRAM



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## KEYNOTE SPEAKERS



**Basak SARAL**

Başak Saral is the General Manager of Habitat Association; Habitat is a highly experienced impactful network organization that works towards sustainable development.

Başak has led project-based partnerships with private sector, government and non-government organizations on sustainable development topics at Habitat and at UNDP. Projects address issues on active citizenship, youth empowerment, gender equality, community empowerment, local governance, digital inclusion, financial education, technology innovation, inclusive and socially responsible entrepreneurship, and livelihoods support for refugees.

Başak is an active member of the TOBB Youth and Women Entrepreneurship Boards of Turkey and the national network on Checks and Balances. She serves on the board of directors of various companies as a founding partner. Previously, Başak sits at the executive board of the World Academy for Local Democracies and served as the Vice Chair of the Advisory Board on Youth of Council of Europe.



**Robin WAUTERS**

Robin Wauters is the Co-Founder and Editor-in-Chief at Tech.eu since October 2013. Robin is a seasoned European technology journalist and founding editor of Tech.eu, a new digital publication dedicated to covering the EU tech industry in depth.

Robin was formerly the European Editor of The Next Web and before that a Senior Editor at TechCrunch (acquired by AOL in 2010) and Managing Editor of Virtualization.com.

Robin started his career working as Internet Marketing Manager for IT company Hostbasket (acquired by Telenet) and later as Online Media Manager for Belgian ICT publisher Datanews / VNUnet (acquired by Roularta).

Robin went on to co-found social media agency Talking Heads in 2009 (the company became part of Web development agency Netlash in 2010).

Robin occasionally serves as a startup Advisory Board Member – more specifically, he is currently a minor Shareholder / Advisor to Belgian startups such as Checkthis (Frontback), Maily, Showpad, Argus Labs and ARTPLUS.



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## ENTREPRENEURIAL ECOSYSTEMS

### KEYNOTE SPEAKERS



**David PARRISH**

David Parrish inspires and empowers creative entrepreneurs world-wide as an international creative industries speaker, consultant, trainer and author.

Design, media, technology and other creative enterprises world-wide increase sales, prices and profits with David's expert business advice, books and speeches on marketing, leadership and business growth strategies

Clients around the world include the British Council, Swiss EP at Swisscontact, Innovation Norway, World Summit of Creative Industries / Global Entrepreneurship Congress (GEC), Creative Industries Agency (Russia), The Big Idea (New Zealand), SEBRAE (Brazil), plus more - including governments, startups, creative hubs, arts organizations, university business schools and business support agencies.

David is the author two creative industries books: 'T-Shirts and Suits: A Guide to the Business of Creativity'; and 'Chase One Rabbit: Strategic Marketing for Business Success'. They are translated into several languages and are in paperback, eBook and AudioBook formats.





### Project drivers

**GEN Moldova** - is an association that aims to develop the entrepreneurial ecosystem in Republic of Moldova through developing entrepreneurial spirit, culture, its stakeholders, forming partnership nationwide and the community overall locally, nationally and globally;

**Friedrich Naumann Foundation for Freedom** is a German non-profit organization. FNF engages for liberal values and policies in about 70 countries, implementing projects in close cooperation with nearly 800 partner organizations. As a liberal foundation we choose individual freedom and responsibility, citizen's participation, entrepreneurship and competition.



# ENABLE ENTREPRENEURIAL ECOSYSTEMS

PARTNERS



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PARTNERS

**Educational Institutions:** Academy of Economic Studies,  
Scoala de Studii Avansate in Jurnalism

**Coworking Spaces and Excellence Centers:** Tekwill Visionary  
Club, Generator Hub

**National, Local and Regional Partners:** Regional Development  
Agency South, Soroca Business Incubator, Cimislia Business  
Incubator, Ungheni Local Council, Rezina Business Incubator  
**Media Partners** Madein.md, Diez.md, Agora.md



# ENABLE

## ENTREPRENEURIAL ECOSYSTEMS

### EXPECTED RESULTS

As a result of the **ENABLE Entrepreneurial Ecosystems** Conference the participants will:

- Understand the importance of creativity in growing the community around your locality, organization, business and city;
- Learn from the global practitioners in economy development and build long-lasting networks with other stakeholders from within the country and from other countries.
- Gain insight into how to tackle the challenges in growing up businesses and the trends existent on international markets
- Ways to manage creative processes and innovation and how various tools can be used to find solutions to the key challenges their organizations, ecosystems are facing;





## CONTACT DETAILS

- **GEN Moldova**

Project Manager

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- **FNF Moldova**

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# CONTACT DETAILS

- **Partners**

Tekwill Caterina RUTTER (crutter@ict.md; + 373 78920178)

ASEM Larisa DODU GUGEA 14:40-17:00 Larisa Dodu-Gugea  
(dodu\_gugea@yahoo.com; + 373 79111333)

