

Connecting you to the
Leaders of Tomorrow



International Congress on “Technology for Entrepreneurship” JADE SPRING MEETING 2013

At a glance

- Dates: 7th – 10th March 2013
- Venues: European Parliament and HUB University, Brussels (Belgium)
- Topic: Technology for Entrepreneurship
- Participants: 383 young students: 205 Junior Entrepreneurs + 178 HUB University Msc and MBA students



Introduction

JADE Spring Meeting was a 4-day event that gathered around 400 young people from all over Europe in order to exchange knowledge, network, attend workshops and raise awareness about the importance of the learning-by-doing experience that a Junior Enterprise offers and its consequences for entrepreneurship.

The annual event took place in Brussels, and included more than 20 workshops, in addition to conferences and networking activities for the members.

This year's **International Congress on "Technology for Entrepreneurship"** at the **European Parliament** dealt with the leading role of technology on today's entrepreneurial world.

The key highlights were the **Key Note Speeches** and **Panel Discussions** revolving around the theme of the event on the role of technology and how an Entrepreneur could harness it.

'Entrepreneurship', 'failure', 'risk' are nasty words for many, but there needs to be a change in the mind-set. Digital revolution isn't an enabler for entrepreneurship, it is a tool and certainly an opportunity.

JADE had the honour to welcome, among other highly influential speakers on entrepreneurship, Mr. Marko Curavic (Head of Unit Entrepreneurship, DG ENTR, European Commission) and Mr. Arnaldo Abruzzini, Secretary General of EUROCHAMBRES.

One of the biggest highlights of the event were the **Excellence Awards**, a recognition given by JADE which aims to showcase the best practices of JADE network's Junior Enterprises in different fields, such as innovation, international activities and corporate social responsibility.

JADE Spring Meeting in context

JADE Spring Meeting is part of a set of international meetings that JADE organises annually for its network. However, unlike other meetings that take place in different European locations and which are coordinated by different Junior Enterprises on behalf of JADE, JADE Spring Meeting is organized every spring in Brussels and is coordinated by JADE Headquarters. Our aim with this meeting is not only to provide a favourable environment for collaboration, exchange of knowledge and strengthening relations, but also to bring the Junior Entrepreneurs from around the continent closer to the core of discussions on the topics that JADE is working on at European level.

By hosting this event from the centre of Europe, we are helping our network understand the importance of taking action nationally and internationally to tackle the problems that Europe is facing, and at the same time, we are showing Europe how powerful the actions taken forward by more than 20,000 young people are.

In times of crisis, youth unemployment, precariousness and uncertainty for young people, JADE is able to prove that the so-called by many “Lost Generation” is not lost at all, but on the contrary it is more engaged than ever in creating opportunities for young people.

Powered by huge amounts of hard work, creativity, teamwork and motivation, Junior Entrepreneurs are promoting a culture of entrepreneurship from local to national and international level, by engaging more and more students and helping others set up Junior Enterprises. They are proving the value of being volunteers in their organisations for developing skills, attitudes and knowledge that will help them and their peers for the rest of their lives. They are working alongside their studies and making a difference, increasing hugely their prospects of employment and decreasing visibly their risks of social exclusion, as well as having an impact on the local economy and society. The “Connected Generation” is sharing knowledge, embarking on joint projects and learning from other cultures and countries. By staying connected through all kinds of platforms and using the innumerable tools that the modern era has made possible, they have shaped their use of technology to serve their needs, and this time, their needs of being entrepreneurial.





THEORY

PRACTICE



JADE JADE Network

JADE is Europe's largest student network working for the establishment of Junior Enterprises as an important element of European economy. JADE is a network of 280 SMEs, created and run solely by students across Europe.

Junior Enterprises are a best practice for bringing universities and businesses together (recognized by the EU Oslo Agenda for Entrepreneurship Education)

JADE's Executive Board in Brussels collaborates with the European Commission on matters such as the Entrepreneurship Education strategies, the SBA for Europe, as well as the SME Week.

In addition, JADE involves real-life businesses and entrepreneurial universities, in order to provide a platform for the students to develop innovative businesses.

280 MORE THAN 3,000 JUNIOR ENTERPRISES PROJECTS A YEAR

13 COUNTRIES

MORE THAN 30 MEETINGS A YEAR

20,000+ STUDENTS 45 YEARS OF HISTORY

The Junior Enterprise Movement

JUNIOR ENTERPRISE

the 'learning by doing'

A Junior Enterprise is a **non-profit business structure** developed and **entirely managed by students** (Junior Entrepreneurs).

A Junior Enterprise is linked to a university and graduated **students** who handover its management to the next generation of students.

JUNIOR ENTREPRENEURS

the leaders of tomorrow

Depending on their field of studies, the Junior Entrepreneurs **offer different services to various firms and organizations** from the public and private sector.

They **bridge the gap** between **theoretical knowledge and the business world** through professional project work and **managing** the Junior Enterprise as a **small company**.

78% of our Junior Entrepreneurs find a job right after their studies compared to 59% of other students.

25% of our Junior Entrepreneurs become entrepreneurs compared to 10% of other students.

(Source: Survey on Entrepreneurship Education carried out by the European Commission (EIM) in 2011)

83% of the top 100 Business Schools in Europe ranked by the Financial Times are represented in JADE's network.

Together with Brasil Júnior the network consists of

40,000 Junior Entrepreneurs!

16 countries

420+ Junior Enterprises in 350+ universities



Our Members



Participants

205 Junior Entrepreneurs from around Europe

178 Msc and MBA students from HUB University (Brussels), attending workshops and the European Parliament Ceremony

Total: **383 participants**

51% male; 49% female

95% of the participants recommend the event to their friends and classmates

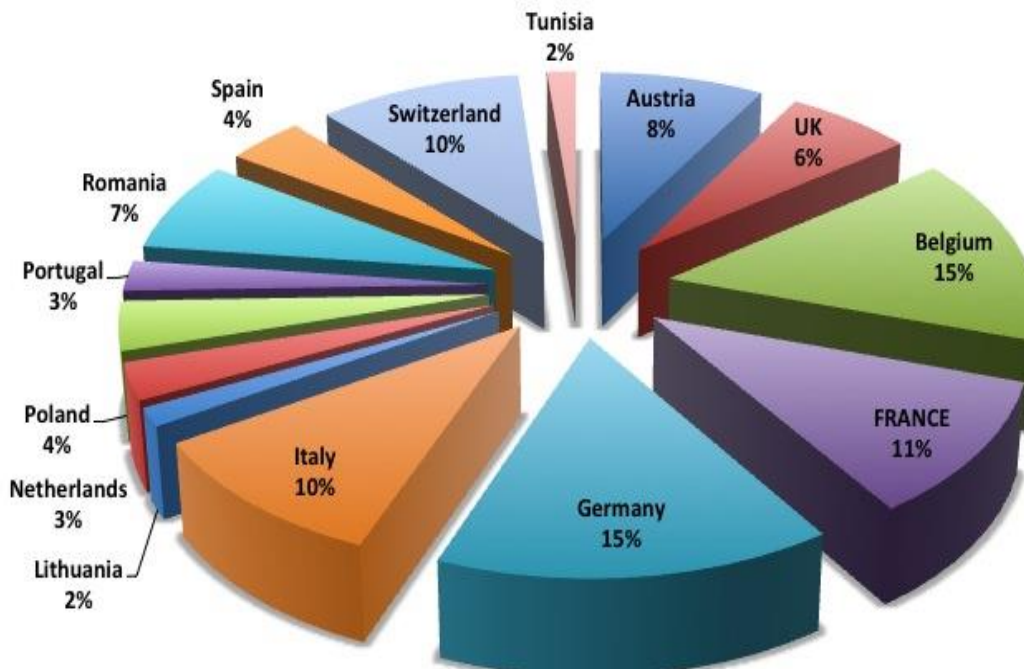
Our participants came from all over Europe and are mostly between 19 and 25 years old; the majority having a bachelor's degree and some doing masters, MBAs and post-doctoral studies.

They have an average of two years work experience they have gained during their studies while working in Junior Enterprises (student management consultancies).

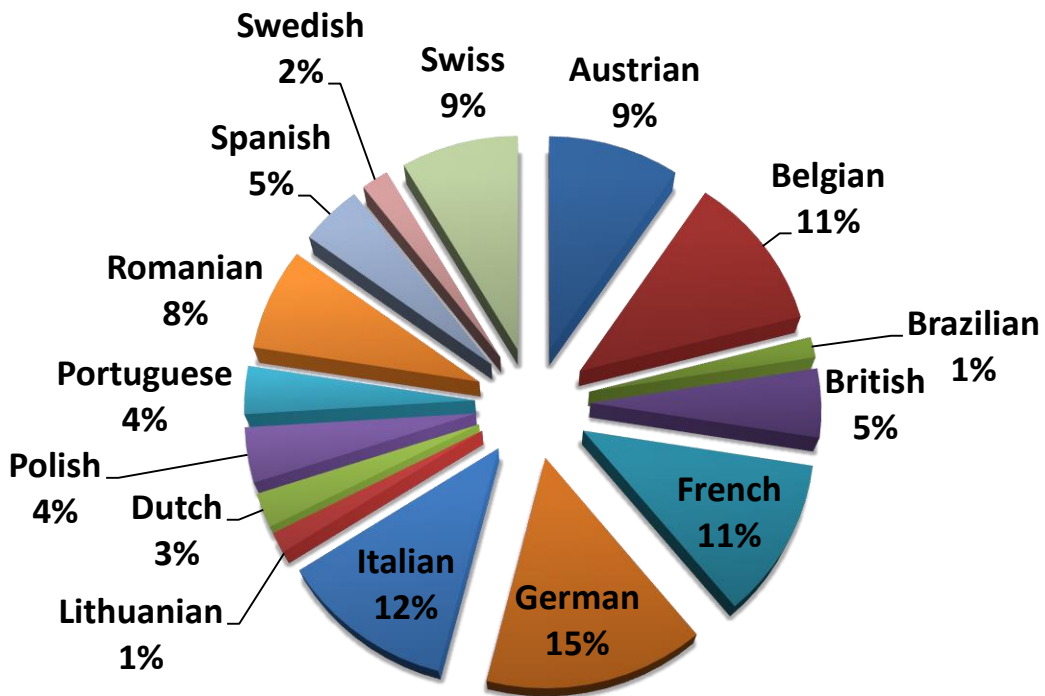
The majority of participants have management experience, as the Junior Enterprises send to these meetings their International Director or Manager. They have extra-curricular involvement

and attended numerous management trainings (from McKinsey, Microsoft, Deloitte, Accenture, Google, KPMG).

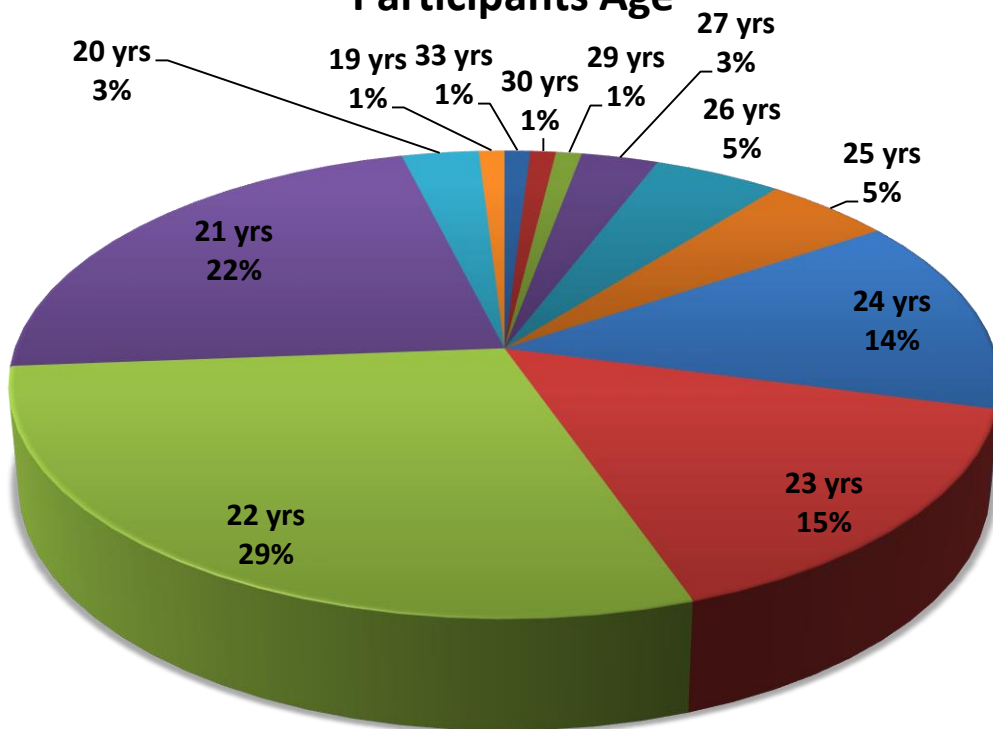
Junior Enterprises Represented at JADE Spring Meeting 2013



Participants Nationality



Participants Age



The Event

Thursday 7th March

During the morning of Thursday, JADE Team welcomed the participants at **three different hotels** located near the city centre.

Opening Ceremony (14:15 – 15:15)

The event had its official opening on Thursday 7th at HUB University Brussels, in the very heart of the city. JADE welcomed 205 Junior Entrepreneurs to make the most of this opportunity for learning, networking and debating.

A welcoming speech by JADE's President, Matthieu Delage was followed by the presentation to the participants of JADE Team and the organising committee.

After this, the representatives of JADE's Members present at the meeting were invited on stage to present their countries. **12 out of 13 Member countries** were present at the meeting, confirming the involvement of the network with this unique annual event. Not only JADE Member countries were present; also representatives from Junior Enterprises around the world were present at the meeting (Tunisia, Brazil and Lithuania)

Finally, JADE had the pleasure to welcome Mr. Serge Pegoff, experienced coach and trainer who has supported JADE's team development for years. Mr. Pegoff delivered a very motivational Key Note Speech on how **"Great Leaders master building trust and collective engagement"** by practicing continuously. Mr. Pegoff emphasised on the importance of putting knowledge into practice, by tirelessly learning-by-doing, our favourite way of learning!



9 Parallel Workshops (15:00 – 18:30)

After the opening of the event, the participants proceeded to their respective workshops. The workshops delivered during JADE Spring Meeting were provided by corporate representatives with large international experience and often considered experts in their fields.

The workshops aimed at focusing on topics not only related to technology but also to other areas. The objective of the workshops was to provide Junior Entrepreneurs with additional tools and **training for the better management of their junior enterprises**, for their **effective and sustainable development** but also for the development of some professional and personal skills as important to the business world as to their own development. **126 HUB University students** were invited to join the workshops for free on any of the days of the event, a great opportunity to get in touch with JADE's network and learn more about the Junior Enterprise concept.

Some workshops were more internally focused, and **offered by JADE Team or Junior Enterprises** of the network to provide trainings on specific topics relevant for the network, and other were provided by JADE's supporters and JADE Alumni who are now running their own businesses.



Thursday workshops were as follows:

Workshop Details	Provider
Customer analysis 3.0. Build an effective marketing strategy for your Junior Enterprise based on traffic data analysis.	ConQuest Consulting Junior Enterprise - Magdalena Subdys & Michal Borsiak

Sparkling Presentations – How to Create a Long Lasting Impression on Stage	Monique Blokzyl, , Founder of the Business Launch Portal and CEO of Mentors Magazine Europe
Quality and process management within JEs: the role of audit	Benjamin Hermer - JADE
Driving your JE to Excellence	ESCadrille Junior Enterprise - Clarisse Vignols
Crisis Management: Dealing With Challenging Situations	Florent Barel – Vice President of JADE 2009
User Experience in Startups - Let your users decide!	Adelina Peltea – Secretary General of JADE 2010
Managing High-Performance Teams	Bruno Byrro – Brazilian Ambassador at JADE
How to Raise Money For Your Business	Steve Skowyrski - Angels Den
How to Facilitate Team Development as a Facilitator	Marc Vetter – Secretary General at JADE

JADE also had the pleasure to welcome Steve Skowyrski from **Angels Den**, a company that connects Business Angels with entrepreneurs seeking business investment. Steve was one of the founders of WBC, the first Junior Enterprise in UK, and conducted a workshop on how to raise money for a business



A 30-minute coffee break was offered in between for participants to network and have a space to share their learnings.

The activities for Thursday closed at HUB University and the participants were guided back to the hotels, to enjoy dinner together later in the evening.



Friday 8th March

6 Parallel Workshops and General Assembly of JADE Members (9:00 – 12:30)

The morning of Friday 8th was dedicated to the following workshops:

Workshop Details	Provider
Dragons Den Light - Pitching your idea to get a sound Yes	Monique Blokzyl - Founder of the Business Launch Portal and CEO of Mentors Magazine Europe
Programmes financed by the EU	Daniela Gomes – Founder and Managing Director, Octopux Consulting
280 Junior-Enterprises, 1 continent, 1 frame: How to improve my Junior Enterprise?	CNJE (Confédération Nationale des Junior-Enterprises) - Maëlle Briand

Your way into an international career	Careers International - Miroslava Ganzarcikova and Tiago Schmidt
How to run a consultancy project	Heinz Ludwig Klein – Chairman Emeritus

JADE had the pleasure to welcome once again to JADE Spring Meeting Mr. **H.L. Henner Klein, Chairman Emeritus of A.T. Kearney**, who expressed his support to JADE Spring Meeting by providing a workshop for young entrepreneurs on how to conduct a successful consulting engagement.



Careers International, another of JADE's supporters conducted a workshop on how to launch an international career, one of the aims of many Junior Entrepreneurs involved in the international network.



In parallel, JADE's **General Assembly** took place, where the current situation and prospects of the network were discussed, and different provisions for the network were voted.

Lunch was offered at HUB University, after which the participants were transferred to the European Parliament.



Ceremony at the European Parliament (15:00 – 19:00)



Conference (15:00 – 17:15)

Audience

383 young people: 205 Junior Entrepreneurs and 178 HUB University students.
17 delegates from: NGOs, Media, JADE's partners and supporters.

Aim of the conference

Today's society is facing two imperatives: the necessity of adapting itself to the digital revolution that has already taken place, and the need to generate entrepreneurial mind-sets and initiatives to foster innovation and employment.

"Technology for entrepreneurship" intended to explore how we could combine these two imperatives to make significant societal impact: how can technology serve entrepreneurship in general and how can tech entrepreneurship serve society?

FRIDAY 8 MARCH 2013 FROM 15.00 TO 19.00
ROOM 2Q2 - EUROPEAN PARLIAMENT, BRUSSELS

INTERNATIONAL CONGRESS ON Technology for Entrepreneurship

Chaired by Georgios Papanikolaou MEP

Marko Curavić, Head of Unit
Entrepreneurship, DG ENTR

Patrice Chazerand, Director of Public
Affairs, Digital Europe

Steven Price, CEO of the European
Institute for Industrial Leadership

Arnaldo Abruzzini, Secretary General
of EUROCHAMBRES

Lars Sudmann, Former CFO of P&G
Belgium and founder of Sudmann & Company

Monique Blokzyl, Founder of the
Business Launch Portal



*400 young entrepreneurs attending,
1 entrepreneurial spirit!*



Opening session (15:00 – 15:20)

Welcome speech

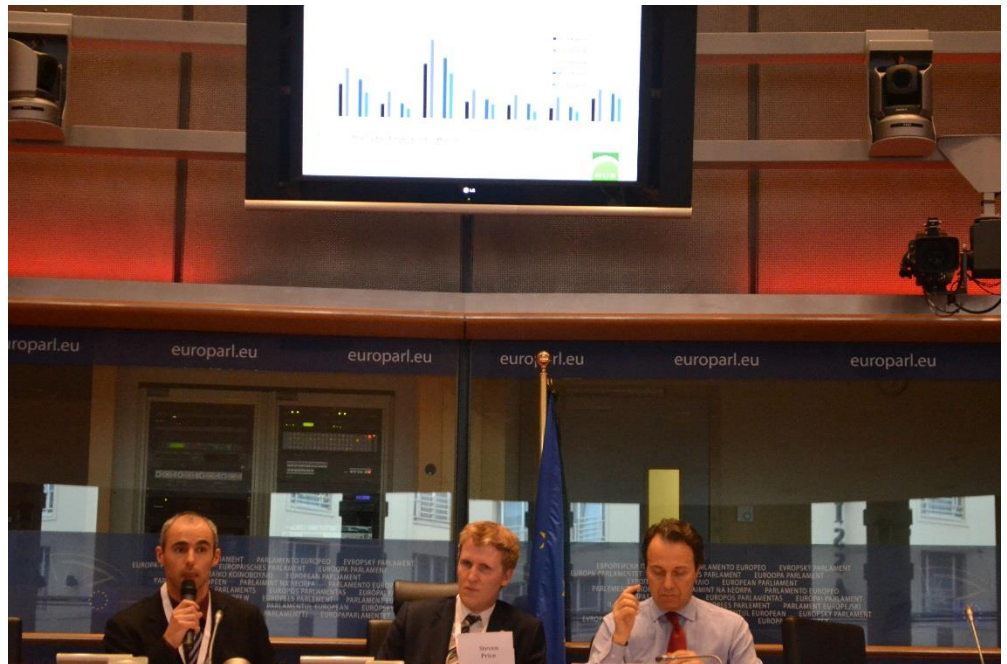
Matthieu Delage, President of JADE

To open the session at the European Parliament, the President of JADE welcomed the audience and introduced the topics of discussion. The need to adapt ourselves to the outcomes of the digital revolution and the need to use its tools and the opportunities it is providing us to generate, through entrepreneurship, a real impact on society. It is crucial to support young entrepreneurs, as they are the ones who have understood and put into practice with most creativity the tools provided by ICT, and they are the ones who can use and embrace these tools with most ease and flexibility. The creation of an entrepreneurial mind-set for them to be able to succeed by using these tools is what JADE aims for.

Entrepreneurship and university

Peter Teirlinck, HUB University

Mr. Teirlinck 's presentation focused on the need of universities to combine theory and practice, and to provide a response to a societal need of in terms of entrepreneurship. According to some facts presented, countries that are more economically disadvantaged have higher rates of entrepreneurship, which can be explained by the fact that entrepreneurship can create conditions and opportunities that are not provided by the environment.



Mr. Teirlinck presented the GEM Model, which explores the connection between entrepreneurship and economic development. The model defines a set of key elements on the relationship between economic growth and entrepreneurship, and how these elements interact. As starting point, it takes

a different set of “entrepreneurial framework conditions”, from basic requirements to efficiency enhancers, in addition to entrepreneurial capacities and opportunities, which are needed to enable business creation. Innovation driven by technology is one of the key elements that determines the advancement on the model. Universities are trying to provide the elements to train students to understand these conditions, to have the tools to become entrepreneurial and to have an impact on economic development at the same time, as junior enterprises do.

Keynote speech (15:20 – 15:50)

Arnaldo Abruzzini, Secretary General of EUROCHAMBRES

Mr Abruzzini, Secretary General of the Association of European Chambers of Commerce and Industry, that represents a network of regional and local chambers in 45 countries with over 20M enterprises, highlighted the importance of giving voice to small businesses and the networks that support them. Mr. Abruzzini



reminded us that entrepreneurs are the ones that take risks, are the ones often crazy with their aspirations but ultimately, entrepreneurs are the ones that create jobs, foster innovation and help the economy grow. 93% of the over 20M enterprises under Eurochambres are SMEs, which shows the huge impact they have in society. Mr Abruzzini pointed out that SMEs should have greater government support, with a better synergy between public policies and the actions of the private sector, to break the deadlock that limits the performance of SMEs: especially with the situation that Europe is facing, growth and the creation of jobs is not possible without the development of small companies. In this context, technology can help us improve a situation of lack of information on markets, business opportunities and integration. Mr. Abruzzini’s speech was certainly an appeal to increase efforts in terms of backing SMEs and promoting a prosperous environment for business creation and development, the key out of the crisis.

Panel discussions (15:50 – 17:15)

First panel

The first panel was composed as follows:

Moderator – Steven Price, CEO, European Institute for Industrial Leadership

Patrice Chazerand, Director of Public Affairs, Digital Europe

Monique Blokzyl, Founder, Business Launch Portal & CEO, Mentors Magazine

Marko Curavic, Head, Unit Entrepreneurship, DG ENTR (European Commission)

With the moderation of Steven Price, the first panel focused on how technology can connect the public to entrepreneurship and help entrepreneurs grow. Today, policies are also focusing on the importance of developing the e-skills of young people, which enable them to access the opportunities given by technology in the first place.



Patrice Chazerand gave a great contribution to the panel by encouraging the audience to become more involved with technology. Testing ideas and experimenting with each other is where ICT comes into action, allowing us to create a connection where the best results are created by collective collaboration and exchange. “What most schools don’t teach”, a 10’ video, part of which the audience had the opportunity to watch, deep dived into the use of technology and its attractiveness for young people, together with its ability to build a whole set of skills like critical thinking or problem solving. These skills that our use of ICT develops are all transferable skills that are important for any employment, and especially together with an entrepreneurial mind-set can give rise to great outcomes. For this reasons, e-skills should be key on entrepreneurship education.

Monique Blokzyl made a point on three different elements: How a platform can help inform the population about how to create a company, how ICT can facilitate mentoring and how it can facilitate the exchange of best practices. When we want to start a business, we may count with a good team, with great people, with a great product or service and partners, but what we are often lacking is the right advice at the right moment. Monique made a point on the importance of having a mentor showing us the way to do things and make a difference. Not only we are not aware of the importance of mentorship for our businesses but also we are not aware that it is possible to find one, work together and get advice over the Internet! The Internet can connect us with people all over the world and it gives us the possibility to reach them when before this was simply impossible.

After Ms. Blokzyl’s exposure on the importance of mentorship, Mr. **Marko Curavic**, Head of Unit Entrepreneurship of DG Enterprise and Industry from the European Commission, pointed out what the Commission is doing and can do for creating jobs today, especially through ICT. The European Commission recently launched the **Entrepreneurship 2020 Action Plan**, an ambitious project to help entrepreneurs and SMEs grow. As Mr. Curavic mentioned in Europe most of the jobs are not created by governments, nor by big corporations, but by small businesses, which is the reason why Europe needs to focus on these enterprises. The Action Plan focuses on entrepreneurship education, which involves giving people some basic business know-how, entrepreneurship skills (management of people, negotiating, managing projects, etc) and it also focuses on role models and the importance of working



closely with mentors. Mr. Curavic highlighted some differences in the culture of entrepreneurship in Europe, in contrast with that of the US, where being an entrepreneur is appealing and failure is just a step to success, unlike Europe where it is stigmatised. Mr. Curavic pointed out that the aim of these actions is to make European entrepreneurs stand out, showing people that entrepreneurship is a life style decision, which can be risky but highly rewarding. Finally, Mr. Curavic explained to the audience the efforts being carried out by the Commission in regards to entrepreneurship through ICT cover different areas:

- 1) **Bringing together resources**, knowledge and entrepreneurs (with a project called Startup Europe);
- 2) **Accessibility** to role models and mentors through the web (with the “Entrepreneurs Leader Club”)
- 3) **Focusing** on education and skills (with open online courses);
- 4) **Creating** media campaigns to break the culture of fear of failure present in Europe and promoting the learning from failure instead;
- 5) **Fostering** incubator networks and bringing them together and finally
- 6) **Giving** more chances for mobility (eg. through the “Erasmus for Entrepreneurs” programme).

Following the speeches, there was a space for the audience to interact, make **comments** and ask **questions** to the speakers.

The comments and questions raised the following issues: on the one hand, the need to put more pressure on governments to foster entrepreneurship and help entrepreneurs rise, by giving them more freedom and flexibility and on the other hand, the relation between entrepreneurship and social welfare. Monique Blokzyl pointed out that from her



experience, in countries where welfare support system is not very strong, entrepreneurship is even stronger. Another topic that was raised was that of women entrepreneurs, including the challenges that women face in ICT industries and the state of female entrepreneurship. Monique Blokzyl mentioned how, often women entrepreneurs have found it hard to emerge or their ideas to be taken into account in an industry mostly composed of men engineers, but she also mentioned how this trend is changing and shifting to giving women the same opportunities as men in the ICT industry. Patrice Chazerand pointed out that there are numerous projects being carried out for supporting women on ICT and how this gender gap is quickly disappearing. Mr. Curavic confirmed the presence of a gender gap in entrepreneurship, where women represent only a third of all self-employed people in Europe. In addition, Mr. Curavic suggested the importance of supporting women entrepreneurship also because of its ability to bring social and economic empowerment to the gender. This could be achieved not only by raising awareness, and giving exposure to role models, but also by taking care of structural differences among countries, eg. because women look more after a work-life balance, in countries with more childcare facilities, the numbers of women entrepreneurs rise.

Second panel

The second panel was composed as follows:

Moderator – Steven Price, CEO, European Institute for Industrial Leadership

Lars Sudmann, Former CFO of P&G Belgium & Founder, Sudmann & Company

Alexis Safarikas, Co-founder and COO, ListMinut

Florent Barel, Vice President of JADE 2009

The topics raised by the second panel were mainly: tech entrepreneurship, its social impact, and the benefits and challenges for tech entrepreneurs.

After the presentation of the panel by Steven Price, the word passed to **Lars Sudmann** and his experience at Procter and Gamble with working together with people from all over the world in a team, which would not have been possible without technology. According to Mr. Sudmann, technology has shaped the way we work in virtual environments, and we have seen the extension of this trend not only to big corporations but also to small companies, which get very rapidly internationalized thanks to this. He also pointed out the challenges that this kind of collaboration entails: most of us have already worked virtually on projects but we still prefer face-to-face interaction. Another challenge is for example, the involvement of the members of a team who are working remotely when most of a team is physically in the same place, which shows us that not only we

need to make use of technology but also learn how to integrate this technology with our needs.



From the lessons of an experienced entrepreneur to the ones of a younger one: **Alexis Safarikas** followed, to explain us how technology allows us to have a real impact on society. Internet changed the world, social media and digital tools have become available, but we can go further now having an impact on the lives of people through the Internet. According to Alexis, there are many possibilities today for young entrepreneurs: only with an Internet connection, we can have some kind of impact on society by creating something real and concrete; what we just need is a good idea and the will to transform or create new business models. In his words: “You just need a laptop and an Internet connection to change the world”. Alexis created his own business with a social impact, a website where people could connect with each other to help with small jobs in the community. The main issue, according to him is trying to understand the needs of society, but today it is very easy to create added value from the exchanges possible through Internet. How can we find the right people for running these projects? We can have amazing products but the hardest part is to find the right people to work with, and this is again when mentors come in.

Steven Price then passed the word to **Florent Barel**, Vice-President of JADE in 2008/2009, after reminding us the importance of transferable skills especially in relation to JADE and Junior Enterprises. Florent started showing us how JADE network helped

him in his experience and how technology helped him too. As mentioned by Florent, being in a Junior Enterprise entails having to deal with countless problems of the real business world. In terms of network, Florent reminds us that we didn't have access to as many people as we do today, e.g. with LinkedIn for example, we are able to stay in contact with all the people we meet at the conferences, we know who has worked with whom and how to find people, building on our strengths together. Florent mentioned how his time in a Junior Enterprise helped him master useful ICT skills, how to work with graphics, how to manage a website, what online visibility is; all skills which should not be important only for tech entrepreneurs. Conversely with Lars Sudmann's opinion, Florent talked about his learnings through collaborative working: "face to face need to take place, but also more and more we have the need to work remotely, and this is something that in JADE we do all the time; working with remote teams, building projects together, all skills that you will be needing in the future".

Another important point, according to Florent is "getting access to the tip of the iceberg" in relation to information: today we have so much information available, but we need to know how to deal with it. What we learn from working in JADE is that a great business plan is not enough to make a business successful; it is also about having the right people, asking questions, learning and exchanging with the people around us. Florent continued outlining the way technology is changing the way we work and the way businesses will work in the future. According to him, technology is increasing the importance of content: the way of working is changing because everyone can communicate through social media and participating in debates, creating more consensus and eliminating hierarchy.



Because we are getting more and more information, he followed, it is also crucial to learn how to deal with feedback, especially negative feedback and build upon it.

Florent then mentioned the risks involved with technology, and it is arguable if technology is really productive or not. It is known that often much time is spent on drafting and dealing with the tools than on real action. It is also about having too many tools available, and this is why, according to him, it is so necessary to define first what wants to be achieved with technology before just using it in the wrong way.

To end with, Florent shared with the audience the skills learned while being part of JADE which were then very helpful for his career. The key point was that “what we learn at university is not reality” and “when being in JADE you are challenged in real life situations where nobody tells you how to do things, and there is a high level of uncertainty we are dealing with that teach us to solve things by ourselves, which is what will really help us become entrepreneurs in the future”. Finally, Florent made us reflect upon entrepreneurship: “If we think about the definition of entrepreneur -bringing ideas into action- that is basically what you are doing in JADE”, which is the key skill learned in Junior Enterprises that is not learned at school, and which empowers young people to put those ideas into action now and in the future.

The panel closed with some reflection upon “what brings us to be entrepreneurs?” For Alexis Safarikas, his experience at an entrepreneurship course at university was the starting point, because of the exposure to an entrepreneurial environment and a network with similar objectives. In relation to technology and entrepreneurship, the motivation comes from the ability to see an impact on society and at the same time realising all that can be learned through technology in an easy way.

In addition to this, it was agreed that being a young entrepreneur in this context is a plus, because of the ability of young people to master technology and adapt to it faster, bringing results and ideas through ICT in a more efficient way than more experienced entrepreneurs, which may have the knowledge, but are lacking the tools. This is where the Connected Generation and the earlier generations can work together to achieve great outcomes.

Excellence Awards Ceremony (17:30 – 19:00)

What followed the Panel Discussion was a highly enthusiastic JADE Excellence Awards Ceremony. Facing up to challenges becomes a part of everyday life, when working in a Junior Enterprise. Dealing with them requires the implementation of new ideas, as well as putting old ones to test. The Junior Enterprise movement is fulfilled with great practices and success stories, and the **JADE Excellence Awards 2013 honored the most outstanding achievements** with the diverse and dynamic world of JADE over the past year.

Categories of the Awards

- Most Entrepreneurial Junior Enterprise
- Most International and Engaged Junior Enterprise
- Most Socially Responsible Junior Enterprise
- Most Innovative and Creative project

Jury

Daniela Siqueira Gomes, Partner & Managing Director, Octopux Consulting

Lars Sudmann, Former CFO of P&G Belgium & Founder, Sudmann & Company

Monique Blokzyl, Founder, Business Launch Portal & CEO, Mentors Magazine

Florent Barel, Vice President of JADE 2009

Antonia Sariyska, President of JADE 2010



Each of the eight Junior Enterprises that were finalists of the Excellence Awards and were presented at the European Parliament went through a very competitive process to arrive to this stage. JADE received the highest number of applications in the history of the competition.

There were two finalists per category. These Junior Enterprises were the following:

1. Most Entrepreneurial Junior Enterprise

- ESCadrille (France)

ESCadrille is a Junior Enterprise from Toulouse, France, based at the Toulouse Business School. Their services are:

- Market studies
- Satisfaction surveys
- Business plans.



ESCadrille has applied for the Most Entrepreneurial Junior Enterprise because it believes that to be a successful entrepreneurial JE several factors are needed: managing a diverse team, work as an entrepreneurial startup and be innovative. This is their current focus. Some projects and outstanding examples of their innovative work were presented.

- Icons (Austria)

Icons is a Junior Enterprise from Innsbruck, Austria. They are one of the 5 JEs in Austria. They have 2 more branches in Vienna and Salzburg. Icons has applied for the Most Entrepreneurial Junior Enterprise because it focuses on spreading the entrepreneurial spirit among its members and partners and among the whole JADE network. Therefore, Icons has created a three-pillar system that helps it to support new ideas and grant an exchange of continuously growing experience and



knowledge within the network, not only for its current members and partners but also for future generations.

These pillars are:

- Live the entrepreneurial spirit
- Develop and support entrepreneurial ideas
- Establish and grow an entrepreneurial network

2. Most International and Engaged Junior Enterprise

- Marketing Méditerranée (France)

Marketing Méditerranée is based in Marseille, France, based at EuroMed Business School. They have partners in Europe, Brazil and Africa and they have created a Junior Enterprise in Africa. They have applied for Most International and Engaged JE because they believe that management of a JE2JE network is a guarantee of exchange and improvement, the internationalisation of their JE. It also encouraged them to imagine and create deeper formalisation and customisation of each process, to run various initiatives, to organise important international events and to launch new concepts (« JEY »).



- ESCadrille (France)

ESCadrille organised JADE October Meeting in 2012 and it was a big success. They brought around 130 Junior Entrepreneurs, which was one of biggest JADE October Meetings. They have partnerships in Europe and Brazil and they are also creating and developing a Junior Enterprise in Africa. They are also planning to open another branch of their Junior Enterprise in Spain.

3. Most Innovative and Creative Project

- ConQuest (Poland)

ConQuest Consulting is a Junior Enterprise based in Warsaw, Poland. They are the biggest JE in Poland (there are currently 4 JEs in Poland). They are providing marketing



and competition research, customer satisfaction research, consulting services, searching for business partners, marketing strategy and scientific research commercialization services.

They have applied for the Innovative and Creative Project, as they have worked with a scientist that worked on a project for the development of the technology of natural polymers used for packaging solutions.

- Junior ISEP (France)

Junior ISEP is based in Paris, France. It has been operating and answering the ICT needs of the market since 1984.

Junior ISEP has applied for the Most Creative and Innovative Project for the following reasons:

- The innovative dimension of their projects stems from the technologies they use and the improvement it constitutes towards new learning techniques
- They have been creative and innovative in their project approach



4. Most Socially Responsible Junior Enterprise

- LSM Conseil (Belgium)

LSM Conseil is a JE from Louvain-la-Neuve, Belgium. They offer Strategic and Marketing Consultancy, Technical Consultancy and Startup packs.

They believe that CSR has an effect on internal and external stakeholders. For this reason, they are deeply involved in the implementation of social and environmental standards inside its organisation and the role it plays in promoting the concept of CSR.



- **Marketing Méditerranée (France)**

Marketing Méditerranée is trying to create, improve and adapt processes that keep up with current and future environmental challenges. Every year the new team is sensitized to this thematic.

Marketing Méditerranée is used to fulfill the objectives that fall into three areas of responsibility:

- Environmental responsibilities which aim at limiting the environmental impact of the activities of our Junior Enterprise
- Economic responsibilities which consist in ensuring the permanence of Marketing Méditerranée and creating long-term value for their members and for all the associated parties of the Junior Enterprise
- Social and societal responsibilities which deals with the people and organizations in general.

Each Junior Enterprise had 5 minutes to present their project, and were asked questions by the jury. The two members of the jury who were ex JADE Executive Board members, Florent Barel and Antonia Saryiska, expressed their gladness to see so many applicants for the Awards and how the quality and involvement of the network is increasing over the years. The rest of the jury, composed by business executives Lars Sudmann, Daniela Gomes and Monique Blokzyl, expressed their admiration for the outstanding activities presented by the Junior Enterprises as well as their belief that these experiences will grant a bright future for these young and motivated students.

One of the members of the juries, Monique Blokzyl, decided to award the eight finalists a book containing great stories and mentoring by successful businesses leaders. **The winners** for the four categories, after the verdict by the juries, **were announced in the evening during the Gala Dinner.**



Business cocktail (19:45-21:00)

After the sessions at the European Parliament, JADE invited the members of the panel, speakers and juries to join a business cocktail offered at Autoworld Brasserie (Espace 53) located at Autoworld Museum of the beautiful Parc du Cinquenaire. It was an unique opportunity for the members of JADE Team, the representatives of Executive Boards of the 12 JADE Member countries present at the meeting, JADE Alumni and JADE supporters to meet bringing together different generations and JADE experiences over the years.

Announcement of the Excellence Awards winners and Gala Dinner (21:00)

At 21:00 the 205 Junior Entrepreneurs participating to the event were welcomed at the Gala venue, Autoworld Brasserie. The most expected moment of the night arrived, and the trophies for the Excellence Awards winners arrived too.

The four winner Junior Enterprises of the Excellence Awards were awarded a trophy (sponsored by Octopux Consulting) and a Business launch training by Monique Blokzyl's Business Launch Portal.

The winners and projects were the following:

- **Most Entrepreneurial Junior Enterprise:** icons Austria
 - for their work with the recruitment and **marketing strategy for hospital groups in rural areas** in order to attract well-educated medical students
- **Most International and Engaged Junior Enterprise:** Marketing Méditerranée, France
 - for their internationalisation to other European countries and Africa
- **Most Socially Responsible Junior Enterprise:** LSM Conseil Belgium,
 - for their **CSR efforts in Europe and abroad**, commitment to sustainable development and social economic activities.
- **Most Creative and Innovative Project:** Junior ISEP France.
 - for a project carried out for the **United Nations**, to provide online training services on GSM devices for humanitarian workers dealing with emergencies across the world (United Nations, international NGOs, Red Cross movements).

The excitement of the winners was bewildering. These Awards are a huge recognition in the network, which will help these Junior Enterprises grow in their businesses. These Awards mean that they are recognised as the best of the 280 European Junior Enterprises.

The night proceeded with the Gala Dinner, an intense networking moment where the whole JADE network was present.





Saturday 9th

10 Parallel Workshops and General Assembly of JADE Members (9:00 – 12:00)

Saturday morning welcomed the participants with another set of workshops and second day of General Assembly at HUB University:

Workshop Details	Provider
Great leaders trigger collective effectiveness by practicing face-to-face skills	Serge Pegoff
Boost your international career: be member of JADE Team 2014!	Inés Bultó Riera
Competitive Business Processes	Greg Watts
The Inspirational Leader - how to move people to action in the 21st Century	Lars Sudmann

CEO Cooperation Circle (3C for Presidents/Managing Directors)

Antonia Sariyska & Ander Orcasitas

Be outstanding - create your own, unique business model

ConQuest Consulting - Klaudyna Dlugozima, Maciej Michalak, Antoni Andruszkiewicz

Translation 101: From Implementation To Intercultural Management

Junior ISIT - Vanessa Allard

How Much Will You Sell?

Radu Seuche



Closing Ceremony (12:00 – 13.15)

The official closing of the event took place on Saturday at noon, where a video was shown with pictures of the fantastic event which was now closing.

The main outcomes of the General Assembly were communicated to the participants, most importantly the decision over the hosting of the **Junior Enterprise World Conference 2014 (JEWOC)** the biggest event involving the global network which takes place every second year, and which elected **Geneva, Switzerland** as hosting city of the event.



The main achievements of JADE Headquarters during 2012 were also presented: among other things, the success of JEWOC 2012, hosted by Brazil which saw the participation of 2,000 Junior Entrepreneurs from around the world.



The winning of the **Youth Employability Awards**, a recognition sponsored by Accenture, Microsoft and Adecco, which elected JADE in the category “Driving Youth Entrepreneurship” was also mentioned.

Another important highlight for JADE during 2012 was a research published by DG ENTR (European Commission) on the [“Effects and Impact of Entrepreneurship programmes in higher education”](#) which compares JADE Alumni to other students and mainly shows that Junior Entrepreneurs are more employable, more entrepreneurial and rank better on 10 out of 12 entrepreneurial skills.

In the past year, JADE also **harmonised the quality standards of Junior Enterprises between countries**, developed a **common European audit grid** and the **maturity model for Junior Initiatives**, those organisations on the way to become Junior Enterprises.

A **platform for exchange of best practices** for Member countries was developed and last but not least, many **Junior Enterprises were newly created** over the past year, including 5 Junior Enterprises in Lithuania, thanks to a joint effort with the Lithuanian government, a country where no Junior Enterprises were present .



Networking time / Presentation of JADE Headquarters (15:30 – 18:00)

After lunch, the participants had the chance to spend the afternoon together with a walking tour around the city. At the same time, all Junior Entrepreneurs interested in becoming part of JADE Team for 2014 had the chance to visit JADE Headquarters and receive more information about the possibilities of working in Brussels as volunteers for one year; with the presence of JADE Alumni and Executive Boards of past years, the participants received valuable information on careers prospects inside JADE.

Detailed Agenda

Thursday 7th

10h30	Reception of participants at the hotels		
11h00			
11h30			
12h00			
12h30			
13h00	01:30 Transfer to HUB University		
13h30			
14h00	14:15 - 15:15		HUB University
14h30	Opening Ceremony		
15h00	15:00 - 16:30		
15h30	9 Parallel Workshops		
16h00			
16h30	16:30 - Coffee Break		
17h00	17:00 - 18:30		
17h30	9 Parallel Workshops		
18h00			
18h30	18:30 - 19:00 Transfer to hotels		
19h00	19:00 - 19:45		
19h30	Free Time		
20h00	19:45 - 20:30 - Transfer to dinner		
20h30	20:30 - 22:00		Restaurant
21h00	Dinner		
21h30			

Friday 8th

8h00	8:00 - Breakfast		
8h30	8:30 - Transfer to HUB University		
9h00	9:00 - 10:30	9:00 - 10:30	HUB University
9h30	6 Parallel Workshops	General Assembly	
10h00			
10h30	10:30 - Coffee Break		
11h00	11:00 - 12:30	11:00 - 12:30	
11h30	6 Parallel Workshops	General Assembly	
12h00			
12h30	12:30 - 13:30		
13h00	Lunch at HUB University		
13h30			

14h00	13:30 - 15:00 - Transfer to the European Parliament		
14h30			
15h00	15:00 - 19:00 Ceremony at the European Parliament	15:00 - 16:00 Opening Session	European Parliament
15h30			
16h00		16:00 - 17:15 Panel Discussion	
16h30			
17h00		17:30 - 19:00 Excellence Awards Ceremony	
17h30			
18h00			
18h30			
19h00	19:00-19:45 Transfer to Hotels		
19h30			
20h00	19:45 - 20:30 Free Time		
20h30	20:30-Transfer to dinner		Espace 53 (Autoworld Braserie)
21h00	21:00 Gala Night		
21h30	21:30 Announcement of Excellence Awards Winners		
22h00	22:00 – Gala Dinner		
22h30			

Saturday 9th

8h00	8:00 - Breakfast		
8h30	8:30 - Transfer to HUB University		
9h00	9:00 - 10:30 10 Parallel Workshops	9:00 - 10:30 General Assembly	HUB University
9h30			
10h00			
10h30	10:30 - Coffee Break		
11h00	11:00 - 12:00 10 Parallel Workshops	11:00 - 12:00 General Assembly	HUB University
11h30			
12h00		12:00 - 13:15 Closing Ceremony	
12h30			
13h00	13:30 - 14:00 Transfer to Lunch		
13h30			
14h00	14:00 - 15:30 Lunch Time		
14h30			
15h00			
15h30	15:30 -18:00 Sightseeing in Brussels City Centre - Networking time	15:30 - 18:00 Interested candidates for JADE Team 2014 - Meeting at JADE Headquarters	City Centre / JADE HQ
16h00			
16h30			
17h00			
17h30			
18h00	18:00 - 19:00 Transfer to Hotels		
18h30			

19h00	19:00 – 20:15	
19h30	Free Time	
20h00	20:15 - 21:00	
20h30	Transfer to dinner	
21h00	21:00 - 22:30	Restaurant
21h30	Dinner	
22h00		

Sunday 10 th		
8h00	8:00 - Breakfast	
11h00	11:00 Check-out	



Our Partners



The European Parliament is the only directly elected EU body and one of the largest democratic assemblies in the world. Its 754 Members are there to represent the EU's 500 million citizens. Voters from across the 27 Member States elect them once every five years.



ING is a global financial services brand offering a range of banking and insurance services in over fifty countries, which has supported JADE for many years. ING is committed to be a brand that stands out and leads the way in making finance easier to access.



Hogeschool-Universiteit Brussel (HUB) is the result of a merger between three Brussels-based university colleges and one university. As such, it has become a multifaceted institute of higher education offering international programs to students from all around the world. HUB is providing JADE the main venues of the Event. For more info visit www.hubrus-sel.net.



The European Institute for Industrial Leadership (EILL), one of JADE's long-term partners, is a not-for-profit organisation run for and by its members. Dedicated to developing a sustainable supply of future leaders for technology-led and manufacturing industry in Europe.



Microsoft Corporation, one of JADE's long term partners, is an American multinational corporation that develops, manufactures, licenses, and supports a wide range of products and services predominantly related to computing through its various product divisions.



Octopux is a multilingual Brussels-based consultancy specialised in three main core areas: EU funding, business planning and lobbying. The company provides eight different but interrelated services: EU funded-projects, Project Management, Training & Coaching, EU lobbying, International Networking, Business and Scenario Planning, Market Analysis, and Exploitation of project results.

Transmitting you our EU knowledge

Testimonials



“Students who participated in Junior Enterprise are more self-confident, more innovative, more likely to seek new solutions and new technologies. Exchanging views with students working in Junior Enterprises is always enlightening, as one is impressed by the enthusiasm, innovation and creativity that these activities help to unlock in young people. I would, therefore, like to stress the role played by organisation like JADE, and the importance of Junior Enterprises as learning tools and bridges between university and the business world.”

José Manuel Barroso,

President of the European Commission



“Over the past 40 years, the Junior Enterprise concept has evolved into a successful best practice, encouraging students, universities and enterprises to think beyond their national borders and national systems, to learn from each other, and to embrace entrepreneurship. The benefits of actively participating in a Junior Enterprise reach far beyond setting up and running a business. It promotes an entrepreneurial mindset, fosters intercultural dialogue, and encourages mobility. In short, it is a life-changing experience.”

Ján Figel,

Former Commissioner for Education, Training, Culture and Youth



“JADE has clearly recognised the important connection between education and business which I fully support. The initiative created by JADE can only help students to learn entrepreneurial skills and help prepare those who will eventually choose a career in business. I applaud the efforts of JADE!”

Stelios Haji-Ioannou,

Founder of EasyGroup

Contact Details

JADE Headquarters

Rue Potagère 119, 1210 Brussels. Tel: +32 2 420 17 52

<http://www.jadenet.org>

JADE Organising team

Fabiola Esposito - Project Manager

Matthieu Delage - President

Marc Vetter – Secretary General

Maryana Semenyuk - Treasurer

Daniela Boechat – Ambassador

Tamara Silveira – Ambassador

Bruno Byrro – Ambassador

Daniel Manguagli - Communications

Benjamin Hermer – Quality Manager

fabiola.esposito@jadenet.org

Matthieu.delage@jadenet.org

Marc.vetter@jadenet.org

maryana.semenyuk@jadenet.org

daniela.boechat@jadenet.org

tamara.silveira@jadenet.org

bruno.byrro@jadenet.org

daniel.manguagli@jadenet.org

benjamin.hermer@jadenet.org



Our Supporters





Publisher

JADE aisbl

European Confederation of Junior Enterprises

- Students fostering entrepreneurship

Rue Potagère 119

1210 Brussels Belgium

Tel: +32 2 42 01 752

mail@jadenet.org

<http://www.jadenet.org>

Would you like to know more about JADE?

Then visit our website on www.jadenet.org



**Youth
in Action**

With the support of the Youth in Action Programme of the European Union