

# ACSB 2019 Gwangju Conference

(7<sup>th</sup> Asian SME Conference)

## Digital Transformation, Future Direction of SME and Venture Policy, and Entrepreneurship

**Date** November 21st (Thu) to 23rd (Sat), 2019 (Main Conference on 22nd and 23th Nov.)  
at Gwangju CGI center (Postcode 503-370 3 Level, Songam-Ro 60, Nam-Gu, Gwangju)

**Venue** Gwangju Information and Culture Industry Promotion Agency, Gwangju Metropolitan City (<http://www.gitct.kr/eng/>)

**Main Organizers** KICSB, ACSB

**Other supporting organizations** Industrial Bank of Korea, Gwangju Information and Culture Industry Promotion agency,  
Gwangju Convention & Visitors Bureau

### Greeting

Dear ACSB Members:

As everyone knows, SMEs have been the backbone of national economies. In particular, innovative SMEs and startups have contributed to the economic growth and employment across the world. The core in the development of innovative SMEs is Entrepreneurship which makes something out of nothing. Now it is the time to give more attention to entrepreneurship itself and policies to promote it, which leads to active and vivid economic activities in business sectors as well as public sectors.

We in this conference held in the beautiful and cultural city of Gwangju will address various issues related to Entrepreneurship and effective SME policy making. I hope every members who join us will make the best out of it including warm friendship and fantastic food.

Best regards,

Yong Jin Kim  
President of Korea ICSB  
Executive Director, ACSB

### Keynote speakers:

- \* Prof. Jung-Hwa Han (Hanyang University)
- \* Prof. Ki-Chan Kim (Catholic University of Korea)
- \* Prof. Alex DeNoble (Director of Lavin Entrepreneurship Center, SDSU)
- # Special guest: Deputy Mayor for Culture and Economic Affairs

### Preliminary Conference Program

#### Day 1: November 21st (Thu)

- \* Pre-Conference at Gwangju Information and Culture Industry Promotion agency
- \* Company visit (Naver Partner Square)
- \* Welcome reception
- \* Night market visit

#### Day 2: November 22nd (Friday)

#Morning (10:00 – 12:00)

##### Opening ceremony

short speeches by Seung-Won Seo (KBIZ Vice President), Yong-Jin Kim (KICSB President), K. Hermawan (ACSB President)

##### Congratulatory Speech

Deputy Mayor for Culture and Economic Affairs

##### Plenary Session I: Entrepreneurship

Mr. Ki-Chan Kim, Humane Entrepreneurship and Innovation

Prof. Alex DeNoble, Entrepreneurship Education

#Afternoon (13:30 – 18:00)

##### Plenary Session II: Keynote speeches (13:30-14:30)

Prof. Jung-Hwa Han, Future Direction of SME and Venture Policies

Prof. Chae-Un Lim, Export Growth Path and Globalization of Korea SMEs

##### Plenary Session III: Keynote speeches (14:50-16:20)

Mr. Byung-Hoon Im, (CEO), Telstar-Hommel

Prof. Zong-Tae Bae & Mr. Hiroyuki Okamuro, Humane Entrepreneurship and ISO

##### Academic sessions (16:30-18:00)

Session 1: Korean Entrepreneurship (Chair: Prof. Choon-Woo Lee)

Session 2: Humane Entrepreneurship (Chair: Mr. Hiroyuki Okamuro)

: Humane Entrepreneurship in China (Chair: Prof. Belinda Chai)

# Conference Dinner 18:30 – 21:00

#### Day 3: November 23rd (Sat)

#Morning (9:30 – 11:45)

##### Academic sessions (9:30-11:45)

Smart Technology Forum (Gwangju Information and Culture Industry Promotion Agency)

Academic Sessions

##### Excursion for participants

To be announced

##### ACSB board meeting (12:00 – 16:00)