



**MINISTRY OF INDUSTRY AND TRADE
VIET NAM**

GENERAL INFORMATION

APEC WORKSHOP ON EMBEDDING ENTREPRENEURSHIP IN UNIVERSITY CURRICULUM

**22-23 July, 2008
Sunway Hotel, Ha Noi, Viet Nam**

BACKGROUND

Entrepreneurship is increasingly being recognized as key components of education and practice today and every learner should be given the opportunity to acquire the skills required to make an innovative and creative contribution within their working practice.

In 2004, APEC Ministers endorsed the “Santiago Agenda on Entrepreneurship” with the aim to promote entrepreneurial culture in APEC member economies and promote member economies’ competitiveness. The Santiago agenda has identified best entrepreneurial practices and developing human capital as one of these important components. The Santiago agenda set the objective of creating a culture of entrepreneurship through the training of students from different disciplines and at different educational levels. Peru has developed a theme for 2008 “*A new commitment for the development of the Asia Pacific*”. Under this theme, Peru aims to “highlight the educational program role on the social and economic development of the member economies.”

The Project aims at raising awareness on the issue of training students with entrepreneurship skills at University level to promote entrepreneurial culture amongst young people, making them more employable and helping train a future labour force for the economy.

PROGRAM OUTLINE

1. OBJECTIVES

The Project has the following objectives:

- To **build awareness** of entrepreneurship role in universities’ curriculum to cultivate “business mind” in young generations – important labour force for the economy in the future;

- To **discuss ways** of embedding entrepreneurship skills across the curriculum by experiences sharing amongst APEC member economies.

2. DATE: 22- 23 July 2008

3. VENUE

Sunway Hotel

19 Pham Dinh Ho Street

Hai Ba Trung District, Hanoi

Tel: (84) 4 9713888

Fax: (84) 4 9713555

Website: <http://www.sunway-hotel.com>

4. PARTICIPANTS

All 21 APEC member economies will be invited to attend and actively participate in the Workshop. Two active participants from the APEC travel eligible member economies will be funded by APEC. The APEC travel eligible economies are: China, Chile, Indonesia, Malaysia, Mexico, Papua New Guinea, Peru, The Philippines, Russia and Thailand.

5. AGENDA

The tentative agenda of the Workshop is shown in **ANNEX I**.

6. METHODOLOGY

Organization of Program

The Workshop will be presented by international and APEC education experts and University lecturers. Tentative agenda can be found at Annex I.

Evaluation

Participants are required to complete and return the evaluation form by the end of the Workshop. In the evaluation form, each participant is encouraged to discuss benefits received from the Workshop and make request for future cooperation program.

Language

The Workshop will be conducted in English.

7. INSTITUTION

The Program will be organized by the Ministry of Industry and Trade (hereinafter referred to as “MOIT”) of Vietnam.

For all substance and logistics matter, please contact:

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ANNEX I

Tentative Agenda

APEC Workshop on Embedding Entrepreneurship at University Curriculum

22 July 2008

Session 1: The role of Higher Education and Entrepreneurship Training in the promotion of successful new firms starts and small business management and current status in member economies

Expected speakers:

- Professor Chris Hall, Macquarie School of Macquarie Graduate School of Management, Australia
- Mr. Takao Suzuki, President, Organization for SMEs and Regional Innovation, Japan
- Ms. Nguyen Huong Tra, Associate Expert, Vietnam Chamber of Commerce and Industry
- Representative from the Philippines (*to be confirmed*)

Session 2: Challenges encountered to embed entrepreneurship in University Curriculum

Expected speakers:

- Professor Chris Hall, Macquarie School of Macquarie Graduate School of Management, Australia
- Ms. Bui Nguyet Anh, Lecturer, Hanoi Foreign Trade University, Vietnam

23 July 2008

Session 3: How to deliver entrepreneurship education in higher education institutions

Expected speakers:

- Professor Pauline Kneale, University of Leeds, UK *(to be confirmed)*
- Ms. Roremary O'Connor, Innovation Manager, RMIT, Australia
- Mr. Gene Luczkiu, Executive Director, Institute for Enterprise Education, Canada
(to be confirmed)
- Representative of National University, Vietnam

