



# NGEF 2009 Program Thursday March 12th

8.30am Grimaldi Forum

**Welcome and registration for the day**

9am Room Camille Blanc

=> **Business Plan:** 3 Entrepreneurs Pitches presentations, in front of the audience

10am Room Camille Blanc

**Spirit of entrepreneurship**

**Keynote speaker:** Stelios Haji-Ioannou – Founder of EasyJet

*Coffee break, Kare(ment)*

11am Room Camille Blanc

**Getting Going, keeping Going**

**Entrepreneurs' stories and experiences**

**Speakers:** Serena Benedetti - Kosmob; Alexander Frisenberg - the Zelective Group; Johannes Pinl - MARSS

12.30pm Networking lunch, Le Karé(ment)

1.30pm Room Camille Blanc

=> **Business Plan:** 4 Entrepreneurs Pitches presentations, in front of the audience

2.20pm Room Camille Blanc

**Spirit of entrepreneurship**

**Keynote speaker:** David Taylor – Director of Monaco Telecom

*Coffee break, Kare(ment)*

3.20pm Room Camille Blanc

**Panel discussion**

**Creating a brand and target high end markets**

How to position your start up in the highly competitive luxury industry?  
How to make a difference ?

**Panelists :** Daniele de Winter; John McLean - Mont Charles de Monaco; Pascal Wiscour-Contier, Equisea Yacht Management; Paula Russomanno, Luxe Corp;

4.50pm Room Camille Blanc

=> **Business Plan Competition, First round results**

8.30pm Fashion Show Dinner  
Le Méridien Beach Plaza



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**Welcome and registration for the day**

9am Room Camille Blanc

## **The Global Financial Crisis**

What An Entrepreneur Should Know

**Keynote speaker:** James Beadle – Pilgrim Asset Management

9.40am Room Camille Blanc

**Panel discussion**

## **Pitching investors and Partners**

**Panelists:** Barend van der Vorm - Monaco Private Equity & Venture Capital Association; Michael Payte; Sixcia Devine, Speak Now! President; Michael Peagram

*Coffee break, Kare(ment)*

11am Room Camille Blanc

**=> Business Plan Competition, Finalists' presentations**

12.30pm Networking lunch, Le Karé(ment)

1.30pm Room Camille Blanc

## **Promoting entrepreneurship for social & sustainable development**

**Keynote speaker:** Ray Zahab

2pm Room Camille Blanc

**Keynote speaker:** Walter de Brouwer, One Laptop Per Child

**Moderator:** Barend van der Vorm-Monaco Private Equity & Venture Capital Association;

2.45pm Room Camille Blanc

## **Setting up a Business on the French Riviera: The Cultural Implications**

**Keynote speaker:** Judy Churchill

3.15pm Room Camille Blanc

**Panel discussion on setting up a business with** Jean Luc Herouard - Zest Monaco; Oliver Sodeik – WHY Monaco; Pascal Wiscour-Contier, Equisea Yacht Management

*Coffee break, Kare(ment)*

4.15pm Room Camille Blanc

## **What makes an entrepreneur today**

**Keynote speaker:** Mark Dixon - Founder of Regus

**=> Business Plan:** Prize-Award Giving Ceremony - Office space offered by Regus company

8.30pm IUM Alumni Gala Dinner

Le Méridien Beach Plaza