



# International Conference on Economic Transformation and Entrepreneurship Education

## DRAFT AGENDA

**21 and 22 May 2016, Hangzhou, China**

### **Organized by**

UNESCO Chair in Entrepreneurship Education at Zhejiang University  
UNESCO Entrepreneurship Education Network (EE-Net) National Chapter in China

### **in collaboration with**

UNESCO Office in Beijing  
UNESCO Asia and Pacific Regional Bureau for Education

## 21 May 2016 (Saturday)

Time	Activity
08:30 - 09:00	<b>Registration</b> at Yuanzheng Xixi Hotel
<b>OPENING SESSION</b>	
09:00 - 09:10	<p>Chair: Prof. Xu Xiaozhou, Dean, College of Education, Zhejiang University; Chair holder, UNESCO Chair in Entrepreneurship Education at Zhejiang University; President, UNESCO Entrepreneurship Education Network National Chapter in China</p> <p><b>Opening Remark</b></p> <ul style="list-style-type: none"> <li>• Dr. <b>Marielza Oliveira</b>, Director, UNESCO Office in Beijing</li> <li>• Ms. <b>Lay Cheng Tan</b>, Programme Officer, UNESCO Asia and Pacific Regional Bureau for Education</li> </ul>
09:10 - 09:15	<p><b>Welcoming Remark</b></p> <ul style="list-style-type: none"> <li>• Prof. <b>Li Min</b>, Director, Office of International Relations, Zhejiang University, China</li> </ul>
09:15 - 09:20	<p><b>The Launching of Journal of ! "#\$%&amp;\$%"' \$() *&amp;! , ' - . #*/"</b></p> <ul style="list-style-type: none"> <li>• Ms. <b>Melody Zhang</b>, Associate Editor, Education, Springer Shanghai Office</li> <li>• Prof. <b>Li Min</b>, Director, Office of International Relations, Zhejiang University, China</li> </ul>
09:20 - 09:45	Group Photo
<b>SESSION 1</b>	
<b>The Cultivation of Entrepreneurial Talents: Vision and Perspective</b>	
09:45 - 10:05	<p>Chair: Dr. Marielza Oliveira, Director, UNESCO Office in Beijing</p> <p>0/1 . \$, +. " ! - / ( 2 ( # % 3 + / 4 ! " # \$ % &amp; \$ % " ' \$ ( ) * &amp; ! , ' - . # * / " 5 + 6 " . 7 2 ( + / 4 + 8 ' \$ \$ % " # + 9 * # ' . # * / " + * + 8 ) * " . +</p> <ul style="list-style-type: none"> <li>• Prof. <b>Xu Xiaozhou</b>, Dean, College of Education, Zhejiang University; Chair holder, UNESCO Chair in Entrepreneurship Education at Zhejiang University; President, UNESCO Entrepreneurship Education Network National Chapter in China</li> </ul>
10:05 - 10:25	<p>0)%+: %; %7/&amp;3%"#+/4&lt;""/; . #*; %+! "#\$%&amp;\$%"' \$(+''#)%+=&gt;(#+8%"#' \$2+</p> <ul style="list-style-type: none"> <li>• Ms. <b>Lay Cheng Tan</b>, Programme Officer, UNESCO Asia and Pacific Regional Bureau for Education</li> </ul>

10:25 - 10:40	Group Discussion
10:40 - 11:00	Tea Break
11:00 - 11:20	Chair: Wang Haiyan, Director, Education Exchange Program, British Embassy Cultural and Education Section  <ul style="list-style-type: none"> <li>Ms. <b>Zhang Jing</b>, Chief Representative, National Centre for Entrepreneurship in Education of UK (NCEE), China Office</li> </ul>
11:20 - 11:40	<ul style="list-style-type: none"> <li>Dr. <b>Jinwon Ahn</b>, Professor, School of Management &amp; Economics; Director, Global i-CreatInnovation Mobilization; Director, Center for International Development Cooperation &amp; UNESCO UNITWIN projects, Handong Global University, Korea</li> </ul>
11:40 - 11:55	Group Discussion
12:00 - 14:00	Lunch

**SESSION 2**  
**The Development of Teaching in Entrepreneurship Education: Initiative and Practice**

14:00 - 14:20	Chair: Mr. Robert Parua, Programme Specialist for Education, Head of Education Sector, UNESCO Office in Beijing  <ul style="list-style-type: none"> <li>Ms. <b>Amy Neugebauer</b>, Deputy to the President, Ashoka, US</li> </ul>
14:20 - 14:40	<ul style="list-style-type: none"> <li>Dr. <b>Park Tong</b>, Senior Research Fellow, Korea Research Institute for Vocational Education and Training (KRIVET), Korea</li> </ul>
14:40 - 15:00	<ul style="list-style-type: none"> <li>Dr. <b>Tha'er Tawalbeh</b>, Assistant Professor, Instructor &amp; Testing Unit Supervisor, English Language Cener, Taif university, Saudi Arabia</li> </ul>
15:00 - 15:20	Group Discussion
15:20 - 15:40	Tea Break

### SESSION 3

#### Consultation for Launching Journal of!

	Chair: Prof. Deane Neubauer, Co-Director APHERP, East-West Center
<b>15:40 - 16:20</b>	<b>Introduction of the Journal Proposal</b> <ul style="list-style-type: none"><li>Prof. <b>Xu Xiaozhou</b>, Dean, College of Education, Zhejiang University; Chair holder, UNESCO Chair in Entrepreneurship Education at Zhejiang University; President, UNESCO Entrepreneurship Education Network National Chapter in China</li></ul>
<b>16:20 - 16:40</b>	<b>The Publishing of Academic Journals by Springer</b> <ul style="list-style-type: none"><li>Ms. <b>Melody Zhang</b>, Associate Editor, Education, Springer Shanghai Office</li></ul>
<b>16:40 - 17:00</b>	<b>Comments and Suggestions</b> <ul style="list-style-type: none"><li>Prof. <b>Yang Jiuquan</b>, Editor-in-chief of <i>Journal of East China Normal University (Educational Sciences)</i>, East China Normal University</li><li>Prof. <b>Weng Weibin</b>, Editor of <i>Research in Educational Development</i>, Shanghai Academy of Educational Sciences</li><li>Prof. <b>Wang Yuheng</b>, Editor, Higher Education Press</li></ul>

### WRAP UP SESSION

	Chair: Ms. Lay Cheng Tan, Programme Officer, UNESCO Asia and Pacific Regional Bureau for Education
<b>17:00 - 17:50</b>	<b>Discussion of Action for the Future</b> <ul style="list-style-type: none"><li>Knowledge generation and circulation</li><li>Curriculum design and development</li><li>International Business Plan Competition</li></ul>
<b>17:50 - 18:00</b>	<b>Closing Remark</b> <ul style="list-style-type: none"><li>Dr. <b>Marielza Oliveira</b>, Director, UNESCO Office in Beijing</li></ul>
<b>18:30 - 20:00</b>	Dinner

## 22 May 2016 (Sunday)

Time	Activity
09:00 - 11:30	<b>Field Visits</b> <ul style="list-style-type: none"><li>• Maker Space for Technological Entrepreneurship at Zhejiang University</li><li>• Zhejiang Runway Incubator and O2O Public Creation Space</li></ul>
11:30 - 12:30	Lunch