



Entrepreneurs are made, not born!®

Student Conference “Smart Start >>” 2010

Program of the conference:

9 am – 9.20 am	Opening
9.20 am – 9.35 am	Pro-business and entrepreneurship movie screening
9.45 am – 11 am	Seminars (moderated by Boyan Benev) “Values, business ethics and care for the environment – the business philosophy of tomorrow” – Gorichka.bg presents the book “Let my people go surfing” by Yvon Chouinard “Intrapreneurship and the Bulgarian case-study on values, business ethics and care for the environment” – Lubomir Popiordanov, Odyssea-In, Founder and Owner “Young careers in entrepreneurship” – Bulgarian role models/Youth Business Bulgaria
11 am – 11.30 am	Coffee break
11.30 am – 1 pm	Seminars (moderated by Boyan Benev) “World of work trends in the global economy” – Nadia Vassileva, Manpower Bulgaria, Country Managing Director “Creativity in Business” – Dr. Ellen Greenberg, Columbia University, “Dr. I.S. Greenberg Medical Center” “Business Creation Opportunities in Bulgaria” – Ken Lefkowitz
1 pm – 2.30 pm	Lunch
2.30 pm – 2.45 pm	Ice-breaking activities + presentation of the business challenge themes
2.45 pm – 5 pm	Group workshops 20 teams of 10 students and 1-2 representatives of each company
5 pm – 6 pm	Coffee & Cookies

Contacts:

Milena Stoycheva
 CEO
milena@jabulgaria.org
 (+359 88) 735 73 72

Vera Petkantchin
 Business Development Manager
vera@jabulgaria.org
 (+359 88) 7 30 90 33

Junior Achievement Bulgaria
 A Member of JA Worldwide

Entrepreneurs are made, not born!®