

# NGEF Program 2004

\* confirmed as of November 28<sup>th</sup> 2004

The event will be presented by Mr. Barend van der Vorm\*, Investor and Professor

## Wednesday, December 1st

19h30 - 22h30 Welcome Cocktail

## Thursday, December 2nd

09h00 – 09h30 Opening speeches

09h30 – 10h15 "What does it take to become a successful entrepreneur"  
Speaker: Mr. Roel Pieper\*, former Chief Technology Officer of Software AG, Former President and CEO of AT&T's Unix Systems, UB Networks, and Tandem Computers, Former Executive Vice President and Board Member of Philips Electronics

10h15 – 10h45 Coffee break

10h45 – 11h00 HSBC Business Plan Competition – Elevator Pitch, part 1  
11h00 – 12h15 Panel discussion: "Where are the opportunities?"  
Speaker: Mr. Roel Pieper\*  
Mr. Cliff Oxford\*, Founder and former CEO of STI Knowledge, which Inc. Magazine has recognized as one of the 500 fastest growing companies for 3 years in a row

12h15 – 14h45 Free time for lunch

14h45 – 15h00 HSBC Business Plan Competition – Elevator Pitch, part 2

15h00 – 16h15 "The Entrepreneurial Path: Travel to success"  
Speaker: Mr. Michael Krafft, Founder and CEO of Star Clippers  
Mr. Manfredi Lefebvre\*, Chairman of Silversea  
Mr. Manolo Veladini\*, V-Ship  
Mr. Per Bjornsen\*, V-Ship

16h15 - 16h45 Coffee break

16h45 – 17h00 HSBC Business Plan Competition – Elevator Pitch, part 3

17h00 – 17h45 "The Spirit of the American Entrepreneur"  
Speaker: Mr. Cliff Oxford\*

20h30 Entrepreneurs' dinner and party



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Friday December 3rd

10h30 – 11h15	"The 10 biggest lies told to starting entrepreneurs and the 10 truths you need to know"
Speaker:	Mr. Walter de Brouwer*, serial entrepreneur with 36 companies founded, 4 of them launched in an IPO, business angel and VC
11h15 – 11h45	Coffee break
11h45 – 12h30	"Importance of People & their Motivation"
12h30 – 14h00	Free time for lunch
14h00 - 15h00	HSBC Business Plan Competition - Fire rounds
15h00 – 15h15	Coffee break
15h15 – 16h15	Panel discussion: "What are the criteria for funding?"
Speaker:	Mr. Claude Rameau*, VC and Head of the French Business Angels Network Mr. Alexander Wiedmer*, partner of Iris Capital, member of the boards of directors of Babel Technologies, Kiala SA, Kotio SA and WStore Europe
16h15 – 16h30	Coffee break
16h30 – 17h15	Panel discussion: "Philip Green's point of view."
Speaker:	Mr. Philip Green*, Recognized by BBC as Britain's most aggressive entrepreneur, owner of BHS ,UK's largest privately-owned retail group and Arcadia Group, Britain's second largest retail chain.
17h15 - 17h30	Coffee break
17h30 – 18h15	HSBC Business Plan Competition - Prize winners' ceremony
18h15	Closing

**P.S.: updated November 28<sup>th</sup> 2004, therefore might incur successive changes**



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