

# CLEVER NETWORKING

The European networking for top-performing entrepreneurs

## ***28 Novembre 2003 • Brussels***

Developing the spirit of enterprise has been a political and economical priority in Europe for 5 years. But what exactly do European entrepreneurs expect from this new spirit? The broadest answer is: sharing ideas and experience. To meet this priority, Spirit of Enterprise Group has suggested a **valuable** initiative: the first ever **Clever Networking** event, the European networking forum for top entrepreneurs, to be held on 28th November 2003 in Brussels.

364 days a year, entrepreneurs are fully committed to their company.

For 1 day, **Clever Networking** gives them the opportunity to share ideas and experiences with their peers at theme-based micro-discussions.

They will meet other entrepreneurs from different countries and generations. It promises to be both rewarding and extremely pleasant.

1500 participants representing 150 delegations from up to 30 European countries are expected to attend. A high calibre of participants is guaranteed through the constitution of delegations (see page 4).

### ***Clever Networking for top entrepreneurs***

**Clever Networking** enables entrepreneurs to talk to their peers from three different generations :

- G1** *Start-up* entrepreneurs (90% of participants)
- G2** *Success-story* entrepreneurs (9% of participants)
- G3** *Major corporation* CEOs (1% of participants)

These three generations need to commit themselves to sharing their knowledge and experience. We look forward to welcoming you in Brussels on 28 November 2003.

### ***Entrepreneurship experts: 4 reasons to attend***

- *You can extend your daily mission to a European level*
- *You can help us select the participants and therefore the quality of the networking*
- *You get to meet your European counterparts - all entrepreneurship experts like you*
- *You can take part in a round table discussion on this topic*

***Start putting your delegation together now!***



Frédéric Béguin  
President  
frederic.beguin@clever-networking.com



## What do entrepreneurs want ?

### OBSERVATIONS

Entrepreneurs are *reluctant to attend conferences and workshops*

Their problems are always *specific*

There is a legitimacy in talking to their *peers*

The main attraction is to *exchange ideas and experience*

### SOLUTIONS

A networking session without a plenary session and *limited to a half-day*

*Theme-based micro-discussions* chosen by the entrepreneurs themselves

*Limited access* to top performers selected by partner networks

A *pleasant networking* followed by a Gala dinner\* and an off-programme

\* requires special booking

### *A half-day to exchange ideas and experiences*

100 theme-based micro-discussions chosen in advance by participants. Each micro-discussion features  $\pm 5$  participants and lasts 20 minutes. It can be prolonged in the networking hall if necessary. Moderation relating to the topic will be provided in order to start the discussion quickly. Some topics will be moderated by a G2 or G3.

Language must not be a barrier: topics in various languages are known in advance. Official languages are English, French, German, Spanish and Italian. No translation facilities will be provided.

Micro-discussions will be announced in advance on our website with locations and times in order to help you prepare for your visit.

To propose a theme-based micro-discussion, go to our website:

[www.clever-networking.com](http://www.clever-networking.com)

### *Examples of topics\**

- GPS/GIS/Mapping and the Internet
- Raising finance without giving away your "birthright"
- How to sell into Eastern Europe without incurring bad debts
- Information in forming branch offices in Eastern Europe
- Funding for musicians - how to get advice and funding for musical projects and business ideas
- Relationships with employees and partners. How to work it out when you can't work it off!!
- How to use PR to launch a new product
- Make or buy decisions for IT development
- How to make a web business profitable
- ...

\* all topics are/will be provided by our survey of entrepreneurs



## *Who will be attending?*

1500 top-performing entrepreneurs from 30 European countries, made up of three different generations :

- G1** *Start-up* entrepreneurs (90% of participants): they will meet and talk to their peers and business people who have been successful
- G2** *Success-story* entrepreneurs (9% of participants): they will meet and talk to start-up entrepreneurs and top CEOs
- G3** *Major corporation* CEOs (1% of participants): they will meet and talk to start-up entrepreneurs, success-story entrepreneurs and communicate with participating politicians and journalists about what their corporation is achieving in the field of the spirit of enterprise, innovation, spin off, etc.

These three generations must commit themselves to sharing their knowledge and experience during one afternoon.

## *A half day for Clever Networking*

### *Friday 28 November 2003:*

- 11am: Visit of European institutions (off-programme)
- 12am: G2-G3 Lunch (by special invitation only - no G1)
- 1pm: Pre-opening and registration
- 1.30pm: Official Opening
- 2pm: Clever Networking  
One-to-one meetings with experts  
Thematic micro-discussions
- 6pm: Networking Cocktail Reception
- 8pm: Gala Dinner (on special booking only)
- 11pm: Brussels by night (off-programme)

### Gala Dinner:

The Gala Dinner is the highlight of the Clever Networking and provides great networking and corporate opportunities.

Please note: tables are allocated on a "first come, first served" basis.

### *Saturday 29 November 2003:*

- 10am Social Activity (off-programme)
- 2pm End



## *Delegations coming from Europe*

Entrepreneurs may be invited through delegations only, set up from *3 distinct areas*

1. Public and private partner networks (e.g. Incubators, Chambers of Commerce, Regional Government, VCs, Information Center, Business schools and universities (only within the entrepreneurship dept), public institutions, private companies : banks, etc.).
2. Associated entrepreneur contests (regional or national) willing to offer their winners European added-value
3. EUROWARDS Regional Representatives Network

The selection made by those institutions ensure the quality of participants and therefore the quality of the networking.

Admission is limited to 200 European delegations.

Delegations are supported and paid for by their own resources (to cover participation fees). It is expected that delegations will be financially supported by a local institution (support by a sponsor is permitted). A participation fee asked from entrepreneurs is allowed.

Regional and national governments are welcome to make up their Official Delegation with their top-performing entrepreneurs. A number of presentations of their attractiveness towards entrepreneurs will be made during the Gala dinner and the G2-G3 Lunch.

One country and one Region will be invited as guests of honour.

Public or private institutions willing to communicate with European top-performing entrepreneurs are welcome to contact us.

### Calendar 2003

30 April :	delegations booking dead-line
15 October :	delegations composition dead-line
28 November :	Clever Networking

### *Spirit of Enterprise Group's mission statement*

*In the context of the general political & economical objective to increase the number, stability and development of start-up companies, Spirit of Enterprise Group's mission is to create initiatives on a European basis in the areas of communication, relationship creation, networking targeted at all organisations involved in start-up creation & support: (future) entrepreneurs, consultants, public organisations, private companies, investors, etc., in search of a European benefit.*

*Spirit of Enterprise Group is a non-profit association that has been organising EUROWARDS®, the European award for entrepreneurs, since 1991. Clever Networking is independent from EUROWARDS®.*

*Previous events organised by Spirit of Enterprise Group*



**Paris - Chamber of Commerce and Industry  
- June 2000  
European Awards for the Spirit of Enterprise  
Award Ceremony - 300 participants**



**Brussels - Euronext - November 2001  
JEE & EFS Awards Ceremony and  
Networking Event  
400 participants**



## *How to participate:*

Send us the booking form attached or go to [www.clever-networking.com](http://www.clever-networking.com). A delegation of entrepreneurs can be constituted by any local institution (private or public) working directly or indirectly with entrepreneurs and is responsible for the quality of the selection made. Delegations will be made up of 5 to 50 participants, including any accompanying person(s).

Entrepreneurs may not participate individually or book directly.

### *Fees:*

Fees are broken down into two parts: a *Delegation fee* and a *Participant fee*. Fees include attendance at the Official Opening, the Clever Networking session, the Networking Cocktail, the Gala Dinner (only with option 2) and local taxes. Fees do not include off-programme, travel or accommodation to be handled by each delegation or participant.

#### *1. Without Gala Dinner:*

EUR 496 per delegation + EUR 99 per participant (entrepreneur or accompanying person)

#### *2. With Gala Dinner:*

EUR 744 per delegation + EUR 149 per participant (entrepreneur or accompanying person)

Attendance fees *exclude* the VAT (21%) that is charged according to Belgian VAT Code, even with a valid VAT number (Articles 18, 21 and 51 of the Belgian VAT Code).

Delegation bookings must be made before 30 April 2003. The names of participants must be provided by 15 October 2003.

### *Payments:*

Delegation fee on booking and before 30 April 2003. Participant fees after receipt of the invoice.

Refunds: no delegation fees will be refunded under any circumstances. Participant fees may be transferred or cancelled until 15 October 2003. After this date, no fees will be refunded.

Payments must be made by bank transfer ONLY (bank charges to be borne by the payer) to the following beneficiary:

JEE A.S.B.L. • 167 avenue de la Chênaie • B-1180 Brussels • Belgium

Beneficiary Account number: IBAN: BE48 3101 4780 2727

Beneficiary SWIFT/BIC: BBRUBEBB

Beneficiary Bank details: BBL/ING • avenue Marnix 24 • B-1000 Brussels • Belgium

### *More information:*

#### **Cédric Allard**

Event & Partnerships Manager

Direct tel.: +32 2 379 02 39

Direct fax: +32 2 379 02 84

Email: [cedric.allard@clever-networking.com](mailto:cedric.allard@clever-networking.com)

Accommodation: contact our partner *Resotel* for any hotel booking: [info@resotel.be](mailto:info@resotel.be)

Tel: +322/779 39 39 • Fax: +322/779 39 00

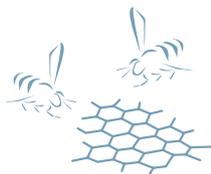
Spirit of Enterprise Group is the trading name of JEE A.S.B.L. • VAT : BE 445 442 509

167 avenue de la Chênaie • B-1180 Brussels • Belgium

Tel.: +322/372 10 72 • Fax: +322/372 10 73

Email: [info@clever-networking.com](mailto:info@clever-networking.com)

Website: <http://www.clever-networking.com>



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### ***Booking Form (all fees with VAT)***

Delegation name:.....

#### STEP 1: DELEGATION FEE

My choice:  without Gala dinner (Delegation fee = EUR 600) *OR*  
 with Gala dinner (Delegation fee = EUR 900)

Institution : .....

Administrative person in charge:

First name, last name: .....

Title : .....

Address : .....

Post code, City : .....

Region : .....

Country : .....

Telephone : ..... Fax : .....

Mobile : .....

Email : .....

#### STEP 2 - PARTICIPANT FEES

Number of participants in the delegation (from 5 to 50) : .....

My choice (depending on step 1):  participants will NOT attend Gala Dinner (EUR 120 per participant) *OR*  
 participants will attend Gala Dinner (EUR 180 per participant)

Refunds: no Delegation fees will be refunded under any circumstances. Participant fees may be transferred or cancelled until 15 October 2003. After this date, no fees will be refunded.

Payments must be made by bank transfer ONLY (bank charges to be borne by the payer) to the following beneficiary:

JEE A.S.B.L. • 167 avenue de la Chênaie • B-1180 Brussels • Belgium

Beneficiary Account number: IBAN: BE48 3101 4780 2727

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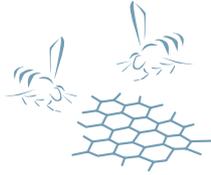
I am transferring immediately the sum of  EUR 600 *OR*  EUR 900 to book my delegation.

I will transfer the Participants' fees as soon as I receive your invoice with the Delegation Composition document (and before 31 August 2003).

Date & signature for your agreement for the above conditions :

Name & Title:

FAX TO +322/372 10 73 BEFORE 30 APRIL 2003



# CLEVERN NETWORKING

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## ***Delegation Composition***

Delegation name: .....

Institution : .....

First name, last name: .....

*Please indicate your delegation participants (First name, Last name, Company, Email) and return this document before 15 October 2003:*

1. ....  (Check this box if accompanying person)

2. ....  (Check this box if accompanying person)

3. ....  (Check this box if accompanying person)

4. ....  (Check this box if accompanying person)

5. ....  (Check this box if accompanying person)

6. ....

7. ....

8. ....

9. ....

10. ....

11. ....

12. ....

13. ....

14. ....

15. ....

16. ....

17. ....

18. ....

19. ....

20. ....

(use another sheet if necessary)

**Refunds: Participant fees may be transferred or cancelled until 15 October 2003. After this date, no fees will be refunded.**

**FAX TO +322/372 10 73 BEFORE 15 OCTOBER 2003**