WUN Enterprise International Student Forum
6-9 April 2010

The University of Sydney invites you to attend STIMULATE – the WUN Enterprise International Student Forum 2010.

This inaugural event will provide a platform for students to learn and network on a global scale, exploring new products, markets and industries and discovering new cultures and ideas. The forum will focus on the dynamic Asia-Pacific region, a major engine of global economic growth and home to 30% of the world’s population. Particular focus will be on Australia, a robust economy experiencing average 3% GDP growth over the past 5 years and a major investment and innovation driver for the region.

Objectives
Across an intensive four-day program of workshops, seminars and experiential learning students will:
• Immerse themselves in the business culture, opportunities and market of the dynamic Asia-Pacific region
• Explore and address a real business issue in a supported, student-led environment
• Experience working across multicultural groups
• Explore and develop their own business idea
• Learn from different business models and missions
• Gain unique leadership and entrepreneurial skills
• Build lasting friendships and global networks

Participation
STIMULATE is open to teams of four students from WUN universities around the world. Teams should ideally be drawn from across a range of disciplines and already have an existing business concept that they seek to develop.

Teams may be drawn from:
• Winners of local or national business plan competitions
• Enterprise scholarship holders or award winners
• Student entrepreneurs engaged in potential ventures with University commercialisation departments
• Students who individually have shown outstanding entrepreneurial flair
• Any discipline! From business and commerce to engineering, science and arts
• Undergraduates, postgraduates or a mix of both

Faculty Program
Faculty leaders are encouraged to accompany their students to the forum. In addition to participating fully in the student program, STIMULATE will offer academic leaders a unique opportunity to come together to:
• Share best practice in the teaching and mentoring of entrepreneurship
• Explore opportunities for international research collaboration
• Build personal and professional networks
• Expand their own knowledge of business and enterprise in the Asia-Pacific Region

Registration
The registration fee for a team of four is AUD $4,000 (this is approximately £2,100 or USD $3,500). This all-inclusive fee includes 5 nights twin-share hotel accommodation at the Mercure Sydney, meals, refreshments, airport transfers and local transport. Financial support may be available from your university. Please contact your university’s WUN office for more information.

Key Dates
Pre-registration: 27 November 2009
Full registration: 29 January 2010

A commitment to attend is required by the pre-registration date, following which an invoice for payment will be sent with full payment required by the full registration date.

More information
For more information, please contact:
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PROGRAM

Tuesday 6 April 2010

STIMULATE will start with a welcome session and a chance for participants to introduce themselves. This will be followed by an introduction to business in the Asia-Pacific context. Students will be divided into mixed groups to explore real businesses and variances in consumer behaviour in different markets and geographical regions. Each group will be given two challenges on which to work over the course of the forum:

• to learn in what ways the Australian market is different from their own and how to incorporate these perspectives into their own business; and
• to work on a real business challenge drawn from the WUN Global Challenges.

The day will conclude with dinner, featuring a guest speaker and brief presentations by each group on their responses to the first day’s challenge.

Wednesday 7 April 2010

Day 2 will focus on entrepreneurship in the Asia-Pacific region with an introductory talk and group discussions about the effect of one of the WUN Global Challenges on the region. This will be followed by a panel discussion with local entrepreneurs and venture capitalists. In the afternoon, participants will visit Australia Technology Park to meet local start-up companies being incubated at the park and a hands-on experience of enterprise in an Australian context. The day will be rounded off with dinner at a local restaurant and an opportunity for teams to work on their given business challenge.

Thursday 8 April 2010

Day 3 will explore innovation and the regional business culture. Students will hear talks and undertake activities that explore the innovation process and the effects of business culture on a real business opportunity within one of the WUN Global Challenges. The objective of the day will be to explore a real idea in each group and develop a deep understanding of the potential for the product or service.

Friday 9 April 2010

STIMULATE will culminate on Day 4 with presentations from each group on their business idea. The presentations will be made to an expert panel who will judge and comment on the merits. This will be followed by a general discussion on the outcomes of the activities undertaken and time for the student teams to reflect on the lessons learned. The forum will conclude with a dinner cruise on spectacular Sydney Harbour.

About WUN Enterprise

WUN Enterprise is a pioneering platform that provides a connection point to identify issues, stimulate initiatives and motivate leaders to deliver enterprise skills and practices in global business and social environments, to expand the impact and effectiveness of entrepreneurship in higher education.

About the University of Sydney

Founded in 1850, the University of Sydney is Australia’s first university. A comprehensive, research intensive university with over 40,000 students, it consistently ranks among the world’s top 40 universities and plays a significant role in the local, national and international communities.

About the Worldwide Universities Network

The Worldwide Universities Network is a partnership of 14 research-led universities drawn from the United Kingdom, Europe, North America, China and Australia. The WUN alliance exists to make significant advances in knowledge and understanding in areas of current global concern. By fostering and encouraging collaboration between members, WUN brings together the experience, equipment and expertise necessary to tackle the big issues currently facing societies, governments, corporations and education. WUN has identified a number of Global Challenges as a focus for its collaborative research activities - these include Adapting to Climate Change and The Opportunities and Challenges of Globalisation.

About the STIMULATE Organising Committee

The STIMULATE Organising Committee is made up of faculty and administrators from the University of Sydney, University of Leeds and the University of York.

- Dr Richard Seymour, Faculty of Economics & Business, The University of Sydney
- Mr Tony Ward, Department of Electronics; and Centre for Excellence in Teaching and Learning in Enterprise, University of York
- Professor Richard Williams, Pro-Vice-Chancellor (Enterprise & International), The University of Leeds
- Mr Nicholas Haskins, Office of the Deputy Vice-Chancellor (International), The University of Sydney
- Ms Kirsty Mattinson, Enterprise and Innovation Office, The University of Leeds