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Press Release Wrap-up

like entrepreneurship 2009 **An innovative and interactive edition**

The highlight of the 2009 edition of Créer Trade Show, organized at Lille Grand Palais, was **like entrepreneurship, which took place on Tuesday 15 September, and confirmed its role as a European exchange and influence hub for entrepreneurship of today and tomorrow. The event brought together 286 international professionals, company managers and academics** sharing their own experience and joining in the astonishing Speed Networking Session with participants connected online in Spain, Finland, Quebec, the USA and Burkina Faso.

The recipe was unquestionably to everyone's liking. **Many participants have already booked their place for the 2010 edition and some have even offered to help in setting it up.** So the next edition is programmed for September 2010.

Convincing participants

The success of like entrepreneurship was plain to see. This year, the event brought together **286 professionals from across the globe** (17 nationalities represented), company managers and academics to exchange their views on entrepreneurial culture and how to pass it on. Throughout 3 workshops, participants around several tables could pitch their ideas on the matter. Moreover, discussions were particularly intense during the plenary « Innovate to win » and the workshop on creativity and innovation, the driving force behind entrepreneurship, led by the charismatic Marc Clerkx of Flanders DC. Innovation, the underlying keynote of Créer Trade Show in 2008, still remains a topical theme.

A prolific Speed Networking Session

Organized around 15 tables, 8 of which were virtual, that is to say connected on-line at a distance, **136 participants joined in the brainstorming session** the aim of which was to break new ground and suggest cutting-edge answers to three questions given at the beginning of the session. On line were academics, entrepreneurial players, company managers, students in Lille (2 tables), Paris, Lyons, Brussels (Belgium), Helsinki (Finland), Stockholm (Sweden), London (UK), Dublin (Ireland), Montreal (Canada), Quebec (Canada), Sherbrooke (Canada), Fredericton (Canada), Washington (USA) and Ouagadougou (Burkina Faso).

Each of the three questions presented to the participants and their creative minds referred to themes from the workshops, the objective being to summon up -simultaneously- the different ideas deep-rooted in each culture. **At the end of the session, suggestions were voted on to choose the Top 5 ideas.**

1. What do company managers need to succeed?

- ✓ Detect an opportunity when others do not see it
- ✓ Have confidence in themselves and others
- ✓ Be enthusiastic
- ✓ Learn quickly and be responsive
- ✓ Be able to think positive in difficult situations.

2. What can be done to make to company managers viewed as « normal and accessible » people?

- ✓ Give value to the experience of failures
- ✓ Develop entrepreneurial culture among all the public, political and economic players...
- ✓ Develop entrepreneurial culture at an earlier age (from primary school)
- ✓ Help students to convey ideas to their teachers
- ✓ Communicate in Reality TV style - « One month to create » (unemployed could participate in this programme).

3. Create a slogan to make people want to become entrepreneurs.

- ✓ Become entrepreneur and make money
- ✓ Create your world
- ✓ Don't be a follower, believe in entrepreneurship. Be yourself
- ✓ Manage your future / Your future belongs to you.

At the close of an enterprising day, opinions were unanimous: like entrepreneurship is a top-flight event. Furthermore, many experts and company managers have planned to participate in the 2010 edition scheduled for next September.



www.likeentrepreneurship.com



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