

Insight Change perception Fun Intuition Challenge the givens Parad  
 Mentor Mind management Knowledge

**Passion**  
**Positivity**  
**Persistence**  
**Playfulness**



**Contributing Organisations**



The Moscow Training Foundation was set up in 1995 by the Moscow City Government and a number of leading Moscow-based commercial and public organisations as a non-governmental not-for-profit body whose main objective is to organise training for the market economy. The MTF's activities are guided by the needs of Moscow City Government. The priority areas in which training is carried out are small business development, environmental issues, accounting, finance, real estate, transport, etc.



Leading new International university: The university works in over 80 countries around the world carrying out research, consultancy and teaching. There are projects as far afield as China, South Africa, Russia, Australia and the USA. The university's position in South East London and Kent means that it is well located to link into Europe. Students also come to us from these countries to study at Greenwich, part of an international student community of some 3,500. Greenwich generates £17.5 million in research and consultancy income every year. Award-winning: The university has won two successive research-based Queen's Anniversary Prizes for Higher & Further Education; these national awards recognise outstanding achievement which benefits the wider community.



The Centre for Entrepreneurship is a motor for regeneration in the local region and has a growing programme in entrepreneurship education. This is designed to help with business start-ups and to increase the competitiveness of businesses within regional and international markets. The Centre's initiatives also contribute directly towards regional development and regeneration by ensuring organisations' are able to identify and exploit opportunities generated by the knowledge economy. The Centre for Entrepreneurship offers research expertise, technology transfer, incubator facilities, business advice and staff training, working in partnership with business, industry, government and public bodies. It has projects in UK, Europe, Eastern Europe and South Africa.



Brit Education & Travel Ltd is a non-for-profit London-based organisation, specialising in business training programmes and educational consultancy.

The professional programmes are thoroughly designed to meet the requirements of executives from various fields of business activities. Having been set up in 1996 Brit Education & Travel Ltd has helped hundreds of professionals from Russian Federation to visit Britain and establish business contacts with British commercial institutions and official bodies.



**International Conference on Innovations in Business Education and Entrepreneurship Training**

**4-5 April 2004**

**Queen Anne Court  
 University of Greenwich  
 LONDON**



## Conference Programme

### Sunday 4 April

08.30 – 09.00 09.00 - 10.15	<b>Registration with Tea &amp; Coffee</b> <b>Opening Session</b> <b>Chairman: Dr.Kanes Rajah, Director, Centre for Entrepreneurship</b> Welcome address on behalf of the Centre for Entrepreneurship and introduction to the conference.  <b>Professor Les Johnson, Head, University of Greenwich Business School</b> Welcome address on behalf of the University of Greenwich Keynote paper: Challenges faced in the provision of continuous professional development.	15.45 –16.15 16.15 – 17.30
	<b>Special Conference address by Mr. Yuri Luzhkov, Mayor of Moscow, Government of Moscow</b> <i>read by:</i> <b>Mr. Eugeny Vladimirovich Egorov, Minister of Small and Medium Business Support, Government of Moscow</b>	18.00 –19.00 19.00 –21.00

	<b>Mr. Eugeny Vladimirovich Egorov, Minister of Small and Medium Business Support, Government of Moscow</b> Keynote paper: The role of business education in contemporary economic conditions.	
	<b>Mr. M Eroshin, Director General, Moscow Training Foundation</b> Keynote Paper: Challenges faced in coordinating entrepreneurship training in a time of political and economic change'	

10.30 – 11.00 **Cobikky break**

11.00 – 12.45	<b>Plenary Session 1</b> <b>Chairman: Mr. M Eroshin, Director General, Moscow Training Foundation</b>  <b>Keynote paper: Public policy and innovations in entrepreneurship education</b> Dr. Kanes Rajah, Director, Centre of Entrepreneurship  <b>Paper: TBA</b> Mr. A. Vidiapin, Principal of Plekhanov Academy, Moscow	
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12.45 – 13.45 **Lunch**

13.45 – 14.45 Tour of the Greenwich University grounds and heritage buildings by Foundation 'Yeoman'

14.45 – 15.45	<b>Plenary Session 2</b> <b>Chairman: TBA</b>  <b>Regional enterprise development</b> Mr. Richard Tuff, Deputy Head of Office, Kent Brussels Office, Brussels, Belgium  <b>Vocational -technical training</b> Dvornikov Sergey Ivanovich, Director "Professional", State Training Center, Moscow	10.45 –11.05
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**Cobikky break** 11.05 –12.05

**Plenary Session 3**  
Innovation Development in Technological and Scientific fields – The first priority for government.  
Mr. I. Chuguev, Department Chairman Committee for the Development of Military Industrial Complex

**Corporate social responsibility and meeting the challenges of world trade (WTO) and investment flows.**  
Mr. Karamjit Thind, Managing Director of TA Management Consultants, London. Formerly of Cass Business School.

Paper: TBA  
Speaker: TBA (from Russia)

**Wine Reception and Networking**

**Dinner**

**Monday 5 April**  
09.30 – 10.45 am **Parallel Session 1**

**Theme 1: "Practice of Entrepreneurship in Russia and UK"**  
• Towards a new paradigm in entrepreneurship development  
Mr. Danny Sondakh, Research Fellow, Centre for Entrepreneurship

• Practice of Moscow Physical Engineering University in practical innovation  
Prof. I. V. Prokhorov, Director of Institute of Innovation Management

**Theme 2: "Essential entrepreneurship skills"**  
• Optimising financial structures in support of entrepreneurial activity  
Mr. Colin Bond, Vice-President Finance, Great Lakes Chemical Company, Zurich, Switzerland. Also, Visiting Faculty, Open University Business School.

• Innovation activity and laws of business evolution  
Prof. V. K. Lozenko, Head of Department & Business School, Moscow Power Engineering University

**Theme 3: "Distance Learning"**  
• Problems of the management of educational establishment which are specialising in professional and post university education  
Prof. Olga Gorelik, Head of IT application in Economics, Toliatti State University of Services

• eLearning: Gaps in the landscape  
Mr. Matthew Yong Chee Khoe

**Cobikky Break**

**Parallel Session 2**

**Theme 4: "Practice of Intrapreneurship in Russia and UK"**

• The concept of new quality of relations between university and business on the basis of education, science and production integration  
Mr. Sigov Alexander Sergeyeovich, Rector, Moscow State Institute of Radio Technology, Electronics and Automatics

• Building an entrepreneurial culture in a higher education institution: the Entrepreneurship Centre at Imperial College London  
Dr. Tim Meldrum, Entrepreneurship Centre, Tanaka Business School, Imperial College, London

**Theme 5: "High Growth Micro Enterprises"**

• Managing risk aspects of growth enterprise  
Mr. Daniel Tarka, Researcher, Centre for Entrepreneurship

• Paper from Russia: TBA  
Speaker from Russia: TBA

**Closing Ceremony**  
Chairman: Dr.Kanes Rajah, Director, Centre for Entrepreneurship

**Feedback from the conference sessions:**  
Russian Rapporteur:  
Prof. A Sigov, Principal, Moscow University of Radio Engineering, Electronics and Automation

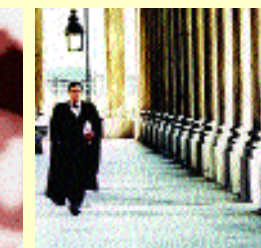
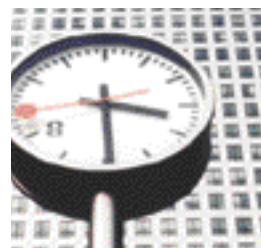
United Kingdom Rapporteur:  
Dr. Zelkjo Sevic, Director of Research, Business School

**Closing Speech:**  
**Mr. Eugeny Vladimirovich Egorov, Minister of Small and Medium Business Support, Government of Moscow**

**Professor Rick Trainor, Vice-Chancellor, University of Greenwich.**

**Close of the conference sessions**

**Conference Lunch & River Cruise on the Thames on Board the Eltham**



## Executive Committee Members

**Co-Chairmen of the Committee:**

Mr. E. Egorov	Minister Ministry of Small and Medium Business Support Moscow City Government
Mr. M. Eroshin	General Director Moscow Training Foundation Moscow City Government
Prof. Les Johnson	Head of School University of Greenwich Business School
Dr.Kanes Rajah	Director Centre for Entrepreneurship University of Greenwich Business School

**Members of the Committee:**

Prof. A. Sigov	Principal Moscow University of Radio Engineering, Electronics and Automation
Prof. V. Vidiapin	Principal The Russian Academy of Plekhanov
Mr. I. Chuguev	Deputy Chairman Committee for Development of Military Industrial Complex
Mr. V. Kisurin	Head of Directorate Administrative Executive Directorate Ministry of Small and Medium Business Support Moscow City Government
Ms. E. Abramova	Head of Directorate Ministry of Consumers' Market and Services Moscow City Government
Mr. V. Golomysov	Deputy General Director Moscow Training Foundation
Mr. A. Kostrov	Deputy General Director Moscow Training Foundation
Mr. Samuel Toumassian	Managing Durector Brit Education & Travel
Mr. Soslan Salamov	Marketing Director Brit Education & Travel