

# **International Conference on** *SME and Entrepreneurship Financing, Placemaking,* *and Industry-Academia Collaboration* **6<sup>th</sup> December 2019, 08:30 – 18:20**

## ■ **Conference Aims and Objectives**

The contribution of small and medium enterprises (SMEs) has been dispensable during the economic development of many countries. Recently, countries paid more attention to the impacts of SMEs and aggressively proceed to plan more financial and political policies for market needs. In the meanwhile, the issues of regional innovation, entrepreneurial development, and placemaking financing have been focused by academics and industries. How to obtain stable and sufficient funds and resources for related parties, especially the SMEs, has also become the goal of government policymaking.

According to the global trend and market needs, this international conference will provide two major topics for presentations and discussions based on the above development background.

## ■ **Conference Topics**

**According to the aims and objectives, the conference will proceed with speech and discussion under the following topics.**

1. Related issues of financing demands, solution strategies, knowledge sharing, and experience transfer for SMEs
2. Related issues of University Social Responsibility (USR), regional innovation and incubation, placemaking, and industry-academic cooperation
3. Others

## ■ **Organizer and Co-organizer:**

Business School of Soochow University, Taiwan Business Bank (TBB),

Yunus Social Business Center of Soochow University,

Business Innovation and Entrepreneurship Center of Soochow University,

Pan Asia Institute of Niigata University, Hanbat International University

## ■ **Conference Location**

International Conference Hall of TBB (17F, No.30 Ta-Cheng St., Taipei, Taiwan, R.O.C.)

# Conference Agenda

## Section I –Issues and Strategies of Financing Demands for SMEs in Taiwan, Japan, and Korea

08:30~12:20

December 6 <sup>th</sup> 2019 (Friday)	
08:30~09:00	<b>Reception &amp; Registration</b>
09:00~09:40	Opening Ceremony (Including group photo)
09:40~10:10	Moderator: Mr. Lu-Yen Wang, Chairman of the Board, ACRO Biomedical Co., Ltd. Speaker: Toshihiko Nagase, CEO, Niigata Venture Capital Co. Ltd. <b>Topic:</b> <b>Regional Revitalization and Venture Support in Niigata (Japanese)</b>
10:10~10:40	Speaker: Hyeon-jun Jeong, Director, Korea Business Incubator Association (KOBIA) <b>Topic:</b> <b>Start-up Support and Incubation in Korea (Korean)</b>
10:40~11:00	<b>Tea Break</b>
11:00-11:30	Moderator: Prof. Ming-Shiang Huang, National Changhua University of Education Speaker: Chih-Chien Chang, Deputy General Manager, Taiwan Business Bank <b>Topic: Current Development of SME Financing Market in Taiwan (Chinese)</b>
11:30~12:20	<b>Practical Forum: Issues in SMEs Operation (Panel Discussion)</b> Moderator: Prof. Shiao-Ling Sheng, Soochow University Discussants: Chih-Chien Chang, Deputy General Manager, Taiwan Business Bank Prof. Shiao-Ling Sheng, Soochow University Mr. Si-Wei Lin, Manager, Joint Credit Information Center Toshihiko Nagase, CEO, Niigata Venture Capital Co. Ltd. Hyeon-jun Jeong, Director, Korea Business Incubator Association (KOBIA) <b>Topic: Current Situation and Future Development of SMEs' Financing Environment in Taiwan, Japan and Korea</b>
12:20~13:20	<b>Lunch</b>

## Section II – Regional Innovation, Placemaking, University Social Responsibility, and Industry-Academy Cooperation

**13:20~18:20**

<b>Part 1: Regional Innovation and Local Revitalization Forum</b> <b>Introducer: Chih-Yu Yang, Chief Editor, The News Lens</b>	
13:20~14:10	Keynote Speaker: Shugo Yanaka, Founder & CEO, INSPIRE Inc. <b>Topic: Japanese Local Innovation with Crazy Ideas (Japanese)</b>
14:10~14:30	Speaker: Ren Hong Peng, The Innovation and Incubation Center CEO, School of Business, Soochow University <b>Topic: Local Practice to Regional Innovation - The Regional Revitalization Practice of Toucheng Goldfish Studio (Chinese)</b>
14:30~14:50	Speaker: Wen-Qi Huang, Founder of Fish Bar, Taiwan <b>Topic: From Ocean to Plate: Towards Coexistence with the Ocean (Chinese)</b>
14:50~15:10	Speaker: Jun Cheng Lin, Founder of The Can Culture Art and Nature, Taiwan <b>Topic: Community Support System and Social Enterprise (Chinese)</b>
15:10~15:40	<b>Practical Forum &amp; Comprehensive Discussion (1)</b> <b>Topic: Regional Innovation and Placemaking in Taiwan, Japan, and Korea</b>
15:40~16:00	<b>Tea Break</b>
<b>Part 2: University Social Responsibility and Industry-Academy Cooperation</b> <b>Introducer: Li-Chung Jen, Vice Principle, Providence University</b>	
16:00~16:30	Speaker: Li-Chung Jen, Vice Principle, Providence University <b>Topic: City Brand, Innovation Style, Talent Training and Education (Chinese)</b>
16:30~16:50	Speaker: Won-il Lee, Professor, Hanbat National University <b>Topic: Innovation Cluster and Industry-academia Cooperation in Daejeon (Korean)</b>
16:50~17:10	Speaker: Ryoji Ito, Associate Professor, Niigata University <b>Topic: The Role of Universities in the Entrepreneurial Ecosystem: A Case Study of Niigata (Japanese)</b>
17:10~17:30	Speaker: Tai-He Yang, Assistant Professor, Kun Shan University <b>Topic: Guantian-Black-Gold Community Cooperative: The Social Practice of Creating Sustainable Development in a Village (Chinese)</b>
17:30~17:50	Speaker: Hsiang-Hsin Wang, CEO, Yunus Social Business Center, Soochow University <b>Topic: University-industry Cooperation on Developing Agricultural Tours in Tian-Jong Township (Chinese)</b>
17:50~18:20	<b>Practical Forum &amp; Comprehensive Discussion (2)</b> <b>Topic: The Challenges for University Social Responsibility and Industry-Academy Cooperation in Taiwan, Japan, and Korea</b>
<b>18:20</b>	<b>Closing Ceremony</b>

※The conference provides synchronous interpretation for Chinese-Japanese and Chinese-Korean

※The organizer maintains the rights to adjust agenda or topics