

ACCEL REE Asia 2007, KAIST

June 20th – 22nd, 2007
KAIST, Daejeon
Lotte Hotel, Seoul



KAIST

Korea Advanced Institute of Science and Technology

ACCEL REE Asia 2007

REE (Roundtable on Entrepreneurship Education)

The ACCEL REE conference in Korea gathers global leaders in business, science, and universities with the goal of accelerating entrepreneurship around the world, especially in Asia in 2007



Stanford Technology Ventures Program's
ROUNDTABLE on ENTREPRENEURSHIP EDUCATION
for Scientists & Engineers



Invitation Letter

We cordially invite you to the ACCEL REE Asia 2007.

Theme

Entrepreneurship for Asia
- *Entrepreneurial Leadership and Responsibility* -

Venue : Lotte Hotel in Seoul, June 20th and 22nd;
KAIST in Daejeon, June 21st, 2007

About 300 global leaders from more than 15 countries are expected to participate in the conference to share the knowledge and design the future in entrepreneurship.

The distinguished plenary session speakers include:

- *Hiroyuki Yoshikawa (President, National Institute of Advanced Industrial Science and Technology, Former President, the University of Tokyo)*
- *M. S. Ananth, (President, Indian Institute of Technology, Madras)*
- *S. Gopalakrishnan (Infosys Technologies Ltd, CEO)*
- *Chong-Moon Lee (Distinguished Professor Emeritus of KAIST, Chairman of AmBex Venture Group)*
- *Tom Byers (Professor, Director of Stanford Technology Venture Program, Stanford University)*
- *Tina Seeling (Professor, Executive Director of Stanford Technology Venture Program, Stanford University)*

They will discuss the future of Asian business economy and the role of entrepreneurship. In addition, leading educators from more than 20 countries will discuss the strategy for accelerating entrepreneurship in Asia.

Early registrants will receive discount.

All sessions on 22nd will be provided with simultaneous interpretation services.

General Information

Main Theme

- ‘Entrepreneurship for Asia’
- Entrepreneurial Leadership and Responsibility -

Dates

Jun 20th (Wed.) – 22nd (Fri.), 2007

Time & Venue

- Jun 20th : Lotte Hotel, Seoul
Jun 21st : KAIST, Daejeon
Jun 22nd : Lotte Hotel, Seoul

Structure of ACCEL REE Conference

1) Conference for Educators

- Jun 20th - 21st : ‘Entrepreneurship for Asia’
- Subtitle : “Entrepreneurial Leadership and Responsibility”

2) Open to Public

- Jun 22nd : ‘Entrepreneurship for Asia’
- Subtitle : “How To Make Entrepreneur?”

Host

Korea Advanced Institute of Science and Technology (KAIST)
Stanford Technology Ventures Program (STVP)

Sponsorship of ACCEL REE Asia 2007

SMBA (Small and Medium Business Administration) of Korea
AmBex Venture Group / Samsung / Daedeok Innopolis /
Woolim / KOCI (Korea Research Council for Industrial
Science and Technology) /

General Information

Venue

• Lotte Hotel, Seoul

Sogong-dong, Jung-Gu, Seoul, Korea 100-721
Tel : +82-2-771-1000 / Fax : +82-2-752-3758
Homepage : <http://www.lottehotel.co.kr>

• KAIST, Daejeon

335 Gwahangno, Yuseong-Gu, Daejeon, Korea 305-701
Tel : +82-42-869-4332 / Fax : +82-42-869-4340
Homepage : <http://www.kaist.ac.kr>

Social Program

- 20th - Dinner by KOCI & Speech
- Nanta Performance (a non-verbal performance of reckless rhythms that dramatize customary Korean percussion in a strikingly comedic stage show.)
21st - Luncheon by SMBA & Speech
- Dinner by DAEDEOK INNOPOLIS & Speech
- ETRI (Electronics and Telecommunications Research Institute) Tour
22nd - Luncheon by Samsung & Speech
- Dinner & Traditional Performance in the “Korea House”
23rd - Samsung Semiconductor factory Tour in Suwon

Language

English is the official language and all printed material will be in English
Simultaneous translation will be provided in Korean and English on Jun 22nd sessions

General Information

Web-Site for registration

[Http://ree.stanford.edu/asia](http://ree.stanford.edu/asia)

[Http://eship.kaist.ac.kr/ree](http://eship.kaist.ac.kr/ree)

Fee & Due date for registration

- Fee : \$350 (\$250 without KTX (express train)) for 20th – 22nd
 - ※ KRW 100,000 for 22nd only
- Discount & Benefits for Early registration (**Before May 1st**)
 - \$300 including first class seat for KTX (\$200 without KTX)

Registration on the Spot

The registration desks are located at the Lotte Hotel lobby (2F) during the Conference according to the schedule below

Jun 20th 11:30 – 13:00

Jun 22nd 9:00 – 12:00

Transportation

Jun 21st, 07:00 : From Lotte Hotel, Seoul to KAIST, Daejeon by KTX (express train)

Jun 21st, 19:30 : From KAIST, Daejeon to Lotte Hotel, Seoul by limousine Bus (Chartered)

Secretariat

Center for Science-based Entrepreneurship, KAIST
Office :TEL:+82-(0)42-869-4332~3 / Fax :869-4340

- Researcher Insue Kim
Email: kiminsue7@kaist.ac.kr TEL:+82-(0)42-869-4348
- Researcher Changlim Joo
Email: cl33@kaist.ac.kr TEL:+82-(0)42-869-4349

General Information

Accommodation

- Lotte Hotel, Seoul (Grade : 5 Star Hotel)
(*Lotte Hotel Seoul was recognized as the best Individual Hotel in Asia through an extensive 8-month survey conducted by Global Traveler magazine.*)
- Room Rate (including Internet Access)
Special Conference Rate (per Room/Night) is KRW 130,000 (app. \$135~140 that includes breakfast (for one person), 10% service charge, and 10% tax).
(Without conference rate, it is KRW 410,000 (app. \$440 Room only) + Breakfast, KRW 18,150 (app. \$19/each) + 10% service charge + 10% tax)
- ※ Settlement Currency : KRW
- ※ Lotte Hotel allow extensions for several days before and after the conference at the same rate
- ※ Companions staying with guest in the same room are free (additional charge : Breakfast KRW 18,150 /each)
- ※ [Reservation] Hotel reservation is available **by Fax or email only.**
- Please download a Hotel reservation form from REE web-site**
 - for International : <http://ree.stanford.edu/asia/> (Travel Information)
 - for Domestic : <http://eship.kaist.ac.kr/ree>

Internet Access

- The participant will be able to access Internet during the conference at the Following location
- Lobby (2F, 3F) and rooms at the Lotte hotel
 - all lecture rooms at the KAIST

Summary Provided

<http://eship.kaist.ac.kr/ree>

Check out website for each session summary after 1 week

Committee Members

Advisory Committee

- **Ashok Misra**, President, Indian Institute of Technology, Bombay
- **Chang-Sun Hong**, Member, The National Assembly of the Rep. of Korea
- **Chong-Moon Lee**, Distinguished Professor Emeritus of KAIST, Chairman of AmBex Venture Group
- **Hiroyuki Yoshikawa**, President, National Institute of Advanced Industrial Science and Technology, Former President of the Tokyo University
- **Kyu-Kab Cho**, Professor, Pusan National University
- **M. S. Ananth**, President, Indian Institute of Technology, Madras
- **Soon-Heung Chang**, Vice President, KAIST
- **Tai-Yoo Kim**, Professor, Seoul National University
- **Tom Byers**, Professor, Stanford University
- **Yasutaka Mori**, Former Professor, Keio University

Organizing Committee Chairmen

- **Chong-Moon Lee**, Honorary Chairman/ Distinguished Professor Emeritus of KAIST, Chairman of AmBex Venture Group
- **Tae-Yong Yang**, Chairman / Professor, Business Economics Program, Director of Center for Science-Based Entrepreneurship, KAIST
- **Tina Seeling**, Co-chairman / Executive Director, Stanford Technology Venture Program, Stanford

Committee Members

Organizing Committee

- **Zong-Tae Bae**, Professor, Director of Techno-MBA Program, Graduate School of Management, KAIST
- **Kwang-Chul Choi**, Professor, Center for Science-Based Entrepreneurship, KAIST/ Vice president, Bechtel Group
- **Hyun-Joon Chang**, Professor, Center for Science-Based Entrepreneurship, KAIST
- **In-Tak Bae**, Adjunct Professor, KAIST / CEO, Summit Partners
- **Beom-Sool Kim**, Vice Chairman, Korea-Stanford Venture Forum
- **Sang-Chul Park**, Professor, Korea Polytechnic University / Adjunct Professor, KAIST
- **Myung-Hwan Yun**, Professor, Seoul National University
- **Choon-Seong Leem**, Professor and the Chair of Department of Information & Industrial Engineering, Yonsei University
- **Hyun-Bo Cho**, Professor, Pohang University of Science & Technology
- **Yoo-Suk Hong**, Associate Professor, Seoul National University
- **Won-Joon Kim**, Assistant Professor, Business Economics Program & Center for Science-Based Entrepreneurship, KAIST
- **Tae-Eog Lee**, Professor and Dean, Dept. of Industrial Engineering, KAIST
- **Joo-Sung Lee**, Assistant Professor, Yonsei University
- **Hyung-Rok Yim**, Associate Research Fellow, Korea Institutes for Industrial Economics and Trade

Committee Members

- **Sang-Wook Chung**, Professor and Dean, Dept. of Industrial Engineering, Chonnam National University
- **Hak-Soo Mok**, Professor, Pusan National University
- **Bon-Keup Koo**, Professor, Dept. of Material Engineering, Head of Industry-University Cooperation Foundation, Hanbat National University

- International -

- ✓ **Australia : Craig Mudge**
Professor of Innovation, Director of Macquarie Institute for Innovation, Macquarie University,
- ✓ **China : Gao Jian**
Professor & Chair of Innovation and Entrepreneurship Department, Associate Director of National Entrepreneurship Research Center, School of Economics and Management, Tsinghua University
- ✓ **Hong Kong : Bee-Leng Chua**
Professor, Department of Management, Director of Center for Entrepreneurship, The Chinese University of Hong Kong
Bernard Suen, Honorary Project Director, Center for Entrepreneurship, The Chinese University of Hong Kong
- ✓ **Japan : Kanetaka Maki**
Research Associate, Graduate School of Media and Governance, Keio University
- ✓ **Thailand : Edward Rubesch**
Lecturer, Thammasat Business School, Thammasat University

Committee Members

- ✓ **Singapore : Wong Poh Kam**
Professor, NUS Entrepreneurship Center, National University of Singapore
- ✓ **U.S.A : H. Michael Chung**
Professor, California State University, Long beach. Director, Center for Information Strategies and Technologies
Jacob Chen, Vice President, Foxconn Technology Group
Daryl Santos, Professor, Binghamton University (SUNY)

Committee Members

Honorary speakers

- **Woo-Sik Kim**, Deputy Prime Minister and Minister of Science and Technology of Korea (Tentative)
- **Hyun-Jae Lee**, Administrator, Small and Medium Business Administration of Korea
- **Chong-Moon Lee**, Distinguished Professor Emeritus of KAIST, Chairman of AmBex Venture Group
- **Nam-Pyo Suh**, President, KAIST
- **CEO**, Samsung Electronics (to be confirmed)
- **Ho-Il Lee**, President, Korea Research Council for Industrial Science and Technology (KOCI)
- **Mun-Kee Choi**, President, Electronics and Telecommunications Research Institute (ETRI)
- **In-Chul Park**, President, DAEDEOK INNOPOLIS

The main theme of the conference

Main Theme

‘Entrepreneurship for Asia’ - Entrepreneurial Leadership and Responsibility-

“Instituting a high level of dynamism, so that the economy is fired by the new ideas of entrepreneurs, serves to transform the workplace in the firms developing an innovation and also the firms dealing with the innovation.”

- Edmund S. Phelps, Columbia University; 2006 Nobel Prize – Economics; Wall Street Journal, October 10, 2006

‘Entrepreneurship’ has been the engine of economic growth in the past, is, currently, and will be, in the future. Microsoft, Google, Samsung, GM, Toyota has been created by ‘Entrepreneurship’.

However, the meaning of ‘Entrepreneurship’ has degenerated to mean ‘start-ups’ after the technology bubble of late 90’s.

In ACCEL REE ASIA 2007, we will develop new definition and regional strategy for promoting ‘Entrepreneurship’ by answering the following questions:

1. *What is the entrepreneurship?*
2. *How to make entrepreneurs?*
3. *How different is entrepreneurial environment among countries, regions, and cultures?*
4. *The role of government, university, and private firms in promoting entrepreneurship*
5. *What is the unique habitat of Asian entrepreneurship compared to that of Silicon valley?*
6. *How to promote entrepreneurship globally, especially in Asia?*

Timetable

Jun 20th (Wed, Seoul, Lotte Hotel)

Time	Event
11:30 - 13:00	Registration : Sandwiches & Beverage
13:00 - 13:15	Welcoming Address
13:15 - 14:00	Afternoon Session 1 : Tom Byers & Tina Seelig (Stanford)
	Entrepreneurship & Business Leadership Education with ACCEL REE: Europe, South America, Asia, and USA
14:00 - 14:15	Coffee Break
14:15 - 15:15	Afternoon Session 2 : Jacob Chen (Foxconn)
	Asian Entrepreneurial Environment – Status Reports - Presentation by each country (10 min presentation) - Japan, China, Korea, Hong Kong, New Zealand - Panel discussion & Question
15:15 - 15:45	Coffee Break
15:45 - 16:45	Afternoon Session 3 : Craig Mudge (Macquarie)
	Asian Entrepreneurial Environment – Status Reports - Presentation by each country (10 min presentation) - India, Singapore, Australia, Thailand - Panel discussion & Question
17:45 - 19:30	Registration & Dinner by Korea Research Council for Industrial Science and Technology (KOI) - Tentative
20:00 - 22:00	Ice-breaking
	Nanta Performance (a non-verbal performance of reckless rhythms that dramatize customary Korean percussion in a strikingly comedic stage show.)

Timetable

Jun 21st (Thu, Daejeon, KAIST)

Time	Event
- 7:00 .	Leave for KAIST
7:30 - 8:30	KTX to Daejeon with Breakfast
9:00 - 9:30	ETRI Tour / President, Mun-Kee Choi, (ETRI) - “The Quality of Researchers at ETRI relies on Universities”
10:00 - 11:20	Morning Session 1 : Taeyong Yang (KAIST)
	Two Session Discussion – 2~3 leaders’ 10min presentation - Curriculum : Differentiation of E-ship education with MBA courses : Joosung Lee, Yonsei Univ. - (In/Outreach) Program : e.g. Internship, Business Plan Competition, Company – University Collaboration Program : Maki (Keio), Park (KPU) & Suen (CUHK)
11:30 - 12:00	Morning Session 2 : Teaching Effectiveness
	Using Technology in the Classroom : Tom Byers (Stanford)
12:00 - 13:30	Lunch by Small and Medium Business Administration of Korea
	Guest Speaker : Lee, Hyun-Jae, Administrator, Small and Medium Business Administration of Korea - “Revisit of Korea’s last six years of start-up venture investment – what level of success was it?”

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Timetable

Jun 21st (Thu, Daejeon, KAIST)

Time	Event
13:30 - 15:20	Afternoon Session1 : Teaching Effectiveness - Tina Seeling (Stanford)
	<i>Korean Case Study - "Cyworld" (13:30 - 14:15)</i> <i>Two Session Discussion: Teaching Effectiveness (14:20 - 15:20)</i> - <i>What course materials are most effective? :</i> - <i>(How to motivate e-ship with) Team Projects : Tina Seeling (Stanford)</i>
15:20 - 15:40	Coffee Break
15:40 - 16:40	Afternoon Session2 : Next Step for REE Workshop
	<i>Two Session Discussion</i> - <i>What kinds of Help & Cooperation are needed from ACCEL REE? : Tina Seelig (Stanford)</i> - <i>Next Step for REE Asia : Craig Mudge (Macquarie)</i>
16:40 - 17:00	Conclusions
17:30 - 19:30	Daedeok Innopolis Dinner & Daedeok R&D area Tour
	<i>Guest speaker : In Chul Park, President Daedeok INNOPOLIS</i>
19:30 - 21:30	Return to Seoul

Timetable

Jun 22nd (Fri, Seoul, Lotte Hotel)

Time	Event
9:00 - 10:00	Registration
10:00 - 10:10	Welcoming Address by Nam Pyo Suh, (KAIST President)
10:10 - 10:20	Congratulatory by Vice Prime Minister of Korea
10:20 - 11:50	Keynote Speech 1 : <i>How important is Innovative Science-based Entrepreneur?</i>
	- <i>Introduction: Chong-Moon Lee (Distinguished Professor Emeritus, KAIST)</i> - <i>Hiroyuki Yoshikawa (President, National Institute of Advanced Industrial Science and Technology)</i> <i>"Technology and Entrepreneurship - Innovation"</i> - <i>M. S. Ananth (President, Indian Institute of Technology, Madras)</i>
11:50 - 12:20	Panel Discussion 1
	< Panel List > - Nam Pyo Suh - Hiroyuki Yoshikawa - M. S. Ananth - <i>Entrepreneur from Japan (Tentative)</i> - <i>CEO of NHN or HUMAX (Tentative)</i>

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Timetable

Jun 22nd (Fri, Seoul, Lotte Hotel)

Time	Event
12:20 - 13:30	Samsung Lunch
	<i>Honorary Speech : Samsung CEO (To be confirmed)</i> - "Quality of Engineers we expect who understands economic approach"
13:30 - 15:00	Keynote Speech 2 : What are the areas we should improve in Teaching (Education)?
	-Chong-Moon Lee (Distinguished Professor, KAIST) "What Techno-entrepreneur can do for Asia?" - Tom Byers (Director, Stanford Venture Program) - S. Gopalakrishnan (Infosys Technologies Ltd, CEO) - Speaker from Silicon Valley (Tentative)
15:00 - 15:10	Coffee Break – Collection of Questions to Panels
15:10 - 15:30	Panel Discussion 2
	< Panel List > - Chong-Moon Lee - Tom Byers - Speaker from Silicon Valley (Tentative) - Venture Capitalist / Venture CEO from Korea
15:30 - 15:50	Summary of 'ACCEL REE Asia 2007, KAIST'
	Tina L. Seelig (Director of Stanford STVP)
15:50 - 17:30	Moving for Dinner
17:30 - 19:00	Dinner

Timetable

Jun 23rd (Sat, Seoul, Lotte Hotel)

Time	Event
9:00 – 12:00	Samsung Semiconductor factory Tour * This Tour is NOT an official Event of ACCEL REE 2007 -In case you want to visit a Samsung Semiconductor factory, give us a month's notice. - Additional Options : Korean Folk Village Tour, Seoul City Tour

Sponsorship for ACCEL REE 2007



LOTTE HOTEL LOCATION

► From Incheon International Airport to the Lotte Hotel Seoul

You may purchase Limousine and Premium Bus tickets and information at the passenger terminal arrival floor by the Transportation Information counter located at exit 2, 4, 9 and 13. (Airport Information: +82-1577-2600)

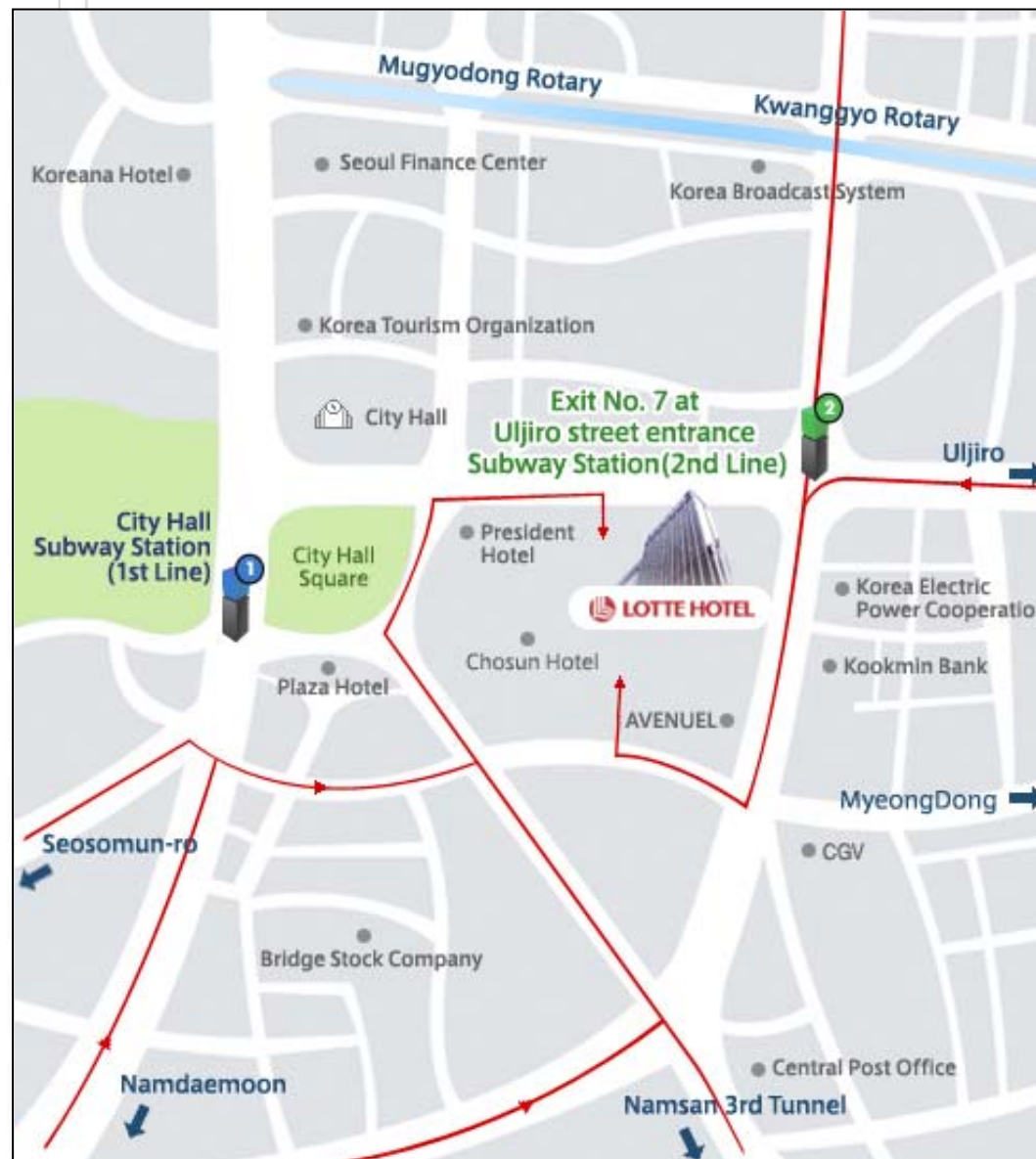
You can take the following bus every 20 min from 5:25 a.m. till 7:05 p.m. It costs 13,000 KRW (app. \$12) and takes around 45-60min from the airport to Lotte Hotel depending on the traffic.

Route Name (Bus No.)	Bus Type	Direction	Bus Stop No.
Hotels (City Hall)	Limousine (Deluxe)	Seoul (North)	4B, 11A
Station			
Seoul Plaza Hotel, Lotte Hotel, The Westin Chosun Seoul(Hotel), Koreanan Hotel, Seosomun KTL, Holiday Inn Seoul(Hotel)			

► Lotte Hotel, Seoul

Sogong-dong, Jung-Gu, Seoul, Korea 100-721
 Tel : +82-2-771-1000 / Fax : +82-2-752-3758
 Homepage : <http://www.lottehotel.co.kr/english/>

► Map



KAIST LOCATION

► **Map** (Website : <http://www.kaist.ac.kr/>)



ACCEL REE Asia 2007
KAIST

► **From Gangnam Express Bus Terminal (Seoul) to Daejeon**

Destination	Passage	Intervals / Traveling Time	Fare
Eastern Express Bus Terminal	Nonstop	5~10 (min.) / 120 (min.)	8,900 (Standard) 13,000 (Deluxe) 14,300 (Night bus)
Kumho Express Bus Terminal (Yuseong)	Nonstop	15~30 (min.) / 130(min.)	8,300 (Standard) 12,200 (Deluxe) 13,400 (Night bus)

If express bus you ride travels by way of Daejeon Government Complex Building, It will be spendd about a 15 min. from the stop of Daejeon Government Complex Building to KAIST by Taxi. The taxi fare will cost app. 3,000 won