



***EBN 19<sup>th</sup> Congress***  
**BURGOS 2010 → BICs 2020**  
**Smart entrepreneurship: challenging the recession**  
**30 June -1 July 2010**

within the frame of



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The global recession affecting European economies requires macroeconomic reforms together with policies which create conducive environments for wealth & job creation, without jeopardizing the European social model, while developing sustainable territories, and adapting Europe to a multi-polar world. What a program: **it's about searching new economic & social models**, a core objective of the EU Spanish Presidency's priorities for 2010.

Actually, these challenging economic times present extraordinary opportunities for enhancing the competitiveness of organizations through innovation. In short, it's urgent **deploying new innovation models** by all means, by all, for all.

Only true innovators and entrepreneurs will be able to make it. Those who have the ability to be responsive to changes, to question their certainties, to adjust their mindset and re-orientate activities, etc. It's a people story, a story of continuous adaptation, a story of human evolution where **new Darwinian entrepreneurs are urgently needed**.

It's all about entrepreneurship-oriented DNA, which can be cultivated through combinations of various disciplines and competences, by increasing bio-diversity. But it's also a question of vital skills acquisition such as the capacity to observe, to experiment, to accelerate, to engage and of course to collaborate and network. **Wanted: new true innovators**.

Beside spontaneous generation of entrepreneurial microorganisms, the ecosystem should be favorable for birth & growth with enablers who can really and significantly improve the flows of ideas, projects and investments. Enabling intermediaries such as BICs, known as credible, engaged and pragmatic support mechanisms, should however evolve themselves, and adjust their strategy, positioning, competences and services. **Becoming smart(er) BICs!**

[www.ebnburgos2010.com](http://www.ebnburgos2010.com)

During two days **25 smart innovative entrepreneurs**, will be show-casing their models and innovations, their passions, with BICs that have been contributing to their success. The discussions will be organized around five topics: business, collaborative, digital, socially responsible and total services models. With a zoom on inspiring non-European practices from Israel and Québec.

**A smart entrepreneurship festival**, during which smart people share smart ideas in open discussions in a collaborative mode. Be an actor of a smarter Europe, feed the “Europe 2020 strategy” with your inputs, learn from living success stories, pick-up new ideas, travel to Burgos EBN 2010 congress and meet **smart BICs, BICs 2020!**