

THE 2ND PRACTICE ENTERPRISE FAIR IN ASIA

October 25th to 27th, 2017

Following the success of the 1st Asian Practice Enterprise (PE) Fair in Shanghai in September 2016, we are pleased to announce that the 2nd International PE Fair in Asia will be held on October 25-27, 2017 in Seoul, South Korea.

Please join us at this wonderful event, which will provide participants with valuable opportunities to network with Asian PEs and their trainers and trainees. Furthermore, it will offer diverse “learn by doing” international business cooperation and multi-cultural activities in the exciting city of Seoul.

AGENDA

2 nd International Practice Enterprise Fair in Asia October 24-27, 2017 in Seoul, South Korea	
PRE-EVENT PROGRAM - Tuesday, October 24, 2017	
14:00 – 18:00	Global Entrepreneurship Education Conference
18:00 – 20:00	Networking Dinner
DAY ONE - Wednesday, October 25, 2017	
08:30 – 09:00	Registration
09:00 – 09:30	Opening Ceremony of the 2 nd International PE Fair in Asia
09:30 – 11:00	Global Enterprise Challenge (GEC)- Team Preparation
11:15 – 13:00	GEC: Preliminary Round / Lunch
13:00 – 14:00	Announcement of Finalists
14:00 – 15:30	GEC: Final Round – Presentation in the main hall
15:30 – 16:00	GEC: Awards Ceremony
16:00 – 16:30	Closing of the 1 st Day
17:00 – 20:00	Exhibition Stand Set-up
DAY TWO – Thursday, October 26, 2017	
09:30 – 10:00	Opening of the Trading Show
10:00 – 12:00	Trading Show
12:00 – 14:00	Lunch
14:00 – 17:00	Trading Show
17:00 – 18:00	Closing of the 2 nd Day
18:00 – 20:00	Young Entrepreneurs' Networking Party
DAY THREE – Friday, October 27, 2017	
9:30 – 15:00	Fair Trading
10:00 – 15:00	PE StartUP Challenge
16:00	Awards & Closing Ceremony

EVENTS

Global Enterprise Challenge



Global Enterprise Challenge (GEC) is a unique business-related event for young adults. Using a real-world case study, participants work in multinational teams to identify the challenges, opportunities and risks in a global business. Participants then have 2 hours to prepare a presentation that they will showcase to a panel of judges.

International Trade Show

The International Trade Show (ITS) is the largest exhibition of practice enterprises (PEs) in Asia, bringing together thousands of students, educators, business leaders, and industry professionals. At the ITS, students develop networking skills while selling their PE business products and services to customers and businesses.



PE StartUP Challenge



PE StartUP Challenge is a program designed to help early-stage startups become fundable companies. Teams with the most innovative business ideas will be paired with and mentored by experts in the industry, and will have to present their product in front of potential investors.

PRE-EVENT PROGRAM

Global Entrepreneurship Education Conference

The Global Entrepreneurship Education Conference is a half-day international inaugural forum that brings together policymakers, educators, implementers and private sectors. Together, participants evaluate current education in entrepreneurship, showcase best practices, and learn strategies and tools to develop youth's entrepreneurship skills to prepare them to meet global challenges.

Networking Dinner

The PE Fair aims to not only educate young entrepreneurs but also bring together stakeholders in entrepreneurship education to build lasting relationships beyond the business setting.

The Networking Dinner will offer its participants the opportunity to connect with leaders of other PE businesses and experts in various industries at a global scale.

HOW TO REGISTER

Global Enterprise Challenge

Online registration is available from May 1st, 2017. Please register in the portal www.pefairasia.kr

International Trade Show

Booth
2x2m (4 square meter)
1 table & 2 chairs to be provided

2. Online registration is available from April 3rd, 2017. Please register in the portal www.pefairasia.kr

3. Registration Fee per Booth
For Korean Schools - KRW 990,000
For overseas Schools
The first purchase is free but subsequent purchases are charged for USD 850.

PE StartUP Challenge

The process is as follows:

Step 1. Preliminary Judgment
(from May 1st until September 22nd, 2017)
Please upload 3-minute elevator pitch video at www.pefairasia.kr
The main components that elevator pitch should contain problem, solution, target market, competition, team, financial summary(business model)
Assessment by judges and the public

Step 2. Selection of teams for the final presentation (until September 29th, 2017)
Accommodation shall be sponsored for the finalists from the abroad

Step 3. Final presentation (October 27th, 2017)
Winners shall have the opportunity to make fund-raising presentation with real investors.
The detailed manual shall be provided soon.

RELATED EVENT

The 49th EUROPEN-PEN International Members' Meeting

A global Practice Enterprise (PE) network, EUROPEN-PEN International has member organizations in 42 countries from which representatives gather twice a year to discuss and evaluate methods of education in entrepreneurship. The location for the second International Members' Meeting of 2017 will take place in Seoul, Korea, with representatives of PE organization attending from over 30 countries.

LOGISTICAL INFORMATION

Grand Hall(5F), aT Center, Seoul, South Korea

<http://atcenter.at.or.kr>

27, Gangnam-daero, Seocho-gu, Seoul, Korea (Yangjae-dong aT Center)



Direction

Subway

Yangjae Citizen's Forest station on ShinBundang Line(Red Line)

Exit Gate No.4 is connected with aT Center (The Yangjae Flower Market)

Bus

The name of bus stop is aT Center

Available bus numbers include

140, 405, 407, 408, 421, 440, 441, 462, 470, 471, 4432, 9404, 9408, 9500, 9501

ABOUT US



EUROPEN-PEN
international
practice enterprises network

KOREAPEN is the Korean headquarter of EUROPEN-PEN International that provides a global network platform and services to establish, operate and expand Practice Enterprises (PEs) in South Korea.

EUROPEN-PEN INTERNATIONAL is one of the world's largest and most experienced networks for practical business and entrepreneurship training. Our network of over 7,500 Practice Enterprises connects more than 200,000 learners and trainees each year to classrooms and virtual offices in schools, colleges, universities, vocational training institutions, companies and training centers in more than 40 countries around the world.



CONTACT US

TEL	+82 2 323 8523
FAX	+82 70 7545 8525
E-MAIL	helen@koreapen.org
WEBSITE	www.pefairasia.kr
ADDRESS	Yunchun Bulding 3 Floor, Teheran-ro 86-gil 14, Gangnam-gu, Seoul

2nd International PRACTICE ENTERPRISE FAIR ASIA

Join as prospective business leaders and entrepreneurs
for a one-of-kind global business convention

October 25th to 27th, 2017 | aT center, Seoul, South Korea