



2nd International  
**PRACTICE  
ENTERPRISE  
FAIR ASIA**

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

*Join future business leaders and  
entrepreneurs for a one-of-kind global  
business convention*



**EUROPEN-PEN**  
international  
practice enterprises network

# Supporting Organizations

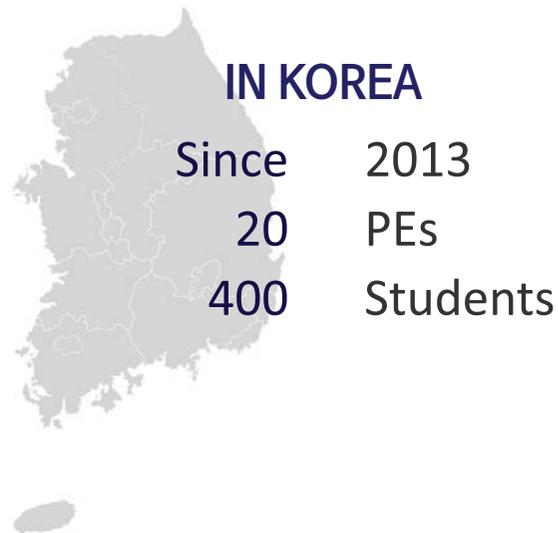


# WHAT IS Practice Enterprise(PE)?

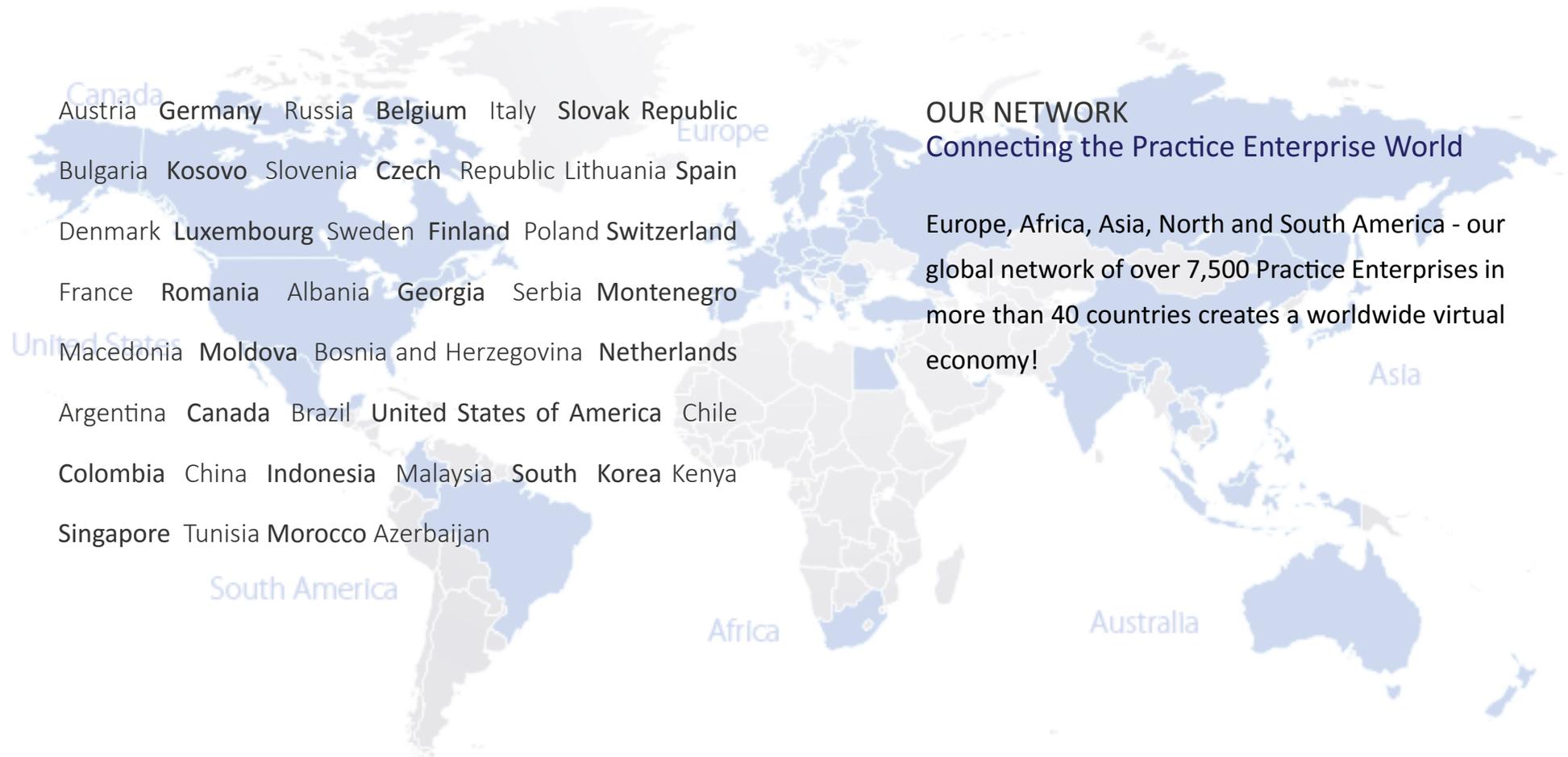
PE is a simulated company set up by trainees, with the assistance of a facilitator in an effort to learn about entrepreneurship and international standard business process. Through our global business ecosystem of over 7,500 Practice Enterprises in over 40 countries around the world more than 200,000 trainees each year learn about business by running a business and engage in real world professional activities.

PE is creating a generation of young people with the skills, knowledge and drive to become entrepreneurs and business leaders.

## Our Reach



# OUR NETWORK



## OUR NETWORK Connecting the Practice Enterprise World

Europe, Africa, Asia, North and South America - our global network of over 7,500 Practice Enterprises in more than 40 countries creates a worldwide virtual economy!

# WHAT IS 2<sup>ND</sup> PRACTICE ENTERPRISE FAIR IN ASIA ?

Following the success of the 1st Asian PE Fair in Shanghai in September 2016, the 2nd International Practice Enterprise Fair in Asia brings together thousands of rising young professionals and budding entrepreneurs from over 40 countries and hundreds of educators, school/district administrators, business leaders and industry professionals for a one-of-a-kind global convention. The major components of the convention includes Global Enterprise Challenge, PE StartUP Competition, International Trade Show to display and hone the professional skills and acumen they have developed by running a Practice Enterprise during the year.

## 2nd International Practice Enterprise Fair in Asia EVENTS:



Global Enterprise Challenge



PE StartUP Competition



International Trade Show

# The 49th EUROOPEN-PEN International Members Meeting



A global Practice Enterprise (PE) network, EUROOPEN-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. Representatives of member PE networks are made up of stakeholders of entrepreneurship education, policymakers, and educators who strive to help young adults succeed in a global setting.

A group of people in business attire are gathered around a table covered with a patterned tablecloth, likely at a trade fair or exhibition. The table is set with various items, including a red bag, a container of pens, and some food or promotional materials. In the background, there are posters and a large Korean flag. The scene is dimly lit, suggesting an indoor event space.

Go to  
<http://pefairasia.kr/> to learn more  
and get involved

# AGENDA

## Pre-Event Program

Tuesday, October 24, 2017

14:00-18:00

Global Entrepreneurship Education Conference

18:00-20:00

Networking Dinner

## Day 1

Wednesday, October 25, 2017

09:30

Opening Ceremony of the 2nd International

Practice Enterprises in Asia

09:45

Opening of Global Enterprise Challenge

10:00

Global Enterprise Challenge:

1st round - Team preparation

12:00

Global Enterprise Challenge:

1st round – Presentation

12:00-14:00 Lunch

14:00

Global Enterprise Challenge:

Final round – Presentation in the main hall

16:00

Global Enterprise challenge: Awards ceremony

17:00-20:00

Exhibitor Stand set-up

## Day 2

Thursday, October 26, 2017

09:30

Official Opening of the Trading Show

10:00

Trading

12:00-14:00 Lunch

17:00

Closing of the 1st Day

18:00-20:00

Young Entrepreneurs' Networking Party

## Day 3

Friday, October 27, 2017

10:00-14:00

PE StartUP Challenge

09:30-14:00

Fair Trading

16:00

Awards ceremony & Closing the fair

---

# ABOUT US

---

## KoreaPEN

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

PE is a business simulation training model where trainees set up and run their very own virtual companies for learning business practices.

The training approach adopted by KoreaPEN is a proven hands-on, practice-based “Learning by Doing” methodology advocated by EUROPEN-PEN International.

As of 2016, we have established 20 PEs in universities and high schools in South Korea and provided its services to more than 400 trainees.

**Thanks to the following organizations and companies we've been able to provide Korean students with the practice enterprise program.**

MINISTRY OF EDUCATION

Korea Entrepreneurship Foundation

Samsung Electronics

LG Household & Health Care

AMORE PACIFIC CORPORATION

INTEL

GOOGLE CAMPUS SEOUL

MICROSOFT

KRIVET

(Korea Research Institute for Vocational Education and Training)

International IP Commercialization Council

Heung Sa Dahn(Young Korean Academy)

Kyungpook National University

Seoul National University of Science&Technology

Konkuk University

SSI(Seoul Scholars International)

Kunsan National University

# ABOUT US



## EUROPEN-PEN International

EUROPEN-PEN International is the Worldwide Practice Enterprise Network connecting over 7.000 Practice Enterprises in schools, universities, vocational education institutions and training centres in over 40 countries around the world. Each year, it provides a unique approach to business skills training to more than 200,000 trainees - including secondary, vocational education and university students, job seekers, disabled and disadvantaged groups, and even aspiring entrepreneurs.

---

# CONTACT US

---



TEL	+82 2 323 8523
FAX	+82 70 7545 8525
E-MAIL	mjkim@koreapen.org
WEBSITE	<a href="http://www.pefairasia.kr">www.pefairasia.kr</a>
ADDRESS	Yunchun Building 3 Floor, Teheran-ro 86-gil 14, Gangnam-gu, Seoul