



# **3rd** International Conference on Engineering and Business Education (ICEBE) and Conference on Innovation and Entrepreneurship (ICIE)

## **16 – 18 November 2010**

On behalf of the Conference Chairpersons and Co-Chairpersons I cordially invite you to participate at the conference (<http://www.theicie.org/>) that has been organized to provide excellent opportunities for engineering and business professionals to learn about new trends and technologies in educating the future generation and to exchange information, opinions and ideas.

### **CONFERENCE THEME**

“Trends and Prospects of Entrepreneurship and Innovation and its Implications in Engineering and Business Education Amidst Global Economic and Environmental Crisis”

The main purpose of the joint Conference is to provide a forum for experts from across the globe, working in the area of education and research in engineering, business and interdisciplinary sciences to exchange their scientific knowledge and experiences. As well as the opportunities to present their work in oral or poster form. Participants will be expected to participate in sessions related to key transferable subjects such as entrepreneurship education and research as well as quality assurance, as an example.

The conference will be also a unique chance for them to build scientific networks with experts working in similar domains from elsewhere in the world.

### **CONFERENCE VENUE**

Sofitel Philippine, Plaza, Manila

<http://www.sofitel.com/gb/hotel-6308-sofitel-philippine-plaza-manila/index.shtml>



## CONFERENCE TOPICS

- Entrepreneurship Education and Research
- Environmental, Social and Corporate Entrepreneurship
- Government Policies in Entrepreneurship, Innovation, and Research Development
- Drivers and Barriers to Innovation
- Business Incubation Management
- Innovative Methods for Engineering and Business Education
- Knowledge Management in Engineering and Business Education
- Total Quality Management (TQM) in Engineering and Business Education
- Internet and Web Applications in Engineering and Business Education
- Synergy in Entrepreneurship, Engineering, and Business Education

## CALL FOR PAPERS

Upon registration, all participants are required to submit an abstract of their paper for a possible poster or oral presentation by 28<sup>th</sup> February. Selection of these presentations will be made by the organizers on the basis of the quality and creativity of the abstract provided.

For registration and submission of your abstract please use the on-line facility available at the following web sites: <http://www.theicie.org>. Additional information you also find within the attached flyer.

## FOUNDING MEMBERS

Prof. Dr. Norbert Gruenwald  
Rector, Hochschule Wismar  
University of Applied Science,  
Technology, Business and Design  
Wismar, Germany

Sr. Imelda A. Mora, OSA  
President  
La Consolacion College Manila  
Manila, Philippines

**The joint conference will be held as part of the Global Entrepreneurship Week 2010 activities.**

<http://www.unleashingideas.org>

I look forward to seeing you in Manila next November!

Yours sincerely,

Rector  
Hochschule Wismar,  
University of Applied Sciences, Technology, Business and Design