"Frameworks for Global Business: New Thinking, Concepts and Ideas"

What Startups Do Differently and Where Traditional Businesses have to Adapt

2016 TEP – Global Entrepreneur Conference
New York City, October 10-13, 2016

NEED TO KNOW

- This year's conference topic explores new approaches and tools to business: How do we build and scale businesses in the 21st century? How do you track progress? What can a startup teach a traditional business to advance?
- We aim for impact for all our participants. Therefore volunteer for a panel moderation or meeting chair and suggest additional speakers. Join our pre-conference calls to get ideas on how to develop your business in NYC – meet with potential customers, clients and partners and join TEP inbetween. Call schedule on the next page.
- We are again publishing our conference paper, the TEP Times. You are welcome to contribute editorial content until the end of August; details are at the end.
- This year's conference in connection with the World Innovation Tour to Asia in November. All TEP participants are invited to join us in Asia; details are at tep.nyintl.net
- In addition, we co-host a discussion with the American Council on Germany on opportunities and challenges in the global digital economy. A discussion around data, privacy, security and international regulatory collaboration for the digital economy.
- And as always, we explore how collaboration among cities can support economic development.

INTRODUCTION & THEME 2016

We started the TEP series in the believe that ideas, concepts and innovation spread faster than ever globally – resulting in tremendous benefits and challenges for businesses and societies as a whole. Always aiming for tangible results, we have been supporting startups, corporates, cities and governments to learn and apply new tools of developing businesses and a supporting eco-system.

The challenges has become an even bigger one by now: traditional businesses have to evolve faster and more radical than ever before to compete globally.

This year's TEP conference, together with our first World Innovation to Asia in November, will focus on 21st century concepts for businesses and urban economic development. We try to explore:

- What is the thinking and the strategy behind some of the most innovative business concepts? And what can other learn from it?
- What tools and instruments are considered best practices for general management by now?
- What practical advice can we give to companies and people coming the U.S. for business?

As always, we keep it practicable, applicable and aiming for meaningful impact.

2016 TEP Conference: Background & Brief
New York City, October 10 – 13th

CONFERENCE DETAILS 2016

- October 10-13 in New York City
- 60 investors, entrepreneurs, media, and political opinion leaders from the US, Europe and beyond

THE PROGRAM

After an **informal kick-off on October 10th**, we start our conference at the Microsoft offices on Times Square on Tuesday, **October 11th**. The program includes a **whole day of discussions** around current developments in investments, media, the city, and the theme mentioned above. Following the day's activities, we will have drinks, food and a nightcap. Our **startup tour**, visiting and discussing with NYC VC's and startups in their offices, will start on **October 12th**. On the next day, **October 13**, the American Council on Germany will host a series of special talks on innovation, technology, and regulations around the **global digital economy**. Previous agendas and speakers can be found here www.tep.nyintl.net.

As always, the final agenda will be ready the week prior to the conference.

PANEL FORMATS

Following a brief introduction of the topic by the panel chair, we ask panelists to present their perspective on the topic for 1-2 minutes. Please include background, examples and activities, list resources, and especially focus on an outlook for 2017 and beyond. Be prepared to talk about three top tools or practical advice that helped you in managing your current challenge. The audience will sit on round tables in the Microsoft Times Square offices.

CONTENT CONTRIBUTIONS

We publish again our TEP Times and invite you to contribute. This you should know:

- All contributions in form of text (200 words) or as an interview need to provide additional value for all; please keep the text editorial and limit mere promotions.
- Provide insights and analysis around the conference theme, e.g.
    - Concepts, tools and resources for companies in the 21st century global market place
    - Updates and latest trends in global digital eco-systems
    - Ideas and insights into corporate digital strategies and startup collaboration
- Provide a high-res photo with rights to publish, your name, title, affiliation as well as your twitter handle as you like it to be published
- Please send inquiries to ashley.clark@nyintl.net
- We have limited space for advertising.
- Previous editions can be found HERE.

PLEASE NOTE

To make the most of the conference, please note the following:

- This is a "conference from friends for friends." We do this because we believe in closer collaboration.
- If you can't join a conference session you have registered for (especially the evening events), please let us know as soon as possible as we have limited space available.
- Our official conference vehicle is the New York subway and New York yellow cab, so make sure you know your way around between locations. If not, call an Uber.

- If you would like to connect with a participant, please do it early or even before the conference. Not everybody will be around at all times.
- Our aim is that everybody has a role as a speaker, moderator, or introducer.

HOSTED BY

Patrons: Consul General of the Federal Republic of Germany in New York & American Council on Germany
2016 Hosting Partner: Berlin Partner
2016 Premium Partners: KPMG, CMS Hasche Sigle, Deutsche Bank
2016 Supporting Partners: Partnership for New York City, German American Chamber of Commerce New York, New York Economic Development Corporations
Presenting Partner: New York International

UNIQUE FORMAT

The conference is unique in its format in New York.

- *People*: Personal exchange among interesting people.
- *Free by invitation only*: Participants pay for flight and accommodation, the conference is being covered by the partners.
- *Active engagement*: Every participant should have a role as a moderator, panelist, introducer, or speaker enabling an active engagement.
- *Peer-to-peer*: Mixture of investors, entrepreneurs, media, political decision makers, and partners.
- *Experience NYC*: Office visits enable participants to experience the NYC dynamic.
- *From friends for friends*: NYC-style conference with bagels and bad coffee, but interesting people

CONTACTS

New York: Marc Lemcke, ml@juleholding.com
Frank Hauser, frank.hauser@nyintl.net
Danny O'Brien, dannyobrien@nyintl.net
For TEP Times: Ashley.clark@nyintl.net

For further information please see www.tep.nyintl.net, www.nyintl.net, www.witasia.net