



2024 ICSB WORLD CONGRESS

July 2 – July 7
Berlin, Germany



Konferenzorganisation der ICSB 2024 der Akademischen Gemeinschaft für Entrepreneurship und KMU in Deutschland.

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Dear Participant of the 68th ICSB World Conference in Berlin

The phrases "Made in Germany" and "German Mittelstand" hold international a highly regarded reputation and document the vital role of micro-small and medium-sized enterprises (MSMEs) in Germany. Similarly, in numerous countries worldwide, MSMEs serve as the backbone of the economy, leveraging their ability to translate innovations into tangible products and services, thereby fostering employment opportunities and enhancing national competitiveness. Given their agility and close market proximity, MSMEs can swiftly respond to shifts and embark on the creation of novel offerings.

The "German Mittelstand" is further globally acknowledged for its dual vocational training system that amalgamates both technical and managerial proficiencies. This is accompanied by a long tradition of a create a favorable environment for entrepreneurial ventures. In the upcoming 68. ICSB world conference, we would like to invite you to partake in an exchange of insights and knowledge, aiming to jointly learn and grow. Nonetheless, the German narrative is confronted by new challenges in aligning with sustainability objectives, addressing the influence of artificial intelligence, and navigating a new global economic order in a potentially reshaped post-war European landscape.

Central to the 68th World Conference's theme is "Empowering Young Entrepreneurs." The German academic community, devoted to fostering MSMEs, seeks to deliberate with you on strategies to cultivate entrepreneurship amid a transformative epoch in value creation and national workforce dynamics. A pivotal query on our agenda involves redefining policies and support mechanisms for youth entrepreneurship in this new era.

Berlin, often regarded as the city of freedom, will serve as the backdrop to our deliberations, providing an atmosphere conducive to shaping fresh perspectives on entrepreneurship. We cordially invite you to join hands in formulating a Berlin declaration, aimed at propelling future entrepreneurship and disseminating innovative impulses across the global community. These impulses, backed by research and strategic policies, will act as a driving force in championing MSMEs.

Berlin, 21st of August 2023

Dr. Hartmut-Heinrich Meyer
Board Member ICSB
Conference Chair Berlin 2024