

2025 ICSB WORLD CONGRESS

ACADEMY



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Washington, DC, 20052 USA

✉ congress@icsb.org



ICSB
World Congress



2025 ICSB INNOVATION UNLEASHED

CAIRO, EGYPT
25-27 NOV 2025

*Academy Starts November 24th

Hosted in the heart of Cairo, Innovation Unleashed is ICSB's flagship global gathering and ICSB's 70th anniversary celebration. This immersive, multi-track experience explores how micro, small, and medium-sized enterprises (MSMEs) can lead the way in navigating global shifts, digital transformation, and inclusive economic development.

Whether you're an entrepreneur, policymaker, researcher, student, or CEO, this event is your platform to connect, learn, and shape the future of business.





ICSB ACADEMY PROGRAM

SPECIFICALLY TAILORED FOR THE GROWTH AND ADVANCEMENT OF YOUNG ENTREPRENEURS

The International Council for Small Business (ICSB) is delighted to invite you to our 10th annual ICSB Academy in Cairo, Egypt. This intensive boot camp gathers students from around the world together for an experience designed to challenge, stimulate, and build entrepreneurial skills. Based on the philosophy that organizations, including businesses, exist to meet the needs of our communities and society, and grounded in the United Nations Sustainable Development Goals, the Academy will emphasize the bottom line: Profit, People, and Planet.



ACADEMY OBJECTIVES

- Development of students' intercultural competence.
- Development of an entrepreneurial spirit and motivation.
- Development of professional competencies to present convincing ideas.
- Development of competencies to specify ideas.
- Development of entrepreneurial skills and mindsets.
- Development of competences to know and utilize entrepreneurial tools.

ACADEMY APPROACH

- Coaching international student groups while allowing them to develop their ideas.
- Exchange with fellow entrepreneurs through visiting, and learning about entrepreneurial settings.
- Learn key entrepreneurship skills from international experts.
- Discuss and share knowledge with international researchers at the world conference.
- Gain experience with an international organization.



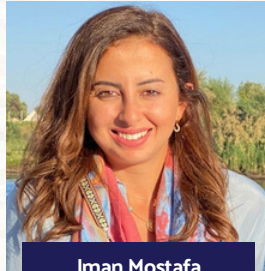
ACADEMY EXPERTS



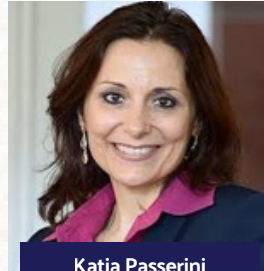
Ayman ElTarabishy
President & CEO, ICSB



Winslow Sargeant
Immediate Past Chair, ICSB
Company Executive



Iman Mostafa
Founder of Hazel Farm



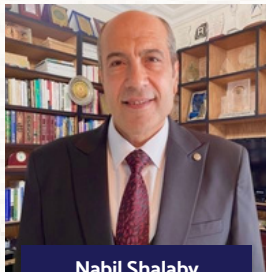
Katia Passerini
President,
Gonzaga University



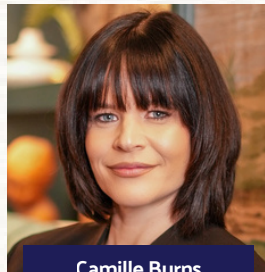
Rico Baldegger
President Board of Trustees at
Swiss Sustainability Foundation



Ki-Chan Kim
Chair, ICSB Business Professor,
The Catholic University of Korea



Nabil Shalaby
Founder and chairman of the Arab
Entrepreneur House (ARENHO)



Camille Burns
CEO of Women President
Organization



Norris Krueger
Senior Subject Matter Expert,
OECD



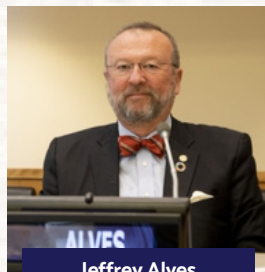
Skye Blanks
Chief Operations Officer, ICSB



Analia Pastran
Co-chair of the World Urban Campaign,
UN Habitat; Founder of Smartly Social
Enterprise on the SDGs



Junggho Suh
Teaching Assistant Professor
of Management, GWSB



Jeffrey Alves
Managing Editor, Journal of the
International Council for Small Business



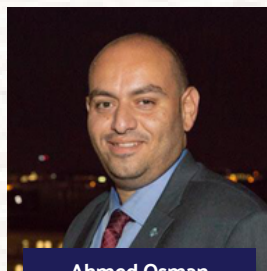
Ruben Ascua
Rector at Universidad
Nacional de Rafaela



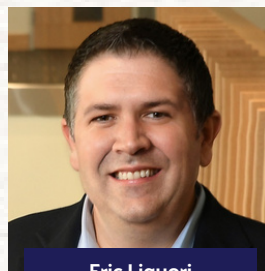
Oh Ioon
Former Korean Ambassador to the UN and
the 71st President of the United Nations
Economic and Social Council (ECOSOC)



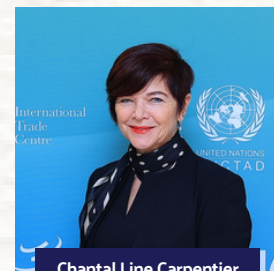
Rita Grant
Associate Professor at Grand
Valley State University



Ahmed Osman
Past Chair, ICSB
CEO, Chrome



Eric Liguori
Associate Dean FSU Moran
College of Entrepreneurship



Chantal Line Carpentier
Head, Trade, Environment, Climate
Change and Sustainable
Development, UNCTAD

PRICING

ICSB ACADEMY PROGRAM

The program costs \$400 per student / EGP \$19400, covering:

- Most lunches and dinners (breakfast may be included with hotel stay, depending on the package)
- Most local transportation
- Local excursions
- Participation in the ICSB World Congress
- Free dorms provided (Our team will connect with you to plan).



For group registration (6+ students), email congress@icsb.org.





2025 ICSB Academy

ITINERARY

NOVEMBER 24-
NOVEMBER 27

NOV
24

Arrival Day: Welcome and Orientation

3:00 PM - 5:00 PM: Check-in to Dorms

6:00 PM - 8:00 PM: Academy Pizza Night

Unwind and connect over pizza with ICSB Academy attendees. A casual welcome event at AUC before sessions begin.

NOV
25

Day 2:

10:00 AM - 11:00 AM Innovation Labs Live: Prototype, Pitch, Pivot

11:00 AM - 1:00 PM Entrepreneurship Game (Entrepreneur's Odyssey)

1:00 PM - 2:00 PM Lunch

2:00 PM - 5:00 PM Free time

5:00 PM - 6:00 PM Registration & Networking

6:00 PM - 8:00 PM Opening Ceremony & Marketplace Expo

8:00 PM - 9:00 PM The Next 70 Years: SMEs, Innovation, and Inclusive Prosperity

NOV
26

Day 3:

10:00 AM - 11:00 AM Youth Unleashed: Next Generation Entrepreneurs

11:00 AM - 12:00 PM Who are your Targets & Markets

12:00 PM - 1:00 PM What Is your Value Proposition?

1:00 PM - 2:00 PM: Lunch

2:00 PM - 3:00 PM. Entrepreneurship & AI

3:00 PM - 5:00 PM Team Pitch Preparation

5:00 PM - 11:00 PM Free Time





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Day 4:

9:00 AM - 11:00 AM ICSB Pitch Competition

Team present their final pitch to a panel of judges for a chance to win the ICSB Academy Cup

11:00 AM - 4:00 PM: ICSB Academy Site Visit

4:00 PM - 8:00 PM Free Time

8:00 PM - 11:00 PM: ICSB 70th Anniversary Awards Ceremony and Gala / Thanksgiving Dinner

NOV
28

Day 5:

9:00 AM - 5:00 PM: Hazel Farm Visit

Hazel Farm is Cairo's living classroom – an agritainment destination where students and educators experience hands-on learning in organic farming, sustainability, and healthy living.

Please note: times, topics and events may be subject to change depending on availability and unforeseen factors.





WORLD CONGRESS | CAIRO
NOVEMBER 25-27, 2025