



Promoting Entrepreneurship and Open Markets

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International Academy for Leadership
IAF
Gummersbach
Germany

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Topic

The 12-day workshop at the International Academy for Leadership in Gummersbach begins with an overview of common criticisms, much in fashion again, of free markets and their underlying foundation, economic freedom. A free market order is often termed “capitalism” by its critics, a term that is intentionally used in its pejorative sense. The criticism is extended to its proponents and those who successfully do business in a free market environment, the capitalists. Liberals prefer the term entrepreneur. Are the criticisms valid, are they overdone or are they misleading. How should liberals deal with them?

This will be followed by a systematic overview of how liberals see markets, their features (including the way they deal with scarcity, the concept of “spontaneous order” and the “profit motive” as a driving force) and the people who do business in and exploit market forces. Why should one try to open markets? Do they work well and are they better than their alternatives? Should everything, including important utilities be private and market-oriented? Are markets best left unregulated or should they be regulated? If they are to be regulated, how much, by whom and to what purpose? Are financial markets a special case?

The next section of the workshop will deal with the environment that markets and entrepreneurs require in order to function in an optimum manner, i.e., as liberals would like to see.

Before the final part of the event, in which the focus will be on policy, the measures will be listed and described that might help to open and develop markets, with a focus on good governance, free trade, legal measures (including anti-trust measures, (if deemed necessary), privatization and deregulation. The same will be done with respect to entrepreneurship. Special questions here will be how to develop an entrepreneurial spirit and a willingness to take risks. What kinds of incentives encourage entrepreneurship? Are subsidies for start-ups a good or a bad idea?

The final sessions, the last two days, consist of two parts: part one will be a simulation based on a real case. Participants will be confronted with measures that have agreed upon and their effects. The task will be to develop a liberal alternative. Finally, in the second part, also a summary session, participants will be asked to list and briefly describe and comment upon, important features of liberal policies designed to open markets and promote entrepreneurship – taking into account and differentiating according to the concrete conditions existing in the countries represented.

The Exkursions

One half-day and a 3-day excursion are an integral part of the workshop and will incorporate German case studies on the topic of entrepreneurship:

- the German liberal party, the FDP, and its policies in the business sector
- the difficulties of starting a business in a highly regulated economy (the example of Germany)
- entrepreneurs and the German tax regime
- the problems entrepreneurs face when trying to abide by laws and regulations originating in the European Union
- government sponsored start-up initiatives, their problems and potential

training for the business environment: lessons from a) academic business schools and b) vocational training

Target group

The participants to be invited are young leaders in positions of responsibility from political parties, civic initiatives, the media and the civil administration. They consider themselves to be liberal and are expected to have a basic knowledge of what liberalism is and, in particular of its values and objectives. The seminar is designed not as a basic introduction to the theory and practice of free markets, but as an opportunity to reflect and exchange views on policy: how to go about opening markets and promoting entrepreneurship. Selected participants will be asked to prepare a short presentation either on a) a problem in their respective home countries relevant to the subject of the workshop or b) an example of how business-friendly environments can be created

Facilitators



Julian Kirchherr

Julian Kirchherr is an assistant professor in sustainable business and innovation studies at the Faculty of Geosciences, Utrecht University. He has completed his doctorate at the School of Geography and the Environment, University of Oxford. His research examines sustainability transformations. He is particularly interested in the role the private sector can play in these transformations.

Prior to joining academia, Julian was a consultant and project manager at McKinsey & Company. He has also worked as a journalist for more than ten years. His work has appeared in outlets such as The Guardian, Project Syndicate, Huffington Post, China Daily, Bangkok Post, Myanmar Times and Süddeutsche Zeitung. At the age of 20, he was elected as a City Councilor in Werl, Germany, and also served as a County Councilor in Soest, Germany.



Sarinthorn Sachavirawong

Sarinthorn Sachavirawong is a project management and communications specialist. She has been engaged in the public affairs, marketing communications and international relation fields in Asia and Australia for many years. Her current projects vary from business development, facilitating set up of new business, obtaining licensing, marketing communications, PR, training delivery amongst others. She has conducted programme evaluation and project impact assessment studies, and designed corporate social responsibilities campaigns. Her work in project management has been at the strategic design, delivery, to monitoring, evaluation and impact assessment. She co-authored an impact assessment publication documenting the project methodology, achievements and sustainability recommendations. She has also worked extensively in the marketing and public relations field, for among others the British and Canadian chambers of commerce, and the marketing of Australian education in Thailand. In her role as Deputy Director of the British Chamber of Commerce in Thailand she has facilitated market entry and provided market insights and business development support for various small businesses to set up in Thailand.

The Foundation

We, the **Friedrich Naumann Foundation for Freedom**, promote individual liberty, free and open societies and free markets in Germany and throughout the world. To us freedom is the guiding principle in policy making. We believe that free and open societies are the only societies that allow human beings to decide for themselves what is best, to develop their full potential and to pursue their dreams. This is what we mean when we claim to value human dignity. And it is freedom that produces prosperity. Together with our counterparts – who all share a similar set of values – we support initiatives in Germany and abroad that serve to enhance respect for the rule of law, private property and human rights, that foster tolerance and that strengthen economic freedom rights and democracy.

The programmes of the Foundation's **International Academy for Leadership (IAF)** form an integral part of our international work and offer Liberals from all parts of the world opportunities to engage in dialogue, an exchange of ideas, networking and mutual cooperation. We aim to inspire.



Venue

International Academy for Leadership (IAF)

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Germany

Contact

www.visit.fnst.org
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260€

