

UM-SJTU JI Presents Entrepreneurship Week from Sept 4-7 in Shanghai- details at <http://umji.sjtu.edu.cn/entrepreneurship/index.html>

Session: Corporate Entrepreneurship

Date: 4th Sept. (Day-1)

Duration: 90 Minutes (11:00-12:30)

Corporate Entrepreneurship involves the development of innovation (e.g., new ideas and opportunities) within large or established businesses, directly leading to the improvement of organizational profitability and an enhancement of competitive position or the strategic renewal of an existing business. Many corporate organizations all over the world are now actively working on ways and means to streamline corporate entrepreneurship (and intrapreneurship) processes to encourage innovation from within the organization and its network. This session will discuss these developments from the perspectives of several major multinationals with major presence in China.

The speakers in this session will be:

(Chair) **Mr. Bradley A. Feuling**, Founder of Asia Institute

Mr. Andrew He, GM/RBLC Bosch

Mr. Kapil Kane, Director of Innovation, Intel

Mr. Xuanjun Li, Senior Manager – FirstBuild, GE Appliances