



Family Intrapreneurship – A Key to Long-Term Survival

Programme

- 8h45 – 9h00 **Welcome Coffee & Tea**
- 9h00 – 9h30 **Welcome Remarks**
- Morten Bennedsen**, Academic Director, Wendel International Centre for Family Enterprise, Professor of Economics and Political Science, The André and Rosalie Hoffmann Chaired Professor of Family Enterprise, Co-Director of the Hoffmann Research Fund;
- Randel Carlock**, Senior Affiliate Professor of Entrepreneurship and Family Enterprise, The Berghmans Lhoist Chaired Professor of Entrepreneurial Leadership
- 9h30 – 11h00 **An Academic Perspective**
- 4 Drivers of Family Intrapreneurship**
- Morten Bennedsen**, INSEAD
- Yupana Wiwattanakantang**, NUS Asia Centre for Social Entrepreneurship & Philanthropy
- Family Intrapreneurship: Chinese Families as Inspirations**
- Rebecca Chung, Founder**, Rebecca Chung Research Translation & Consultancy
- 11h00 – 11h30 **Coffee Break**
- 11h30 – 12h15 **Couples Entrepreneurship: The Challenges of Growing a Family Business Together**
- Pearl Yu**, Keystone Cable
- Derek Zhu**, Keystone Cable
- Moderator: **Randel Carlock**, INSEAD
- 12h15 – 12h45 **Why Entrepreneurship is not an Option but an Imperative for a Family Business**
- Deepak Gupta**, Denita Group of Companies
- 12h45 – 13h30 **Panel – A Next Generation Perspective**
- MBA**s
- Moderator: **Morten Bennedsen**
- 13h30 – 13h45 **Closing remarks**
- Morten Bennedsen** and **Randel Carlock**
- 13h45 -14h45 **Networking Lunch**

