

**Family Enterprise Day**

**Innovation and Entrepreneurship in Family Businesses**

18 June 2016 – Amphi B

INSEAD Europe Campus, Fontainebleau

**Programme**

- 8h45 – 9h00 Welcome Coffee
- 9h00 – 9h15 **Welcome by 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  
And  
**Randel Carlock**, Senior Affiliate Professor of Entrepreneurship and Family Enterprise, The Berghmans Lhoist Chaired Professor of Entrepreneurial Leadership
- 9h15 – 11h00 **An Academic Perspective: Innovation as a Competitive Advantage**  
Family Assets and Liabilities in the Innovation Process  
**Morten Bennedsen**, INSEAD  
The Story of 3M  
**Randel Carlock**, INSEAD  
Diagnosing Innovation Readiness in Family Firms  
**Daniel T. Holt**, Associate Professor of Management - Mississippi State University  
**Joshua J. Daspit**, Assistant Professor of Management - Mississippi State University
- 11h 00 – 11h30 Coffee Break
- 11h30 – 12h30 **A Next Generation Perspective – MBAs Roundtable**  
**Javier Arellano**, MBA 16J  
**Emil Minzat**, MBA 16D  
**Tatiana Nikiforova**, MBA 16J  
**Nargues Nourmansouri**, MBA 16J  
**Karim Tajdin**, MBA 16J  
Moderator: **Randel Carlock**
- 12h30 – 14h00 Networking Lunch
- 14h00 – 14h45 **Introduction to the concept of B Corporation**  
**Andreas von Specht**, founder AvS – International Trusted Advisors
- 14h45 – 16h15 **A Practitioner Perspective on Entrepreneurship & Innovation In The Family Business**  
**Hélène Bostoën**, Owner - Fenixco NV  
**Tomaso Moreno**, Board member - Fratelli Cosulich Group  
**Andreas von Specht**, founder AvS – International Trusted Advisors  
Moderator: **Christine Blondel**, Adjunct Professor of Entrepreneurship & Family Enterprise – INSEAD
- 16h15 **Closing of the Day**  
**Morten Bennedsen** and **Randel Carlock**