

# Join the 23<sup>rd</sup> McGill International Entrepreneurship Conference

28-30 August 2019

# Welcome to Denmark

Join University of Southern Denmark for  
the 23<sup>rd</sup> McGill International Entrepreneurship Conference.  
Special theme: International Entrepreneurship Opportunities in  
the Fourth Industrial Revolution

August 28-30, 2019

As usual the conference covers all aspects of international entrepreneurship.

The special theme of the conference is *The Fourth Industrial Revolution* which represents new ways in which technology becomes embedded within industries and societies in general.

The Fourth Industrial Revolution therefore offers numerous opportunities for international entrepreneurs and entrepreneurial firms. But it also implies numerous challenges in the attempt to understand the changing market forces and adapting own competences to profitable market positions.

## Call for Papers and submission – Key dates

**Abstract submission deadline**  
**April 16, 2019**

**Feedback/acceptance**  
**May 6, 2019**

**Submission deadline full paper**  
**June 16, 2019**

**Early Bird registration closes**  
**June 16, 2019**

Pioneered in 1998 by Prof. Hamid Etemad and his colleagues at McGill University Montreal, the McGill International Entrepreneurship Conference series has brought together insightful academic scholars, practitioners and policy makers with interests in international entrepreneurship, SME internationalization and export growth. The aim of this annual conference is to invite research papers that examine and bring to light the frontier issues related to entrepreneurial internationalization and internationalization of entrepreneurially oriented firms in increasingly diverse, complex and fast-moving global markets. In their various manifestations, International Entrepreneurs, International New Ventures, Born Globals, High Growth and Rapidly Internationalizing Enterprises, have significantly contributed to the growth of the global economy, in particular in recent years.

## Conference Chair

Professor Tage Koed Madsen  
Department of Marketing &  
Management, SDU

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More information:

[www.sdu.dk/McGill2019](http://www.sdu.dk/McGill2019)

# Industry panel

Meet international entrepreneurs who exploit the Fourth Industrial Revolution opportunities in the Industry panel.

The 2019 Industry Panel will address the conference theme by presenting challenges for international entrepreneurs in the fields of collaborative robots, so-called cobots. The city of Odense is among the 10 major hubs for robotics in the world, a position that has developed over the last 10-15 years. The robot cluster consists of more than 120 companies, with approximately 3200 employees, in the robotic, component, integration and automation sectors. Combined, these companies create a diverse cluster, with significant strengths in collaborative robots, industrial robots, SME automation, automation components, sensors and vision, food tech, machine builders and welding robots. More information can be found here: [odenserobotics.dk](http://odenserobotics.dk)

The University of Southern Denmark played an important role in the development of the cluster. Research in robotics has been a specialized competence for more than 20 years, and several start-ups have been initiated from this research. The most prominent example is

Universal Robots, a firm that is a world leader in collaborative robots and was acquired by an American multinational company for around 300 million Euro in 2015. In addition to learning about the challenges and strategies of the international entrepreneurs, the industry panel will also discuss how the robotics cluster developed and how it supports the efforts of the entrepreneurs.

## International Business & Entrepreneurship

This SDU research group focuses specifically on the international business activities of B2B companies within the setting of an increasingly internationalized world.

The goal of the research group is to contribute to an improved understanding of the emergence and growth of firms in diverse markets, through the study of the organization of marketing and strategic activities both within the firm and through the interplay with other actors on the market. The research group is engaged in two major research themes:

- I International Business
- I International Entrepreneurship



## University of Southern Denmark

We aim for excellence in research. We generate knowledge with and for the society. We have a strong international focus with a solid track record in recruiting talent from all over the world. We have an open door policy where researchers at all career stages consult and collaborate in an informal, professional atmosphere.

The university has about 4,000 employees and 27,000 students. More than 15% of the students come from abroad. According to Times Higher Education, University of Southern Denmark is one of the top 50 of the world's young universities.

# Odense – in the middle of Denmark

Odense is the main campus of SDU, and nearly all the university's programmes are represented here.

The campuses of the university are represented in 6 cities: **Odense**, Esbjerg, **Kolding**, Copenhagen, **Slagelse**, and **Sønderborg** - all with main focus on education and research. Odense is the main campus of SDU, and nearly all the university's programmes are represented here.

The campus SDU Odense is located roughly three kilometers from the city centre and is larger than the Principality of Monaco. Through *Studiebyen Odense* (city of studies Odense) we collaborate with all the other educational institutions in Odense.

## The City of Odense

Odense is the third-largest city in Denmark and boasts some of the greatest cultural attractions on the island of Fyn. Odense is perhaps best known as the city where author *Hans Christian Andersen* was born and grew up. He certainly made his mark on his home town, but in addition to his childhood home, Odense offers numerous tourist attractions

such as zoo, museums and art galleries as well as possibilities to explore old castles and mansions on the island of Fyn.

Odense has all the charm and attraction of a small town, combined with a dash of big-city pulse. Odense has a wide and diverse shopping environment. The everyday shops line the pedestrian streets, while the small side streets and alleys are home to tempting specialist shops with international labels and leading Danish Design brands. This is also where you will find the relaxing café lifestyle with its charming al fresco ambience.

The island of Fyn is known as "the Garden of Denmark" on account of its fertile soil. This gives rise to a wealth of seasonal produce and specialties, which you can enjoy in Odense's numerous and varied cafés and restaurants.

Odense is only about 1½ hours away from Copenhagen Airport (frequent direct train connections). It is therefore easy to combine your trip with a short visit to the capital of Denmark.



Read more at

➤ [www.visitodense.com](http://www.visitodense.com)

➤ [www.visitdenmark.com](http://www.visitdenmark.com)



**We look forward  
to welcoming you in  
Odense in 2019 at  
the University of  
Southern Denmark**

**➔ [SDU.dk/McGill2019](https://sdu.dk/McGill2019)**

To learn more about the research group *International Business & Entrepreneurship*, who focuses specifically on the international business activities of B2B companies within the setting of an increasingly internationalized world, go to

➔ [SDU.dk/IBE](https://sdu.dk/IBE)

Do you have any questions?

Contact: [mcgill2019@sdu.dk](mailto:mcgill2019@sdu.dk)

Or find more information:

➔ [SDU.dk/McGill2019](https://sdu.dk/McGill2019)