



# GEYC2019

## Entrepreneurship Society of UMSU

### Introduction:



We are Entrepreneurship Society of University of Macau Students' Union (ESUM), which is the only entrepreneurship association in the University of Macau (UM).

ESUM hosts entrepreneurship related events in UM, which mainly focus on seminars, exchange programs, tasks-based challenges and experience sharing session. It aims at providing stages and opportunities to university students to inspire their entrepreneurial ideas. Students can enhance communication and collaboration skills through our activities.

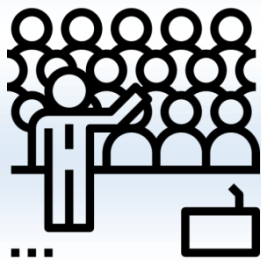
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# Activities

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We bring student who are interested in entrepreneurship from different universities together, provide a platform for them to communicate, share information and exercise their ingenuity.

## Seminar



- Professors from UM
- Business & entrepreneurship

## Forum



- Exchange ideas
- Related issues

## Enterprises Visiting



- Field trips
- Different types

## Competition



- Express ideas
- Advance teamwork

## Cultural Exchange



- Different Exchange
- Friends and partners

## Sharing



- Experience
- Opinion & advice

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# Key Speaker

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Prof. Javier  
Calero CUERVO

- ✧ Assistant Professor in Management
- ✧ Programmer Coordinator of Global Business Management
- ✧ Ph.D. international Business, National University of Singapore, Singapore, 2003
- ✧ M.Sc in Real Estate, National University of Singapore, Singapore, 1997
- ✧ M.Sc in industrial Economics, University of Asia and the Pacific, Philippines, 1988
- ✧ B.Sc. in Commerce, De La Salle University, 1983

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# Key Speaker

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Ms. Kim  
Oi Mei KUOK

## ➤ Academic Qualifications

- Ph.D. in Management, ISCTE, Portugal, 2013
- M.B.A. in Strategic Management and Marketing, University of Macau, Macau, 1998
- B.B.A. in Marketing, University of Macau, Macau, 1994

## ➤ Grants and Awards

- Hiring disabled people from human resources management point of view: Other than fulfilling corporate social responsibilities, funded by the Research Committee of University of Macau, 2015-2016, Principal Investigator.

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# Key Speaker

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EUGENIA LAO  
ALVES(GENI)

✧ ALVES CAFÉ

-Chairman and operating director

✧ ALVES CONSTRUCTION AND PROP. INVT. CO. LTD

-Chairman and operating director

✧ ADVANCE TIME CONSTRUCTION DECORATION  
AND ELECTROMECHANICAL DESIGN CO. LTD

-President

✧ CLASSIC LAND INVESTMENT COMPANY LTD

-Executive General Manager

✧ CITY CENTRAL PROPERTIES DEVELOPMENT  
LIMITED

- President

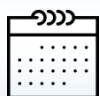
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## Schedule



Day01 December 19

- ✧ **Pick up-> Check in-> Opening Ceremony -> Welcome party-> Debriefing**



Day02 December 20

- ✧ **Breakfast-> Business Case Competition(Introduction and grouping) -> Seminar 1 (Dr. Javier Carlero)-> Lunch Time -> Enterprise Visiting 1 -> Debriefing ->Free time**



Day03 December 21

- ✧ **Breakfast -> Business Case Competition (Preparation and discussion) -> Lunch Time -> Corporate tour->Debriefing->Free time**



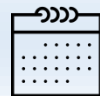
Day 04 December 22

- ✧ **Breakfast -> Preparation Time-> Lunch Time -> Culture Visiting ->Debriefing -> Free time**



Day 05 December 23

- ✧ **Breakfast -> Passion Ignite Session 1 -> Business Case competition -> Closing Ceremony -> Farewell Party**



Day 06 December 24

- ✧ **Breakfast -> Departure**

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# Application Form



#Send to  
[geycum@gmail.com](mailto:geycum@gmail.com)



Organizer:  **創業學會**  
The Entrepreneurship Society of UMSU

Co-Organizer: 

Sponsor:   
澳門特別行政區政府  
Governo da Região Administrativa Especial de Macau  
高等教育基金  
Fundo do Ensino Superior