

# The Fourteenth West Lake International Conference

on SMB



## Transformation and Upgrading WLICSMB 2012

OCT.13-15,2012, Hangzhou, China

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- Hangzhou Municipal Government
- Zhejiang Small & Medium Enterprises Bureau
- World Association of Industrial & Technological Research organizations
- Chinese Society of Technology Economics
- Zhejiang University of Technology
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### Organized by

- Economic Commission, Hangzhou Municipal Government
- Zhejiang Provincial Institute of Small and Mid-sized Business
- College of Business Administration, Zhejiang University of Technology

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### Tentative Schedule

Oct.12 Friday	Oct.13 Saturday		Oct.14 Sunday		Oct.15 Monday	
12:00-18:00 Registration	09:00-10:15	Opening ceremony	09:00-10:15	Sessions	Visit SMBs & Post-conference tours	
	10:15-10:30	Refreshments	10:15-10:30	Refreshments		
	10:30-11:45	Plenary	10:30-11:45	Sessions		
	12:00-13:00	Lunch	12:00-13:00	Lunch		
	13:30-15:00	Plenary	13:30-15:00	Sessions		
	15:00-15:15	Refreshments	15:00-15:15	Refreshments		
	15:15-16:45	Plenary	15:15-16:45	Sessions		
18:00-20:00 Welcome Reception	17:30-18:30	Dinner	17:30-18:30	Dinner	17:30-18:30	Depart

### Overview

As a major component of the West Lake Exposition in Hangzhou, Zhejiang, P.R. China, WLICSMB has been organized annually since 1999 to promote the growth and development of small & medium businesses worldwide. This year, we hope to continue our tradition of expanding our participation roster which has included delegations from as many as 20 countries, by adopting the theme of *Transformation and Upgrading*.

Each year over 200 delegates attend this unique conference, which provides a forum for sharing experiences, case studies, results of development activities, ideas, applications and research results and collaboration and networking opportunities in the context of Small & Medium Business. The basic aims of the conference are promotion of mutual relationships and providing business opportunities by developing communication linkages and networking opportunities among participating researchers and practitioners.

Hangzhou, as the capital of Zhejiang Province, is a key scenic and tourist city, a famous historic cultural city and one of the Seven Ancient Capitals in China. With its picturesque landscape, Hangzhou is praised as "Paradise on the Earth". Hangzhou sponsored its first West Lake Exposition in 1929, which had the same image as those of the Chicago Exposition in 1893, the Paris Exposition in 1900 and the Philadelphia Exposition in 1927. The WLICSMB is one of the activities that takes place during the West Lake Exposition.

### topics

- Transformation and Upgrading of SMB;
- SMB Innovation;
- SMB Crisis management;
- SMB Technology cooperation;
- Financing & Investment of SMB;
- Government Support Policies & SMB;
- High-tech SMB and Venture Capital;
- SMB International Cooperation;
- SMB Entrepreneurship;
- E-business for SMB;
- FDI of SMB;
- Global Network of SMB;
- Green Innovation for SMB;
- SMB Growth and Employment;
- Family business and family development;
- SMB Human Resources Management;
- Intellectual Property Right of SMB;
- SMB Sustainable Development;
- Development Strategies of SMB;
- Others.

### Call for Papers

Please submit a two-page abstract of your paper which should include a separate title page where the name(s) and affiliation(s) of the author(s) are provided (Name, Position, Organization, Address, Tel, Fax and e-mail). In case there are multiple authors, please identify the corresponding author clearly. Please visit the conference website (<http://www.wlicsmb.org/>) for the WLICSMB2012 paper format sample. All abstracts, and subsequently full papers should be submitted electronically to : [zjsmbi@zjut.edu.cn](mailto:zjsmbi@zjut.edu.cn). Each paper will be reviewed under a double-blind peer-review process.

### Important Dates

- Submission of **Paper Summary:** by Aug. 15. 2012
- Submission of **Full Paper:** by Sept. 20. 2012

### Registration Fee

1. Participant: US\$ 300;
2. Accompanying Person or Student: US\$ 150.