



IF YOU ARE:

- Rector, Dean or representative of Academic Sector and want to use the modern technologies in your university;
 - Public or Private sector representative and want to develop management skills or simulate the future results of your decisions with innovative solutions;
 - StartUp, or have a business idea and want to increase your competence;
- YOU ARE CORDIALLY INVITED TO ATTEND THE CONFERENCE:**

**BUSINESS GAMES AS AN INNOVATIVE SOLUTION
FOR ENTREPRENEURSHIP SKILLS DEVELOPMENT**

WHEN: Friday, 8th of December, 2017
TIME: 09:30 AM – 18:00 PM
WHERE: TECHPARK, 7 Innovation Str. 0114, Tbilisi, Georgia
SPEAKERS:

- Giedrius Puodžiūnas** - Ambassador of the Republic of Lithuania to Georgia;
- Giorgi Cherkezishvili (TBC)** - Ministers of Economics and Education;
- George Zviadadze** - Georgia's Innovation and Technology Agency (GITA);
- Dalius Serafinas** - President of the Lithuanian Association of the Quality Management and Innovations;
- Sergey Menshchikov** - CEO of "Simformer" Ltd. (<https://simformer.com>);
- Minvydas Latauskas** - Head of Product Development in "Simformer" Ltd.

DON'T MISS YOUR OPPORTUNITY BY REGISTERING [HERE](#) TODAY
(the number of registrations is limited)

Short description of conference:

One of the most important problems in Europe is the youth employment, especially in the regions. Georgia is not an exception. Therefore, it is very important to transfer to Georgia the experience that has come to pass of Lithuania, actively participating in EU initiatives and resolving the gaps between the old and newer EU countries implementing the youth employment, entrepreneurship, innovations in regional development policies. Sharing the experience gained in developing and implementing innovations improving the business environment, entrepreneurship education, innovative business development tools in start-up consulting will help business and public sector to efficiently raise the global entrepreneurship awareness in the country and provide the practical business skills to new generations.

Topics of the conference are the **Effective Tools and Simulations**, used for developing entrepreneurship skills for enhancing the individual/organizational performance. As well as key competence assessments **for startups**, to **minimize their risks** at the early stages of business development.

Agenda and bios of the speakers are enclosed:



MINISTRY OF ECONOMY AND
SUSTAINABLE DEVELOPMENT
OF GEORGIA



GEORGIA'S INNOVATION &
TECHNOLOGY AGENCY



Embassy of the Republic of Lithuania to Georgia



Lithuanian Association for
Quality Management and Innovations



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CONFERENCE: BUSINESS GAMES AS AN INNOVATIVE SOLUTION FOR ENTREPRENEURSHIP SKILLS DEVELOPMENT

AGENDA:

Friday, 8th December, 2017

09:30 - 10:00 AM – Registration and Welcome Coffee

10:00 - 10:15 AM – Introduction by the Ambassador of the Republic of Lithuania to Georgia, Giedrius Puodžiūnas

10:15 - 11:15 AM – Minvydas Latauskas „Gamification in education “

Topics:

- What is gamification? Why is gamification effective in business education and training? Why it is important to implement practical business education at educational institutions? Business Simulations
- Effective tools for practical business skill development and assessment at business and public sector. How can the business game be involved in effective region development program?

11:15 - 11:30 AM – Coffee Break

11:30 - 12:45 PM - Dalius Serafinas „Sharing experience – success story of the use of business simulation at the course of quality management at Vilnius University“

Topics:

- About the business simulation; concept, logic, possibilities, technical facilities, live competition, international cooperation, effective and amendable, own business game development. The choice of use of the business simulation at the quality management course. How was the course organized and how was the business game implemented into the approved methodology of the course? Final results of the course: real business gets involved into the business education, students with best game results receive job offers.

13:00 - 13:45 PM – LUNCH

14:00- 17:00 PM - Business simulation workshop. A possibility to try a modern interactive education tool personally. Moderator: Minvydas Latauskas

This workshop will be held in a format of a small business tournament. All the participants will be split into teams (5 people in the team). Each team will receive a virtual company and its core processes to manage - finances, personnel, purchases, marketing, supply chain, pricing and many more. Participants will receive simulation introductions and game mechanics explanations, and also given time to complete various tasks within the simulation. All the teams will receive same starting conditions, but their position in final rating will depend on their decisions and company financial performance.

17:00 - 17:10 PM – Coffee Break

17:10 - 17:50 PM - workshop results including business skills competencies assessment. Sergey Menshchikov: questions and answers, customization of business simulation for Georgian market and needs;

17:50 - 18:00 PM – Closing Remarks and SIGNING MEMORANDUM BETWEEN KVALITETAS AND TECHPARK – TBC

18:00 - ** buffet table, networking



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BIOGRAPHY



Professor DALIUS SERAFINAS, Department of Management at Faculty of Economics, Vilnius University

Scientific activities: quality of life, organizational management and excellence, innovation. The research and related projects are significant from the scientific and practical point of view at the organizational (micro), and national / international (macro) levels. As an example of such activities are: participation in the development of Lithuania's "Smart Specialization" for the period 2014-

2020 ("Smart Specialization" process is designated to boost innovations in most potential areas in Lithuania); active participation in developing of insights "Scientific Lithuania 2030"; participation in "Sunset" (2009) commission under the Government of Lithuania, and other.

For almost 10 years Dalius Serafinas is a board member of International Guild of Quality Professionals; since 2014 he was Congress member of Lithuanian Association of Responsible Business; He has organized 4 scientific practical conferences together with the Lithuanian Quality Management and Innovation Association.

Over the last 10 years' research results were published in 3 scientific studies, 13 articles in scientific journals that are referred in international databases (ISI, SCOPUS, EBSCO, etc.), 20 articles in peer-reviewed periodicals and other international and Lithuanian journals.

He is a member of editorial board of two scientific journals of management field, and is a member of Management Doctoral Committee at Vilnius University.

Social inclusion: Dalius Serafinas has established and keeps actively involved in Lithuanian Association of Quality Management and Innovations activities (since 2014 up to now he is the president of this association); he is an active member of the board of International Guild of Quality Professionals (since 2016 he was elected as a president of this organization); he is an active board member of Lithuanian Board of SME. He provides advises to the Government, and ministries of Economy, Agriculture, Education and Science.

Studies: Dalius Serafinas gives lectures over 23 years (since 1994 at University of Agriculture, and since 2002 at Vilnius university. His subjects are: Project Quality Management; Management (for bachelor students) and Design of Quality management systems; Quality diagnostics and auditing; Quality Management; Change Management; Design of Quality Management Systems (master students). He is a chairman of Quality Management master's study program at Vilnius University.

He develops and applies innovative study materials and tools, such as business simulations in business management study subjects, he has prepared learning materials (and updates them annually) for Master's studies; he develops and regularly updates his learning-methodical materials.



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SERGEJ MENSCHIKOV. Simformer’s founder and visionary with over 15 years of experience in the management of global high-tech companies, two of which have become leaders in their respective markets.

Sergej’s main interest are the projects, which involve combining various technologies, resulting in new trans-sectoral synergies; as well as businesses that change market landscape and create new markets.



MINVYDAS LATAUSKAS. Head of Product development at Simformer. Author of numerous business simulation games. Has over 3 years of experience moderating and leading various training sessions and championships worldwide and implementing gamification.

A specialist in the field of presentation of complex, intellectual products, Minvydas has more than 10 years of experience in marketing, PR, project management, and the development of media products. Fascinated by gamification and its integration into educational and training products.



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