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**Schedule and Topics of Workshop on  
“The Effect of Entrepreneurship Strategies on the Development of SMEs”  
April 30<sup>th</sup> –May 1<sup>st</sup>, 2019  
Tehran, Iran (Islamic Republic of)**

<b>The Panel Discussion for <u>the First Day</u></b>	<b>Time Duration</b>
<b>Entrepreneurial characteristics (innovation, knowledge creation, risk taking, pioneering, competition, independence, etc.)</b>	<b>1: 30</b>
<b>General strategies (cost reduction and competitive distinction)</b>	<b>1:30</b>
<b>Task Strategies (promotion, Product and Distribution and Price)</b>	<b>1:30</b>
<b>Market entry strategies (opportunities created in communication networks, uncertainty, lack of market information, cultural differences, marketing and technological resources of the organization)</b>	<b>1:30</b>
<b>The Panel Discussion for <u>the Second Day</u></b>	<b>Time Duration</b>
<b>Internationalization Strategies for Small and Medium-Sized Enterprises (Creating Competitive Advantage, Export and Competitive Methods for Small and Medium Enterprises)</b>	<b>1:30</b>
<b>Innovation (Structural, Managerial, Technological and Marketing)</b>	<b>1:30</b>
<b>Policies and rules for small and medium-sized businesses in different countries (Turkey as the main model)</b>	<b>1 :30</b>
<b>Introducing the recent successful samples of startup companies and their success story.</b>	<b>1:30</b>