

Asian Entrepreneurial Environment

New Zealand and Australia

Professor J Craig Mudge FTSE

Macquarie University

Sydney, Australia (host of Asia REE 2008)

Quick Summary of New Zealand and Australia University Centres from a student viewpoint

NZ considered a top entrepreneurial culture (GEM)

90+% SME driven economy, including primary industry, ICT, and life sciences

High levels government support and funding

[Mudge on Silicon Valley Beachhead]

University of Auckland is leading research university

SPARK university wide entrepreneurship competition

Masters in bioscience enterprise

ICEHOUSE one of top Incubators in the world

Wendell Dunn, Professor and Foundation
Chair in Entrepreneurship (Darden and Wharton)



Swinburne University of Technology is largest full-function university program

-- manages the GEM Annual Report

Other programs – around 12 – documented in our proposed inventory

Swinburne's AGSE Research Conference, in its 6th year, is now international

1. Supportive government rules
2. High concentration of knowledge
3. Workforce exceptionally talented and mobile
4. Results-oriented meritocracy
5. Climate rewards risk taking and tolerates failure
6. Open business environment - people and companies exchange ideas
7. Interaction of universities/labs with industry
8. Collaborations: business, government, and non-profits
9. High quality of life
10. Specialized services - law, VC, real estate

Source: "The Silicon Valley Edge", Lee, Miller, Hancock, Rowen, Stanford University, 2000

Two challenges

Australian operations of multinational companies
are mainly sales offices

Venture Capital industry is still growing

Macquarie has appended a Teaching Day to Swinburne's AGSE Research Conference

✳ It is the Australia forum for Asia REE 2008

✳ REE Asia 2007

Travel scholarships won by
Dr Siri Terjesen
Queensland U of Technology.

Dr Alex Maritz
Swinburne



Australian teaching cases

Acquisition Strategies for Entrepreneurs,
Professor Tom McKaskill

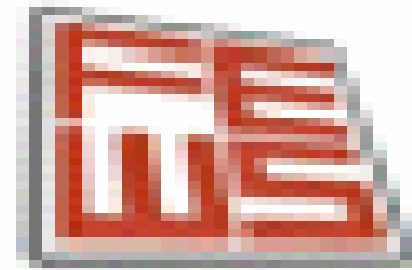
Cambridge- MIT Institute,
U Sunshine Coast visitor

Challenges of teaching High-Tech Marketing
Tony Surtees

Training Psychological Skills for e'ial success
Professor Michael Frese

From Mark Tayar, undergraduate student at
Macquarie University

- SIFE President 2005
- ASES student tour Hong Kong, Taipei, Shanghai
- FEWS Leader -Future Entrepreneurs of the World Summit <http://www.fews.com.au/> July 15-19
Macquarie U
- ASES Student Chapter
- ASES Summit Stanford 2007



A message to faculty from a student

1. Support student travel
2. Get students on your side
Student branding of FEWS better than University branding
3. Support student clubs
Gives better understanding of market
More employable graduates
4. Don't reinvent the wheel
-templates from Stanford ASES are most helpful
5. Passion is better built by students for students than in the classroom



Plan for the Inventory

Version 0 offered to REE Asia 2007 KAIST

Major Version 1 – for REE USA October 24-26 2007.

Major Version 2 - for Roundtable on Entrepreneurship Education at Australian AGSE Research 5-8 February, 2008

Major Version 3 - for REE Asia 2008 June 2008

Who interested to include a section on impact?

Major Version 4 - for REE Asia 2009 June 2009

Discussion later today