



الجمهورية الجزائرية الديمقراطية الشعبية

University Business Incubator UtinC4.2



And under the personal patronage of mister:
The Wali of the wilaya of Tipaza

Organize the first edition of:
Tipaza International Conference on University Entrepreneurship

October 09th and 10th, 2024

TIPAZA University center



TBU4.2



Titled:

University Entrepreneurship: A Lever for Effective Economic Diversification in Algeria
The Role of University Entrepreneurship in Achieving Economic Leap and Profitable Economic Diversification

University Entrepreneurship: A Lever for Effective Economic Diversification in Algeria

Honorary President of the Conference:

Pr. Mohamed YOUNSI -Director of University Center of Tipaza-

The President of the Conference:

Dr. Abderezak MEROUANE -Director of the University Business Incubator UtinC4.2-

General coordinator of the Conference:

Dr. Meriem RIAD -Member of the University Business Incubator UtinC4.2-

Head of the Scientific Committee for Technology and Innovation:

Dr. Omar LARBI BOUAMRANE

-Director of the Institute of Science and Technology-
Vice- Head of the Scientific Committee for Technology and Innovation:

Dr. Lamia HARBI

-Head of Technology and Innovation Support Center /
Member of the University Business Incubator UtinC4.2-

Head of the Scientific Committee for Entrepreneurship:

Dr. Athman AKHENAK

-Head of the Training Team of the Field of Economics,
Commercial and Management Sciences / Member of
the University Business Incubator UtinC4.2-

Vice- Head of the Scientific Committee for Entrepreneurship:

Dr. Wassila ZAIDA

-Member of the University Business Incubator UtinC4.2-

Head of the organizing committee:

Dr. Hayet HACHELAF -Vice Director of the University Business Incubator UtinC4.2-

Head of the Technical Committee:

Dr. El-Mehdi BARCA -Member of the University Business Incubator UtinC4.2-

Contact us



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Preamble of the conference

* Relying on increasing technology and artificial intelligence, the world of entrepreneurship has witnessed fundamental transformations over the past decade. Then, a need has emerged for entrepreneurship based on knowledge and innovation to achieve a qualitative economic leap and profitable economic diversification.

The most important events that were distinguished in this field in the world can be summarized as follows:

- In 2012, Startup Genome published its first report on the global ecosystem for startups, at a time when the world of entrepreneurship was much smaller than it is now. The report indicated that six (06) out of the top ten ranking cities were in the United States, and only one Asian city – Bangalore Karnataka – ranked in the top 20; Also, the report noted that four of the nine ecosystems constituted unicorns for the same year (a term that did not develop until 2013), which account for nearly two-thirds of startup funding in North America.
- Year 2013: the World Economic Forum (WEF) estimations indicated that 70% of the new value that will be created around the world over the next ten years depends on digital business models, which has actually been achieved, as in 2023 - for the first time. -, More than half of the GDP was generated by “digitally transformed” enterprises. According to statistics website Statista, PWC expects that gains from artificial intelligence alone will contribute \$15.7 trillion to the global economy by 2030. The same statistics also indicate that since the Covid-19 pandemic, despite the shadow that the epidemic has cast on emerging enterprises, the latter has contributed to revitalizing the sector, by accelerating digital transformation, as technology enterprises have grown at a rate of 2.3 times faster than the growth of non-technological enterprises.
- All of the aforementioned did not come without sacrifices. Startup Genome research has shown that only 1.5% of startups - or about 15% of the companies that have succeeded in

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surviving - achieve profits worth only \$50 million, across the top eight American startup ecosystems.

- According to statistics from the United States Labor Office for the year 2023, 90% of new companies face the risk of failure, 10% of new companies are not even able to continue in the first year of their launch, and 34% of them fail because the products are not well suited to its target market.

- Ten years later, with \$1.65 trillion in funding, the presence of 1,227 unicorn institutions, the passage of the global pandemic, and massive revolutions in everything from artificial intelligence, social media, autonomous vehicles, and precision medicine... the situation has become completely different. The current economy requires a move towards entrepreneurship based on technology and artificial intelligence.

* Like other countries of around the world, Algeria, for its part, experienced a real revolution, and several attempts at many levels to improve its business climate, with the aim of achieving a qualitative economic leap, by diversifying its economy and involving small projects in this. The commitments of the President of the Republic during his term, since his election in 2019 until today, were clear and strategic, especially those related to improving the business climate in line with the international trend. We mention among them: commitment 13 regarding valuing national production, commitment 14 regarding enhancing the economic role of local groups, commitment 16 regarding improving business climate and investment promotion, commitment 22 on tax reforms, as well as commitment 24 on implementing a trade policy consistent with openness to the global economy; And other commitments supporting the national economy.

In order to achieve the embodiment of the aforementioned commitments, the state has undertaken numerous structural reforms, to move the Algerian economy forward and shift it from absolute dependence on the hydrocarbons sector to encouraging and supporting the establishment of enterprises (micro, small, medium and emerging) to achieve true economic diversification through the establishment of a number of legal texts and executive decrees in this context, in addition to creating a number of structures that support, accompany and finance various new projects, the most important of which are university business incubators that care for students with innovative project ideas, and enable them to benefit from the incubation protocol that includes support, accompaniment and training.

Ministerial Resolution No. 1275, which is considered the result of effective cooperation between the Ministry of Higher Education and Scientific Research on the one hand, and the Ministry of Knowledge Economy, Emerging Enterprises and Micro-enterprises on the other



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hand, played an important role in organizing and controlling the incubation process assigned to university business incubators in coordination with all university interfaces. The other, whose role has been activated, is under the supervision and follow-up of a ministerial committee that includes a group of Algerian experts and competencies, namely: the National Coordinating Committee for the Follow-up of Innovation and University Entrepreneurship, which is concerned with following up and directing the work of these interfaces.

* As part of the efforts of the CutinC4.2 University Business Incubator Team of Tipaza to highlight the role played by university business incubators and various other interfaces as an effective element in the Algerian business environment; The team members, headed by Dr. Abdel Rezzak Merouane - Director of the Incubator - are honored to organize this international scientific conference for the benefit of those interested in this field, including researchers, professors, and owners of emerging projects, to open the doors for active participation to enrich the subject through discussion and exchange of scientific ideas.

Based on all of the above, the conference's problem revolves around the following:

How can university entrepreneurship achieve effective economic growth and profitable economic diversification? And what are the mechanisms that help in this?

Through this international conference, we seek to provide an overview of the development of entrepreneurship, innovation, and startup companies in the world in general, and at the national level in particular. By bringing together researchers, entrepreneurs, investors and institutional players, the conference will provide a platform for exchange and reflection to identify best practices, encourage collaboration and explore innovative solutions for a prosperous entrepreneurship future.

In order to achieve the goals that we mentioned previously, the conference body decided that the first edition of it would be held through three (03) main stations, which are: the scientific forum, applied workshops and the emerging enterprises exhibition - which will receive special patronage from the Wali of Tipaza - .

Academic Axes of the Conference

The axes of the conference are summarized as follows:

- The first axis: Entrepreneurship in University Institutions: Mechanisms and Achievements
- The development of the concept of university entrepreneurship and its impact on economic development;



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- Various mechanisms and interfaces supporting university entrepreneurship;
- A vision of the ideal business model for a university institution: university, high institute, research center, university business incubator;
- University business incubators and their role in valuing the results of scientific research and supporting young entrepreneurs from university graduates;
- Exchanging experiences and ideas on how to improve the performance of various university interfaces;
- Achievements of university institutions (Algerian and international) as entrepreneurs;
- Training and directing students and university graduates towards entrepreneurial thought and entrepreneurship.
- **The second axis:** University Entrepreneurship and the ECOSYSTEM
 - Presentation of the current ECOSYSTEM in Algeria;
 - Legal and regulatory frameworks for the ECOSYSTEM;
 - Financing methods and financing bodies for emerging projects in Algeria (support structures, accelerators, banks, crowdfunding...)
 - Highlighting the role of business incubators in supporting and developing emerging projects;
 - The contribution of university liaison offices in monitoring the needs of economic institutions.
 - Future vision: How can university entrepreneurship become more effective in the ECOSYSTEM?
- **The third axis:** University Entrepreneurship and Innovative Projects
 - Discussing the latest innovation trends in the field of university entrepreneurship;
 - Innovation in technological entrepreneurship;
 - Innovation in social and solidarity entrepreneurship: creating university projects with a positive impact;
 - Innovation in women's entrepreneurship: challenges and opportunities for women entrepreneurs;
 - Innovation in green entrepreneurship: creating sustainable and environmentally friendly businesses;

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Participation Requirements

- The intervention must be related to one of the forum's axes
- The intervention must be modern and original and must not have been previously published
- The intervention will be presented in the following languages: Arabic, English and French.
- Font: for interventions in Arabic "Traditionl arabic 16" and in English and French "Times new roman 12"
- All submitted interventions will be subject to arbitration by the scientific committee of the conference before acceptance
- Only individual interventions or joint written by two authors contributions are accepted
- Priority for acceptance is given to contributions with applied studies;
- The number of pages of the intervention content must not exceed 15 pages.
- The abstract sent for participation must not exceed 250 words.

Important Dates

- Conference date: October 09th and 10th, 2024
- Deadline for Abstracts Submission: September 03rd, 2024
- Responding to Abstract Submission: March 24th, 2024
- Deadline to Receive Full Intervention Manuscript: September 19th, 2024

Participation Form

