

APEC Workshop: Women in Entrepreneurship

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Hosted by Ideas Factory

iF Caja Los Andes, Dr Carlos Charlin 101,
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Australian Academy of
Technology & Engineering



Australian Government
Department of Industry,
Innovation and Science

APEC Workshop: Women in Entrepreneurship

Speakers and Facilitators

Dr Carrie Hillyard AM FTSE

Carrie Hillyard is currently an Angel investor and Chairman of Fitgenes and FizzioFit and Deputy Chairman of the Mater Medical Research Institute. She is also a member of the Entrepreneurs' Program Committee of Innovation and Science Australia.

Previously, she was a co-founder of venture fund, CM Capital Investments, a director of several of its investee companies and led its Life Sciences group for more than 10 years. She has commercialised products from laboratory bench to market and was an inventor of a number of patented technologies. Her previous experience was in medical and diagnostics research in the UK and Australia.

Dr Hillyard has also mentored entrepreneurs, assisted with commercialisation and licensing and served on a number of government, public and private company boards, including membership of the former Industry Research and Development Board and ANSTO.

Dr Hillyard has a PhD from London University and is a Fellow of the Australian Institute of Company Directors. She is a recipient of a Centenary medal, the inaugural Women in Technology Biotechnology Star award, the AusBiotech Excellence award and a Fellow of the Australian Academy of Technology and Engineering.

HE Mr Robert Fergusson

Mr Fergusson is a career officer with the Department of Foreign Affairs and Trade. He has served overseas as Counsellor at the Australian Embassy in Beijing, with earlier postings to Timor-Leste, Hong Kong and Indonesia. In Canberra Mr Fergusson served as Director of the Papua New Guinea Section and the Counter-Terrorism Section. He has also worked as Senior Adviser in the Office of the Minister for Foreign Affairs.

Mr Fergusson holds a Master of International Law from the ANU and a Bachelor of Arts and Law from the University of Sydney.

Mr Clare Fairfield

Clare Fairfield is the Chairman of the Venture Capital Institute, a global venture capital and innovation development organization, and a founding General Partner and Managing Director of Concerto Advisors, a specialized, diversified early-stage venture investment and advisory firm. He has over 30 years of entrepreneurial experience, including developing and operating venture funds, founding and operating companies, developing nationally recognized research university entrepreneurial programs, and driving innovation ecosystem development programs in the US and globally.

Mr Fairfield has been involved with the start-up, acquisition and/or development of companies in the education, communications, information technology, retail, healthcare, manufacturing, medical device, digital health, software, construction and real estate industries. Mr. Fairfield holds a BBA in Accounting, a JD, and an MBA in finance and entrepreneurship and is a Price-Babson Fellow in Entrepreneurship at Babson College in Boston.

Mr Guy Hudson

Guy Hudson is Executive Director at Sparklabs Cultiv8 where he is responsible for leading and running the SparkLabs Cultiv8 program in Australia. Previously, he was a Manager at Accenture Global Strategy. He was Founder of the Opportunity Cooperative and was Director at How To Impact. He also served as a Head of Asia Pacific for Founders Intelligence. At Founders Intelligence, as part of the Founders Forum, he worked entrepreneurs and start-ups.

Mr. Hudson has also run initiatives to attract private capital to areas of "Green Growth" at the World Economic Forum where he developed new finance mechanisms to de-risk private capital entering the space. Mr. Hudson has worked with largest companies, and governments across Europe, Asia, Latin America and the Middle East to support the growth of start-ups.

Ms Bárbara Silva

Bárbara Silva is CEO of BeSTinnovation, CEO of Singularity University Chile Summit and President of HER GLOBAL IMPACT.

Ms Silva advises business leaders, corporations and governments in their innovation strategy and in the design of new business models to face the economy of disruption and to shape the industries of the future in Latin America and Europe. She is the founder of “HER GLOBAL IMPACT”, a not-for-profit organization focused on training and the acceleration of female entrepreneurs.

In 2016, she introduced the first Singularity University Summit in Latin America a global conversation about exponential technologies and its impacts in companies, public policies and society that is taking place around the world.

Recently, she was appointed as the representative for South America of the Stanford Research Institute (SRI International), a non profit research center that takes the most advanced R&D from the laboratory to the marketplace.

She won the Young women innovator Award in the Asia Pacific Economic Forum in 2013 and was the first Latin American Woman invited to attend the G8 Youth Summit in 2013 in London. In 2014 Barbara was recognized as one of the 100 young leaders of Chile.

Dr Eli Velasquez

Eli Velasquez has a 20-year career based around technology acceleration & commercialization, entrepreneurship, angel/VC networks, and business & economic development. Since 2016 he has been the Director of Venture Development at VentureWell, where he oversees and designs national and international innovation proposals, programs and initiatives in support of new business opportunities (e.g., Global Investor Networks, National-scale venture trainings).

He also serves as Lead Expert/Consultant on international innovation training programs around the globe, and builds and maintains relationships with strategic funding sources, organizational partners and key external resources in pursuit of new business objectives (e.g., US State Dept., NSF, Angel Capital Assoc.)

Prior to VentureWell, Mr Velasquez was based at in the Office of Research Commercialization at Texas Tech University, where he oversaw the entrepreneurship, innovation, and venture development activities.

His own startup/entrepreneurial experience includes:

- > DramaKids, LLC: an after-school program designed to build kids' self-esteem through drama (*Failure*)
- > Inicia, LLC : For-profit commercialization services company that assists regional inventors and entrepreneurs (*Operating*)
- > Lumenvia Consulting Group: For-profit consulting services to community startups on legal formation, contracts, and management (*Operating*)

Dr Matt Wenham

Matt Wenham is Executive Director, Policy, at the Australian Academy of Technology and Engineering, where he leads the Academy's policy research and international programs.

He was previously a Senior Policy Associate with the Mitchell Institute for Health and Education Policy in Melbourne. He returned to Australia in 2013, having worked in science policy and research in the United States as Associate Director with the Institute on Science for Global Policy, a Washington DC based science policy think tank, and as a research fellow at the US National Institutes of Health.

Dr Wenham holds a doctorate in cell biology and immunology from the University of Oxford, where he was a Rhodes Scholar, an Honours degrees in biochemistry from the University of Adelaide and a Graduate Diploma of Education from Monash University. He was awarded the Centenary Medal in 2003, and is a graduate of the reserve officer commissioning course at the Royal Military Academy Sandhurst, UK.

International participants

Ms Aniz Adura Abdul Majid

Malaysia

Senior Manager, Strategic Communication and Stakeholder Management
Technology Park Malaysia Corporation Sdn. Bhd
www.tpm.com.my

I have 20 years of professional experience in Corporate Communications, Stakeholder Relations, Media Relations, Journalism, Broadcasting, Entrepreneurship, Finance and Banking, Unit Trust, Properties, Innovation and Commercialization. The working experiences have grown me to have a good leadership skill in managing a team and projects.

Im a Certified Sustainability CSR Practitioner, an international accreditation by The Centre for Sustainability and Excellence who has a remarkable experience in community relations and outreach with knowledge of general goals and objective of public program and services.

I also have the exposure as the early staff to setup the global company operation for one of the largest iron ore companies in the world for Malaysian operation. The company has presence in 38 countries worldwide.

Currently I'm playing a lead role for Technology Park Malaysia's Strategic Communications and Stakeholder Management contributes my best in strategic communication, stakeholders, event, publication and promotions to support my company business goals especially in entrepreneurship.

Ms Monica Lizeth Balboa Garcia

Mexico

Coordinadora de Innovación/Innovation Coordinator
Universidad Autonoma de Nuevo Leon
uanl.mx

I am the Innovation Coordinator at the Direction of Innovation and Entrepreneurship of the Universidad Autónoma de Nuevo León (UANL). I'm responsible for the operation and development of the program for creation of high-impact enterprises by researchers, referred to by its spanish acronym as CREALTII. I manage the processes for the monitoring of the researchers participants of said program and their mentors through the mentorship program for the incubation of high-impact entrepreneurial projects. Additionally, I am responsible for the design and management of the professional development through continuous education programs developed within the HubUANL.

From 2016 to 2018, I worked at the University U-ERRE as a teacher, professional development specialist and instructional design leader at their Educational Innovation Lab. From 2012 to 2016 I undertook doctoral studies and developed research work at the University of Sheffield in the United Kingdom within the Materials Science Department. In 2012, I obtained a Master's degree in Materials Science at the UANL from which I also obtained in 2009 my bachelor's degree in Mechatronics Engineering.

Mrs Delia Barriga

Peru

Executive Director
Asociación Fab Lab
www.fab.pe

Lawyer, graduated from the Faculty of Law at the Pontifical Catholic University of Peru and Economics graduated at the National University Federico Villarreal; I have done post-graduate courses in Finance, Administration and Management and Latin American Integration, International Relations, among others. I was fellow of the School of the United Nations Human Development and attended special courses for entrepreneurship in vulnerable populations in Latin America. I am currently Executive Director of Fab Lab Association Peru, Super Node Latin America, a member of the global network for digital manufacturing to democratizing knowledge of this technology and be part of the "Third Industrial Revolution" and I'm a member of the Pro Women Committee at STI-Concytec Perú.

Mag Mercedes Ines Carazo de Cabellos

Peru

General coordinator of Peruvian GRUPO Mujer en CTI
CONCYTEC
concytec.gob.pe

Member of the Board of Instituto Tecnológico de la Producción-ITP, Technological Institute for Production Ministry of Production since ag 2017

CEO Plataforma Tecnológica Peruana Peruvian Technological Network

Ag 2012 Ejecutive Cientific Director of ITP and President 2014 2016. From 2002 to 2012 Director of Technological Innovation Centers Centros de Innovación Tecnológica,, Ministry of Production

Lecturer pre y post degree National University of Engineering (UNI),PUCP y University of Piura, UDEP

Lic on Physics (UBA, Argentina , speciality solar energy (UNI Perú) , maser on econmics (CIDE-Mexico)

Focal point Perú from Gender Advisory Board de NNUU 2004- 2006 and Gender group Peru

Ms Sarah Chen

Malaysia

Co-Founder and
Managing Partner

The Billion Dollar Fund
for Women

thebilliondollarfund.org/

A global investment professional, Sarah divides her time between investing in and building businesses, having led an American franchise business and pioneered the rollout of a new corporate venture capital unit within a \$13BN Asian conglomerate. Notably, she worked on the US\$30Million investment in US biotech company, for which signing was witnessed by former President Obama. Today, she is Chief Strategy Officer of Bloxed, a tech startup solving the problem of eroding trust in digital assets and is also Co-Founder of The Billion Dollar Fund for Women.

Passionate about getting more women into leadership, Sarah co-founded Asia Women Circle that drives @leaninmalaysia, a platform which harnesses the power of community to embolden women to achieve their full potential. Lean In Malaysia is now recognized as “the voice of credibility” for women issues in Malaysia, actively running community programs and contributing to policy frameworks by the Malaysian government. In 2016, she was appointed by Sheryl Sandberg (COO, Facebook) as Regional Leader, championing Lean In Asia with a reach beyond 300,000. In 2018, she was appointed to the board of BEACON DC, a public-private partnership between Washington DC Mayor’s office, Google and Georgetown University to elevate female entrepreneurship in the US.

Mrs Helena Fern

Australia

Program Manager - the
Generator (Central startup
hub at Monash University)

Monash University

[www.monash.edu/
entrepreneurship](http://www.monash.edu/entrepreneurship)

I currently lead the Generator, the central startup hub at Monash University. Monash University is the largest university in Australia (78,000 students) and is in the top 100 university’s globally. I joined Monash in 2012, and started with the Generator in 2016 soon after it launched. Prior to working at Monash, I lead the student entrepreneurship program at the University of Southampton in the UK from 2009 to early 2012. The UK has been ahead of Australia in driving out activation and support for startups that emerge from universities. So in returning to Australia, I soon realised there was little activity at universities to encourage entrepreneurship. However universities produce 4 out of 5 Founders in Australia, so I believe they are a critical component in activating startups and developing successful founders. Since starting at the Generator, I have been instrumental in developing a scalable program offering that has changed the fabric at Monash over the past two years. The Generator has gone from a small initiative to a central hub embedded within Monash that supports all stages of entrepreneurship, from idea right through to scalable startup.

**Ms Maria Aurora
Geotina-Garcia**

The Philippines

President

Mageo Consulting Inc.

Ms. Aurora (‘Boots’) Geotina-Garcia has been the President of Mageo Consulting Inc. since March 2014 and CIBA Capital Philippines Inc. since December 2008. Ms. Geotina-Garcia has served as a consultant to business and government for over 30 years in the area of corporate finance. She has advised clients on capital market issues such as project development and identification of potential funding sources. She has also handled projects such as financial rehabilitation and studies, joint venture programs and assistance to foreign investors in establishing local companies, among others. She was responsible for leading the efforts of SyCip, Gorres, Velayo & Co in investment promotions, which involved assistance to locators in special economic zones such as Clark and Subic. She started her professional career in SGV & Co. as part of the Management Services Division in 1974 and was subsequently promoted to Manager in 1981. Prior to her promotion, she was briefly assigned as a staff consultant in the SGV Group office in Malaysia. Later on, she joined SGV’s Economic and Financial Consulting Division and was promoted to Partner in 1990. As a Partner, she headed SGV & Co.’s Global Corporate Division, 1992-2001 and Senior Advisor to SGV & Co. 2001-2006.

Ms. Geotina-Garcia is Vice Chairman of the Women’s Business Council Philippine, Inc., a Fellow of the Institute of Corporate Directors and a member of various professional societies which include the Management Association of the Philippines and the Philippine Institute of Certified Public Accountants. She has been Independent Director at Cebu Landmasters, Inc. since February 2, 2017. Ms. Geotina-Garcia serves as a Director at Bases Conversion Development Authority (Philippines), BCDA Management and Holdings, Inc. and Fort Bonifacio Development Corporation. Ms. Geotina-Garcia obtained her BS degree in Business Administration and Accountancy in 1973 and her Masters Degree in Business Administration from the University of the Philippines in 1978.

International participants

Ms Sansanee Huabsomboon

Thailand

Division Director
National Science And
Technology Development
Agency
www.nstda.or.th

From many years 's experiences of fostering & incubating New Technology Entrepreneurs through Technology Business Incubation Center of NSTDA. Being a judge committee and speaker of many stages of Technology Business competition and Startup pitching challenges of Domestic and International. Today Sansanee is one of the key person to set strategic move of Thailand about Startup ecosystem under Ministry of Science and Technology. She is one of "Startup Thailand" Core team which initiated many new programs to strengthen Thai Startup and fulfil Thai Startup ecosystem and policy support. Sansanee also an initiator to set up Woman entrepreneur/community such as Gorgeous Geeks (Thai Chapter), Woman entrepreneur in a program of "Cleantech Open - Thailand"

Ms Natalia Martinez-Kalinina

United States

General Manager and
Latin America Lead
CIC Miami
cic.com/miami

I am an organizational psychologist and strategist focused on merging innovation, entrepreneurship, and community impact. My focus lies in creating connected communities and vibrant ecosystems, most recently by leading the expansion of the Cambridge Innovation Center (CIC) to Miami, seeking to deepen and nuance the conversation about entrepreneurship, and building tangible bridges to innovation hubs and Latin America. As part of this effort, I oversee the core 3+ year old \$4M business, in parallel with the master planning of an innovation district that requires setting a joint agenda between the public, academic, and private sectors in Miami.

Prior to that, I served as the Chief Innovation & Technology Officer for a nonprofit focused on Cuba, as well as one of six product strategists for a \$5B human resources software company.

I am also the founder of Awesome Foundation MIAMI, Aminta Ventures, and Immigrant Powered. For this and other work, I have been appointed to the Governor's Commission on Community Service, a body that oversees the administration of \$32 million in federal, state, and local funding to deliver high-impact programs.

Ms Xiaoxiao Ru

China

Entrepreneurship Education
Tutor/Discipline Supervisor
Zhejiang University of
Science and Technology
www.zust.edu.cn/

From 2000 to 2007, as assistant director, I assisted my mother in running kindergartens set up by herself. I was mainly responsible for the comprehensive administration of kindergartens. The kindergarten has become a local model private kindergarten, which has received good social evaluation and accreditation from local educational management institutions.

Since 2008, I have received the training of KAB (Know About Business) and SYB (Start Your Business) entrepreneurship of the International Labour Organization and the qualifications of KAB and SYB tutors. I have been providing guidance to thousands of College students, laid-off workers, veterans and female entrepreneurs. During this period, as the backbone member of the entrepreneurship education team of Zhejiang University of Science and Technology, I published over 5 papers on the teaching theory and personnel training of innovation and entrepreneurship education, and made some achievements in the theoretical and practical research of entrepreneurship education.

Ms Esmie Sinapa

Papua New Guinea

Managing Director
Esmie Sinapa Development
Consultants and Services

Ms Esmie Sinapa is a Business Owner and Entrepreneur, and Managing Director of Esmie Sinapa Development Consultants and Services and "E" Businesses, a 100% PNG-owned and operated company. The company's business activities are as follows:

- > Consulting and Advisory to MSME and Community Organisations around capacity building strategic and development planning, monitoring and evaluation, and mentoring in leadership and governance.
- > Café and Restaurant - Food and Beverage
- > A Grocery Shop - Food retail business

Ms Sinapa was former Country Director, Oxfam in Papua New Guinea, (2014-2016)), former Secretary General of Papua New Guinea Red Cross Society (2008-2013). She was Program Manager for DFAT Electoral Support Program that supported the 2007 PNG General Elections (2005-2007). Ms Sinapa has over 25 years of professional experience nationally and internationally and is a highly reputable strategy and facilitation expert and she brings with her development and entrepreneurial expertise from Australian National University and 25 years of Executive leadership and applied Community Development experiences working with communities throughout PNG.

Ms Julliane Terry**Papua New Guinea**

Managing Director
Tok Stret Consulting Ltd
www.tokstretconsulting.com

I come from a typical govt education system in the 80s and early 90s where school fees were affordable as our currency was one of the best in the world. Having completed Year 10, I then attended a Technical College, learning secretarial duties. This was free with a fortnightly National Scholarship Support (NATSCHOL) from the govt at K13.00/fortnight (approx. US\$3.20).

However, after my second year at the technical institution I ran away before my graduation to escape an unhappy marriage and travelled to Lae where I secured employment in a clerical role.

I worked hard with multiple jobs, in addition to my full-time job in the Automotive Industry. 14 Years with the market-leader, ELA Motors, gave me good grounding and business principles.

In 2017 I decided to start my own business, Tok Stret Consulting, in Lae. My husband and I lived from our savings while we created our business plan and began marketing our business and finding customers. Finance was tight while we try to build our business but we backed ourselves.

We provide Training, Development & Mentoring services to MSME, SME, major corporate organisations, Landowner groups and Coffee/Cocoa Corporative societies. In our experience people can be gifted to create something or quickly learn from another, however, running it as a business is always a challenge. So we help by asking the hard questions and help them create a habit to run their business properly as a BUSINESS and not an income to feed tribal obligations.

Because of my desire to evolve and grow, I just graduated from Divine Word, Madang with a Diploma in Management, which gave me currency on business tools and an insight into Digital Technology, interface and opportunities.

Yolanda Torriani**Peru**

Presidenta
Camara De Comercio De
Lima
www.cameralima.org.pe

Yolanda Torriani is President Lima Chamber Of Commerce and W. Moller Insurance Adjusters and Y.T. Associates. She has worked for 30 years as a Loss Adjuster and Prevention and Risk Manager for mining and industrial sectors.

She is a Professor at the Peruvian Insurance School and a conference delegate. A graduate of the Advanced Management Program at the University of Piura.

Dr Charnwit Tridech**Thailand**

Policy and plan analyst,
senior professional level
Ministry of Science and
Technology
www.most.go.th

I started working for Ministry of Science and Technology Thailand (MOST) in 2004 then received a scholarship from Royal Thai government in 2005 to study PhD degree in UK. I finished PhD in Chemical Engineering (Advanced materials) from Imperial College London UK in 2011. I continued working for MOST on Technology transfer management. In 2012, I became a project manager of Regional Science Parks (RSP) promotion campaign which include Northern Science Park (Chiang Mai province), Northeastern Science Park (Khon Kaen province) and Southern Science Park (Songkhla province). The campaign consists of various activities such as Science Technology and Innovation business incubation program, Industrial research and Technology Capacity development program (IRTC), Collaborative research, Intellectual property management service, Innovation design center and scientific infrastructure to support regional entrepreneur, startups and technology business creators. In 2016, I joined "Startup Thailand" team which MOST initiated this campaign to promote innovative startups especially from young generation as new economic warriors to drive country's new economic s-curve.

Ms Gloria Xu**China**

Founder
Kungfu Startups
www.kfstartups.com
www.kfstartups.cn

Joined Sensoro (a startup headquartered in Beijing, incubated from Microsoft Accelerator in Beijing from July 2013 to December 2013, dedicated in providing full-stack communication solution from chips to sensors, from base station to cloud platform in IoT industry) in January, 2015 as the Senior Operations Manager & Assistant to CEO, responsible for interior operations, logistics system for oversea customers and investor relations.

In September 2016, moved to Shanghai and run an incubator named Kungfu Startups, which is authorized by Microsoft and supported by Zhangjiang Hi-Tech Park government in Pudong New District. As the Founder of Kungfu, Gloria is responsible for daily operations & managements, recruitments of new startups, startups services, government relationship, exterior cooperation with big brands, peer groups, investors, media, etc.

Kungfu Startups aims at helping early stage 2B tech-startups related to "Cloud computing/ IoT/Big Data/AI" and linking them to comprehensive resources like technology, fund raising, market, clients, PR, government supports etc. during their developments, which enable them to grow faster and more stable.

Invited Chilean participants

NAME	ORGANISATION	WEBSITE
Barbara Bonati	Premio Inspiratec	http://www.premioinspiratec.cl/
Cristina Bugueno	CONICYT	https://www.conicyt.cl/
Carolina Carolina Gatica	Mujeres y STEM	https://www.minmujeryeg.gob.cl/
Carolina Carrasco	WexExchange	http://www.wexchange.co/es/
Gracia Dalgarrando	Red de Mentorías	https://woomup.cl/que-hacemos/
Carmen Gloria Rodriguez	Incubadora - Mcapital	https://www.me.cl/inversionistasmcapital
Carolina Gutierrez	CONICYT	https://www.conicyt.cl/
Sharapiya Kakimova	CONICYT	https://www.conicyt.cl/
Barbarita Lara	Emprendedora Tecnológica	
Maitexu Larraechea	Academia Ada Lovelace	https://www.adalovelaceacademy.org/
Marcia Machado	CORFO	https://www.corfo.cl
Claudia Monreal	ONG Woman in Mining Chile	https://www.womeninminingchile.cl/
Cristián Montero	Prodemu	http://www.prodemu.cl/
Antonia Moreno	Premio Inspiratec	http://www.premioinspiratec.cl/
Roxana Nahuelcura	Profesora de Biología	
Marcela Oñate	CONICYT	https://www.conicyt.cl/
Camila Postigo	Start-Up Chile	http://www.startupchile.org/
Monica Retamal	Fundación Kodea	http://www.kodea.org/
Francisca Rojas	INCUBA UC	http://incubauc.cl/
Alejandra Sepúlveda	Red Mentoría	http://mentoría.comunidadmujer.cl/#!/up
Barbara Silva	SingularityU / Her Global Impact	https://www.bestinnovation.global/
Bisma Suleman	Galvanize Enterprise South America SpA	
Alejandra Tapia	Incubadora CHRYSALIS - Wilca Tech (Atacama)	http://incubadora.chrysalis.cl/wilca-tech/
Catalina Toro	Prodemu	http://www.prodemu.cl/
Francisca Valdez	Incubadora - Mcapital	https://www.me.cl/inversionistasmcapital
Fernanda Vicente	Mujeres del Pacífico	https://home.mujeresdelpacifico.org/
Claudia Zuleta	Incubadora CHRYSALIS	http://www.chrysalis.cl/chrysalis/

Australian attendees

NAME	ORGANISATION	WEBSITE
James Pitman	Department of Industry, Innovation and Science	https://www.industry.gov.au/
Erin Leggat	Embassy of Australia	https://chile.embassy.gov.au/
Carolyn O'Brien	Australia Academy of Technology and Engineering	https://www.applied.org.au/
Robyn Lawford	Australia Academy of Technology and Engineering	https://www.applied.org.au/