

**\*\*\* Press Advisory – For Immediate Release \*\*\***

**Launch and Press Conference for  
Global Entrepreneurship Week in Lebanon**

Monday, November 17, 2008, 4pm  
Crowne Plaza Hamra



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**Global Entrepreneurship Week in Lebanon (November 17-23, 2008)  
7 days. 78 countries. 1 Lebanon.**

Global Entrepreneurship Week (GEW) is being held in over 75 countries around the world in an effort to inspire people to embrace innovation, imagination and creativity.

In Lebanon, GEW carries a special meaning. Lebanon possesses a multi-lingual, well-educated, and entrepreneurial population, but at the same time Lebanon has a variety of severe challenges, including brain drain, environmental problems, high unemployment and underemployment, and challenges in basic infrastructure and services (water, electricity, schools, health care, roads, et cetera). Entrepreneurship and social entrepreneurship (a business approach that focuses on the dual objectives of profit-making and having a positive social impact) can play powerful roles in Lebanon in addressing some of those key pressing development problems.

As part of GEW-Lebanon, RootSpace is organizing the first IdeaSpace Challenge in an effort to promote innovative and entrepreneurial market-based solutions to pressing needs in Lebanon, with a focus this year on: 1) Mobile Technology and 2) Sustainable Energy (both improving efficiency and alternative energy production). To participate in the IdeaSpace Challenge, participants must submit short 2-page concept papers by 4pm on Friday, November 21. Prizes (totaling over \$1000 value in cash and prizes) will be awarded to winning entries at the GEW-Lebanon closing session on Sunday, November 23.

Many organizations are taking part in GEW-Lebanon, including Berytech, Bader Young Entrepreneurs Program, the MIT Arab Business Plan Competition, Network Operations & Consultancy Center, Pecha Kucha Beirut, Rotary/Rotaract of Sahel Metn, and Young Arab Leaders. Two simultaneous conferences, *Friends of Lebanon Conference for Investment and Finance* (Al-Iktissad Wal-Aamal) and the *MENA ICT Conference* (PCA/Ijma3) are occurring the same week, and are also partnering with GEW-Lebanon.

**GEW-Lebanon is hosted by RootSpace with the support of:**

**Sponsors:** Apave Liban, NavLeb, OnPaper, Advanced Car Rental

**Organizational partners:** PCA/Ijma3, Young Arab Leaders

**With the support of:** Al-Iktissad Wal-Aamal, MOET SME Unit, Frem Foundation

**Media sponsors:** Daily Star and Al-Akhbar

**Global Founders:** Make Your Mark, Kauffman Foundation

**Global Sponsors:** NYSE/Euronext, E&Y, IBM

**More Info Online:**

**GEW-Lebanon and the IdeaSpace Challenge:** [www.therootspace.org/gew](http://www.therootspace.org/gew)

**GEW globally:** [www.unleashingideas.org](http://www.unleashingideas.org)

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