

THE 7TH JA-YE EUROPE ENTERPRISE CHALLENGE 2010

Sofia, Bulgaria
July 1st - 4th 2010

INVITATION



Welcome to The 7th JA-YE Europe Enterprise Challenge competition in Sofia, Bulgaria, July 1-4! 100 young entrepreneurs (university students) from 14 European countries who are running companies as a part of their higher education will be challenged to sell their idea to a panel of potential “investors”, each of whom has a fictional 50000€ to spend. All the participants are winners from the national Best Graduate Company competitions.

We hope to have representatives from all Member Nations here in Sofia to celebrate together the entrepreneurial spirit and innovative ideas of these bright young people!

Under the Patronage of: Sergey Ignatov, Minister of Education, Youth and Science of Bulgaria

Please, find attached the Programme below.

JULY 01 - Thursday

Arrivals and Exhibition

Participants' arrivals at Sofia Airport

Warm Welcome! to Sofia

(Participants will be picked up at the Sofia Airport by JA Bulgaria buses.)

** Please, send detailed travel information (arrival and departure date, time and Terminal number) before May 24th. Two way ticket for the bus is EURO 5.*

Accommodation in Metropolitan Hotel Sofia at the latest by 12:00

12:30 – 13:00

Bus transfer from Metropolitan Hotel Sofia to Kambanite Business Center

13:00 – 15:00

Setting up the stands at ***Junior Achievement Success Event marquee*** (HP Campus, Kambanite Business Center)

15:00 – 17:30

Official JA Opening

**Stands open to the public @ Interviews at stands by special juries for signature awards*

**Welcome Reception @ Connection Networking Event*

18:00 – 20:00

Get Ready, Be Steady!

**Workshop on presentation skills for participating students to improve stage performance*

20:30 – 22:30

Welcome Buffet Dinner Party* @ Junior Achievement Success Event marquee

New ideas come from anywhere and that is why we've created this Special JA Welcome Event designed for networking, catching up with friends and experiencing new ideas.

**Traditional Bulgarian Cuisine*

22:30

Bus transfer to Metropolitan Sofia Hotel

JULY 02 – Friday

Stage Presentations and Panel Interviews

07:00 – 08:00

Breakfast

08:00 – 08:30

Bus transfer to Kambanite Business Center

08:30 – 10:30

Stage Presentation rehearsals (*HP Campus*)

11:00 – 13:00

Graduate companies' presentations

13:00 – 14:00

Enjoy "Out of the Box" boxed Lunch @ JA Food Corner@ the Corner

14:30 – 17:00

Panel interviews with Judges (*HP Campus*)

Dismantling stands

17:00 – 17:30

Bus transfer to Metropolitan Sofia Hotel

18:45 – 19:45

Bus transfer to the St. Alexander Nevsky Cathedral and a short walk in Sofia city centre to the historical building of Royal Military Club

20:00 – 20:30

Cocktail

20:30 – 23:30

JUNIOR ACHIEVEMENT Spotlight Award Ceremony and Dinner* @ *Historical building of Military Club, Royal Hall*

JA-YE Europe "Company of the Year" Award

Winner

1st runner up

2nd runner up

Signature Awards

The Intel Innovation Award

The Microsoft Award for High Potential

The Nestle Award for Best Marketing Strategy

The HP Responsible Business Award

* *JA Bulgaria invites you to a night full of unique performances prepared specially for this Spotlight Evening*

JULY 03 – Saturday

*DAY-OF- JOY @ Cultural experiences** of Bulgaria

* Trip to a historical Bulgarian city with picnic, wine tasting and activities for participating students
*You will receive the exact times and schedule for the trip on the day of your arrival in Bulgaria.
Lunch during the trip covered, dinner in Sofia on your own.*

JULY 04 - Sunday

See you soon! - Departure day/Optional programme

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