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# GLOBAL ENTREPRENEURSHIP WEEK 2010 IMPACT REPORT

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THE WORLD'S LARGEST CELEBRATION  
OF ENTREPRENEURSHIP



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# FOREWORD



**Jonathan Ortman**  
President, Global  
Entrepreneurship Week

A handwritten signature in red ink that reads "Jonathan Ortman".



**Tom Bewick**  
Chair, Global  
Entrepreneurship Week

A handwritten signature in red ink that reads "Tom Bewick".

Entrepreneurship is a key driver of economic growth – with most net new jobs coming from firms less than 5 years old. It is no surprise therefore that global leaders are focusing on how to stimulate new and young businesses. Yet for entrepreneurship to thrive, we cannot rely on traditional top-down macroeconomic stimulus; we need to create culture change from the grassroots. Our collective task is to encourage the next generation of innovators to turn their ideas into high impact start-ups. This is the vision of Global Entrepreneurship Week.

Started just three years ago, Global Entrepreneurship Week itself is a paradigm of entrepreneurship; built on creativity, energy, ambition and partnership. Host organizations are already stimulating an entrepreneurial culture with more than 7 million participants across 104 countries. Its success is founded on the work of individuals and organizations that share a vision of an entrepreneurial future. Working in partnership, we are enhancing an entrepreneurial ecosystem with entrepreneurs, educators, governments and business. In doing so, both trade links between countries and the international ambitions of young entrepreneurs are enhanced.

In this report, we aim to highlight the incredible activities that take place during Global Entrepreneurship Week and demonstrate the energy and impact of this entrepreneurial movement. We uncover global pioneers who are not only creating businesses but finding new solutions to society's toughest problems. This is just a snapshot – we invite you to celebrate the world's entrepreneurs and join us on the journey towards a greater entrepreneurial economy.

Carl Schramm, President and CEO of the Kauffman Foundation, speaks on the importance of Global Entrepreneurship Week with hosts and partners at a forum hosted by the Foundation.



Global Entrepreneurship Week will be happening in almost every country in the world five years from now. What this means is that probably **half a billion people in one week will think about a different career for themselves.** They will see in GEW a moment, a second, a day, a lecture, a TV show, a program, when they reassess what they are going to do with their lives.

Carl Schramm, CEO, Kauffman Foundation

# WHAT IS GLOBAL ENTREPRENEURSHIP WEEK?

INTRODUCING THE WORLD'S LARGEST CELEBRATION OF ENTREPRENEURSHIP



So much more than just seven days, **Global Entrepreneurship Week (GEW)** is an entrepreneurial movement of individuals and organizations: inspiring, connecting and equipping entrepreneurs while showcasing the support that is available to them all year round.

Every year in November, host organizations within each country coordinate a network of partners to run events that inspire and challenge both aspiring and existing entrepreneurs.

GEW 2010 was the biggest and most successful year yet, with a record 104 countries taking part.

This report highlights the incredible impact of GEW 2010, demonstrating how success was achieved and outlining exciting plans for the future.

Nick Clegg, Deputy Prime Minister, UK, addresses the 'Meet the Dragons' launch event at The Hague Airport, the Netherlands.



GLOBAL  
ENTREPRENEURSHIP  
WEEK 2010

# A WORLD OF IMPACT



**GEW 2010** delivered an impressively wide range of activities and events across the world. Thousands of activities connected students and policy makers, aspiring and established entrepreneurs, companies and businesses. From business plan competitions to rallies demonstrating the power and potential of entrepreneurship, each event formed part of a global movement.



Global Entrepreneurship Week is the rallying point for getting entrepreneurial people together in an enterprising way and trying to get them and encourage them to start a business or do something far more enterprising.

Peter Jones CBE, Entrepreneur,  
Chairman of Enterprise UK and Founder  
of The Peter Jones Foundation

Below  
GEW/Italy hosts  
META Group recast  
the GEW compass  
as a gravity-defying  
team photo.



Entrepreneurship has no borders  
and GEW can connect every single  
entrepreneur around the world.

Thomas Mylonas, Creative Entrepreneur  
running design business in the Netherlands

## MAKING GLOBAL CONNECTIONS

THE WHOLE IS GREATER THAN  
THE SUM OF ITS PARTS

Taking advantage of Global Entrepreneurship Week's vast network, organizations teamed up to run a number of global activities, which were designed to help access networks across the world, share best practices and connect and inspire people both on and offline.

An impressive 76% of host organizations said that GEW 2010 helped provide them with new and useful contacts.

**The Global Cleantech Open Ideas Competition** searched the globe to find the next big ideas in clean technology. Abeo of Denmark received first prize, worth \$100,000 in start-up services, for their patented Super-Light Structure technology which minimizes the energy and materials necessary during building construction. Abeo outclassed competition from 13 other international finalists in San Francisco during GEW 2010.

**Speednetwork the Globe** brought together entrepreneurs of all backgrounds to unleash ideas and make connections, all at high speed. It's a simple concept – a whistle is blown every 3 minutes and participants move on, to network with someone else. A signature activity since 2008, Speednetwork the Globe activities have been held for GEW in all kinds of iconic worldwide locations, from The Torre Mayor in Mexico City to the London Eye.



Left  
A few of the eye catching results of the GEW 2010 hosts competition to recreate the GEW compass logo.

Below  
Michael Teoh from Malaysia and Carielle Doe from the US celebrate winning Your Big Year 2010.

The **GEW Compass Challenge** tasked host organizations to build excitement ahead of the week. Challenged with recreating the GEW Compass in a creative way, the network responded with a series of imaginative ideas. Italian hosts META Group used their technical wizardry to recast the compass as a gravity-defying team photo, whilst Impulsa Mexico represented each colour strand of the logo with a different local delicacy.

**Your Big Year** attracted 44,489 young people from around the world, all battling for a place on a round-the-world trip meeting international leaders and inspirational entrepreneurs. Designed to promote global citizenship and social responsibility through enterprise, Your Big Year set a series of online challenges, and brought 24 international finalists to Liverpool, UK for GEW. There, the finalists undertook a city-wide set of tasks designed to develop their innovation and leadership skills. The two winners were Michael Teoh from Malaysia and Carielle Doe from the US.



# INSPIRING A NEW GENERATION OF ENTREPRENEURS

HELPING PEOPLE REALIZE THEIR POTENTIAL

**Global Entrepreneurship Week aims to inspire the next generation of future entrepreneurs and business leaders. From young people in education right through to aspiring entrepreneurs of all ages who may have previously lacked the confidence or knowledge to set up their own business.**

Through thousands of activities and events, GEW 2010 brought students and businesses together, creating real-life entrepreneurship experiences and giving young people the chance to develop skills and begin to think like entrepreneurs.

In our survey of host organizations:

- 4,082 said events celebrated the achievements of entrepreneurs
- 95% said events helped improve public and media perception of entrepreneurship
- 100% said events helped participants consider entrepreneurship as a career choice.

Many events also helped challenge assumptions and perceptions around entrepreneurship. Here is a flavor of the activities across the world:

Below  
Finalists of the  
'Movers and Changers'  
competition ring the  
NYSE Opening Bell.

## 🌐 Worldwide

NYSE Euronext hosted **Movers and Changers**, at the New York Stock Exchange. Top entrepreneurs, Nick Cannon, CEO/Founder TeenNick Entertainment, David Karp, Founder of Tumblr, Charlie Kim, Founder and CEO of Next Jump and Susan Smith Ellis, Founder and CEO of (RED) shared their experiences to students in New York and around the world via webcast. The second part of the event was the Movers and Changers Challenge, a business plan competition held in conjunction with mtvU and NYSE Euronext. Three finalists were invited to come to the New York Stock Exchange and compete for \$25,000. The winners were two students at the University of Tennessee for their idea to ease the search for college housing in the US and abroad with their website howstheliving.com.

## 🌐 Worldwide

Students from across the globe answered the call of the first **Global Entrepreneurship Challenge**, with more than 220 students from 45 countries responding to the question 'What can be done to increase the number and impact of young entrepreneurs in your country?' First prize – a trip to Sweden to take place in the Goodmorning 2020 conference – went to Rahul Barwani from UC Berkeley, USA. Rahul's short essay, titled: 'Break the Stigma of Xenophobia in the U.S.' argued the case for letting international students stay in the countries where they graduate, enabling them to make vital contributions to that economy.



**Global Entrepreneurship Week is one of those big ideas that gives us an opportunity to show the world the power of entrepreneurial training for high school students. The message for the week is always about education, and inspiration, and networking.**

Amy Rosen, President and Chief Executive Officer, Network for Teaching Entrepreneurship



Right  
'YBI People's Choice' joint  
winner Hitender Punyane  
of India at work.



### 🇫🇷 France

Hugely popular, **La Fête de l'Entrepreneur** has become a mainstay of the GEW calendar in France. La Fête united over 2,000 students from across the country with major players in the field of entrepreneurship and business. Christine Lagarde, Minister of Economy, Industry and Employment opened the event, while Ernst & Young sponsored a job shadowing scheme placing students alongside entrepreneurs for a day. All over the country, events showcased the enthusiasm and dynamism of this new generation of entrepreneurs.

### 🇺🇸 United States

33 'dorm-room entrepreneurs' from 22 countries gathered in Kansas City for the final of the **Global Student Entrepreneur Awards** (GSEA), a program for undergraduate students who own and run a business whilst still in education. Powered by the Kauffman Foundation and Entrepreneurs' Organization (EO), the competition attracted student entrepreneurs from varied industry sectors with annual revenues ranging from \$20,000 to \$3million. US student Brent Skoda received the first prize of \$150,000 in cash and in-kind business services to fuel the next phase of growth for his venture, CollegeFitness.com.

### 🇮🇹 Italy

**Failing to Succeed** tackled the subject of failure within entrepreneurship at a lively panel debate played out in front of a large audience of entrepreneurs, business figures and assorted media. The panel included David Thorne, US Ambassador to Italy, who said: "Failure is a part of the entrepreneurial process. It's how we learn what works, what the market is interested in, what is possible. In the U.S., we wear failure as a badge of honor."

### 🇲🇾 Malaysia

The **Sembang-Sembang initiative** gave female inmates at a Malaysian jail the chance to meet successful female entrepreneurs who promoted entrepreneurship as an option to pursue upon their release. CEO of the Malaysian Host Warisan Global, Dhakshinamoorthy 'Dash' Balakrishnan said the scheme was "done with the belief that empowering women will have a positive impact on their families, communities, societies and country." There are plans to develop Sembang-Sembang into a comprehensive post-release program.

Below  
GEW/Ghana's participants  
get ready for Speednetwork  
the Globe.

### 🌐 Worldwide

Nearly 16,000 votes were cast for the **Youth Business International (YBI) People's Choice Award**, which recognized their network's most inspiring entrepreneurs during GEW. The finalists came from a range of countries and backgrounds, all showing how entrepreneurship can catalyze development in local communities. Hitender Punyane from India, who makes customized air-conditioning panels for industrial machines, was joint winner in a photo finish with Fathuma Nisreen from Sri Lanka, whose company Ramsi Fashion designs and manufactures traditional bags and outfits aimed at Muslim women.

## GEW CHALLENGES PERCEPTIONS, MAKING PEOPLE THINK AGAIN ABOUT ENTREPRENEURSHIP



# ACCELERATING ENTREPRENEURSHIP

## SHARING ESSENTIAL SKILLS, NETWORKS AND KNOWLEDGE

Global Entrepreneurship Week 2010 accelerates the pace of entrepreneurial start ups by providing aspiring entrepreneurs access to practical tools, resources, knowledge and networks to help turn their ideas and talent into successful enterprises.

Many activities were focused on providing these essentials, from business planning competitions to speed-networking and mentoring marathons. When we talked to our host organizations they told us:

- 9,620 networking events took place during the week
- 5,473 events helped to launch/develop a business
- 95% of hosts said events had some or a great impact on participants taking the next step to start/grow their business.

Right  
Yan Junqi, Vice Chairwoman  
of the National People's  
Congress of China (center)  
and other officials launch  
GEW/China in Shanghai.

### 🌐 Worldwide

A truly global phenomenon, Startup Weekend saw aspiring entrepreneurs join forces in more than 20 cities in 6 countries. In locations as diverse as Lisbon, Sao Paulo and Sofia, these events enabled entrepreneurs to start their own business in just a few days.

### 🌐 Worldwide

A number of Startup Weekend participants also took the competition to the next level in the Global Startup Battle. National winners submitted 90 second video pitches which were put to a global vote. The 2010 champions were MIMIX from YallaStartup Weekend, Lebanon. They triumphed with their pioneering web and mobile app, which builds on speech recognition and 3D modeling techniques to translate speech into sign language in real-time.



34 mind blowing start-ups in 3 days! And you still ask where the entrepreneurs are? They are EVERYWHERE! Congratulations everyone!

Habib Haddad, Startup Weekend 2010 Lebanon organizer



I'd been thinking for a while about how to address diabetes awareness through social enterprise, but the catalyst for the moment was Global Entrepreneurship Week in Bahrain in 2009. There was a business plan competition – pitch an idea and you get the seed money for it. I came across my three co-founders there, really connected with them, and won!

22-year-old Tariq al Olaimy, Co-founder and Director of Al Tamasuk (Arabic for 'cohesion'), an award-winning venture which addresses diabetes awareness, prevention and education



**🇳🇱 The Netherlands**

**Meet the Dragons** involved a nationwide search for entrepreneurial talent that saw finalists pitching their start-up ideas to investor ‘Dragons’ in front of a 1,000-strong audience, in a high-octane launch event held at The Hague Airport. The UK’s Deputy Prime Minister, Nick Clegg, who is of Dutch descent, opened the event, calling on Dutch entrepreneurs to “use your get-up-and-go spirit to shape the re-growth of this economy.” Highlights amongst a number of impressive initiatives included Aquaculture Benin City’s scheme for sustainable fish production for the African market, as well as Tinypay.me’s pioneering e-commerce platform.

**🇯🇴 Jordan**

**The Ideas Festival** was the first project of its kind to be implemented in the Middle East. Aimed at fostering innovation amongst university students and young professionals, the Festival showcased a broad spectrum of ideas under six themes: Business, Science and Technology, Environment, Social Development, Arts & Design and Random. Category finalists presented their unique ideas at the two-day interactive exhibition alongside area-specific workshops and talks from some of the country’s most in-demand speakers. Liyan Al Jabi won \$2,000 to launch her idea ‘Smart Toilet’, a cistern system which acts as a water saving fixture.

**🇺🇸 United States**

GEW/USA **Startup Open** was won by Resolute Marine Energy, a Boston start-up whose technology harnesses wave energy for power generation, and transports seawater to on-shore desalination facilities. Fending off strong competition from the ‘GEW 50’ – the 50 most promising start-ups launched during the Week – the firm won an all-expenses-paid trip to Sir Richard Branson’s Necker Island to network with experienced entrepreneurs.

Far left  
Aesthetic Interaction  
make their pitch for up to  
£1,000,000 investment at  
‘Meet the Dragons’, part  
of GEW/The Netherlands.

Left  
Liyan Al Jabi  
with her \$2,000 first  
prize from the Ideas  
Festival in GEW/Jordan.



The only way we are going to drive the scale of change we need in the world is if we all pull together some previously unlikely partnerships between businesses, charities, governments NGOs and entrepreneurial people on the front line.

Richard Branson

**PITCHING IDEAS,  
SHOWCASING INNOVATION,  
WINNING PRIZES**



Olivier Ceberio of Resolute Marine Energy, and winner of the ‘Startup Open’, meets Sir Richard Branson during his trip, arranged by GEW/USA, to the British entrepreneur’s very own Necker Island.

# INFLUENCING THE FUTURE

## ENTREPRENEURS ARE AT THE HEART OF PROGRESS

Entrepreneurship is a vital part of the social, political and economic agenda. The steady flow of new ideas and innovation it brings to the marketplace will help us to achieve long-term economic growth and address global challenges. From reducing poverty to tackling escalating energy demands and improving human welfare, entrepreneurs offer solutions that can change the world.

As such, many events during Global Entrepreneurship Week 2010 focused on what governments, businesses, charities and Non Governmental Organizations are currently doing, and what they can and should do to support entrepreneurs and startups.

- 85% of hosts said that events helped secure stronger political buy-in and funding to support entrepreneurship
- 8,037 events involved a discussion around entrepreneurship and global issues
- 833 events hosted international speakers.

### UK

GEW/UK launched at Google HQ in London with an event featuring an array of high profile speakers. Revealing new plans to boost entrepreneurship, Vince Cable, UK Secretary of State for Business, Innovation and Skills, stressed the need for continued innovation, while entrepreneur Peter Jones asserted that more and more “young people don’t want to become pop stars – they want to be entrepreneurs.”

### Argentina

El Día del Emprendedor (The Day of the Entrepreneur) brought GEW/Argentina to a close in Buenos Aires with a day-long extravaganza. The 3,000-plus attendees had more than 40 activities to choose from, as local and international business leaders shared their visions of how to foster a more enterprising Argentina. Francisco Cabrera, Argentina’s Economic Development Minister said at the event: “Without doubt entrepreneurship is one of the main drivers of employment in this city. For this reason the government sees policy promoting enterprise as investment in the future.”

### Latin America

The inaugural LATAM Virtual Forum brought partners from 15 countries across Latin America together for GEW, with the goal of creating an intercultural dialogue about entrepreneurship. Daniel Imaña, of Red Bolivia Emprendedora, emphasised the importance of this type of network-building within the campaign, saying: “the creation of an entrepreneurial culture is not the duty of one organization or country – it is the responsibility of all members of the global entrepreneurial community.”

### United States

In a high profile endorsement of GEW aims, as part of the finale of GEW/USA, President Obama declared November 19 National Entrepreneurs’ Day in the United States.



Some of the world’s most successful enterprises were founded and launched in the most difficult economic times.

Vince Cable, UK Secretary of State for Business, Innovation and Skills, addresses the launch of GEW UK

Below  
The German Federal Minister of Economics and Technology Rainer Brüderle is presented with a report on Entrepreneurship Education launched during GEW/Germany.



## Zambia

GEW/Zambia closed with **Creating the Future: The Power of Proactiveness**, a huge conference which attracted 2,000 attendees and numerous national media organisations. The conference was backed by the Zambian Ministry of Commerce, Trade and Industry, who revealed plans to set up a Youth Development Fund which will equip young start-ups with loans.

Below  
GEW/Canada official  
hosts, The Canadian  
Youth Business  
Foundation (CYBF)  
meet with government  
representatives on  
Parliament Hill, Toronto.



**We are pleased that the Government of Canada recognizes the importance of emerging young business leaders and is working with them to champion a culture of entrepreneurship across the country.**

Vivian Prokop, CEO of CYBF,  
official host GEW/Canada



## Brazil

A crowd of 3,000 gathered in the HSBC Arena in Rio de Janeiro for the biannual **XIV International Entrepreneurs' Meet: The Path to Sustainability**. The conference was hosted by SEBRAE, the Brazilian Small Business Agency, in conjunction with GEW, the United Nations and its entrepreneurship support program EMPRETEC. Spread over two days, the event united experts in the field to discuss sustainable development strategies, based around the premise that successful companies must be capable of both impacting positively on the environment and contributing to social justice.

## Canada

GEW/Canada convened on Parliament Hill in Toronto, with key players in the entrepreneurial sphere meeting Rob Moore, Minister of State for Small Business and Tourism. The roundtable provided an insight into some of the challenges and opportunities facing Canada's young entrepreneurs and contributed to the ongoing formation of a national strategy on youth entrepreneurship. Following the discussions, Minister Moore attended a press conference at The Floure Shoppe bakery, owned by an entrepreneur from the CYBF network. Here the Minister officially launched GEW/Canada on behalf of the Government of Canada.

## Nigeria

**The Social Sector Dialogue** in Nigeria brought together social entrepreneurs, Non Governmental Organizations and Corporate Social Responsibility (CSR) executives to offer insight on how those operating in the social space can make greater impact, as well as the role of CSR in enabling the social sector. The event was co-sponsored by NNPC Chevron Joint Venture Nigeria and Etisalat CSR centre at Lagos Business School.

## North Africa

Entrepreneurial leaders from Morocco, Algeria, Tunisia, Libya and Mauritania gathered at **The Maghreb Entrepreneurship Conference** in Algeria to discuss strategies to promote job creation through entrepreneurship. Hosted by the U.S. Department of State and the U.S.-Algeria Business Council, the conference brought together business talent and public officials from participating countries, including entrepreneurs of the North African Diaspora. Among the announcements of concrete initiatives was the U.S. Department of State's new public-private sector partnership, the North African Partnership for Economic Opportunity (NAPEO), which will build links between entrepreneurs and business leaders in the United States, Algeria, Libya, Mauritania, Morocco and Tunisia.

## El Salvador

Global Entrepreneurship Week was celebrated for the first time in El Salvador in 2010. More than 25 local organizations rallied behind **GEW/El Salvador**, developing 34 events and activities to celebrate entrepreneurs and promote entrepreneurship. Julio Funez from RTI El Salvador, the country's GEW host organization, said: "GEW in El Salvador will help to motivate future generations to believe in themselves, believe in their goals and know that they can achieve anything they decide they want to accomplish."

# ENGAGING THE MEDIA

## SPREADING OUR MESSAGE ACROSS THE WORLD

GEW 2010 saw entrepreneurs engaging the power of the media to raise awareness about their GEW campaign. Many of the vibrant and imaginative events attracted plenty of press coverage.

This year, event organizers really embraced the use of new media to widen their reach, with social media taking centre stage and moving campaigns onto new levels. The media focus worked; 62% of our host organizations said that GEW 2010 improved public and media perceptions of entrepreneurship.

### 🇮🇸 Iceland

Innovit distributed a small number of GEW wristbands amongst its network of ambassadors, partners, ministers and media contacts. Each wristband-holder completed one entrepreneurial task, logged this on the scheme's website and then passed the band to a person of their choosing. Visitors to the website were able to track the journey of each wristband, as well the growing list of completed entrepreneurial achievements. The initiative created a swell of media interest in [GEW/Iceland](#).

### 🇧🇷 Brazil

[Faz Ae](#) (or 'Do It Yourself') was an online reality show documenting the efforts of young Brazilian entrepreneurs as they set about creating an open-source company for the digital age. A joint project between GEW/Brazil and Biruta Media, viewers were witness to every stage in the birth of a start-up as competitors pitched ideas and took part in a series of challenges. The innovative format also gave the general public, alongside a panel of business experts, the chance to influence the course of the company as they voted on everything from the appointment of Directors to choosing their products.

### 🇧🇲 Bermuda

[Launch Pad](#) marked the start of GEW/Bermuda with a broadcast on prime time TV featuring aspiring young entrepreneurs presenting their business plans to three of Bermuda's commercial banks who competed to offer start-up financing. The Bermuda Small Business Development Corporation produced Launch Pad along with the Youth Entrepreneurship Initiative and 15 sponsors including HSBC-Bermuda, CapitalG, and Butterfield Bank.

## THE RISE OF SOCIAL MEDIA HAS MOVED CAMPAIGNS ONTO COMPLETELY NEW LEVELS



GEW Hosts come together in Dubai for the 2010 Global Entrepreneurship Congress.

# Global Entrepreneurship Congress

March 9-11, 2010, Dubai

GLOBAL  
ENTREPRENEURSHIP  
WEEK 2010

WHO  
WE ARE



Global Entrepreneurship Week began three years ago, when it was co-founded by two organizations dedicated to advancing entrepreneurship; the **Kauffman Foundation** and **Enterprise UK**. As the GEW profile grows so does the network of hosts, partners and supporters, who are the driving force behind the week's success.



Global Entrepreneurship Week provides a year-long mechanism for people to get involved in entrepreneurship and a focal point for the movement.

Rex Northen, Executive Director  
Cleantech Open

## OUR FOUNDERS

### WHERE IT ALL BEGAN

#### Ewing Marion Kauffman Foundation

The Ewing Marion Kauffman Foundation works to advance an entrepreneurial society in which job creation, innovation and the economy flourish. It has an extensive Research and Policy program and also works with leading educators, researchers and other partners to further understanding of the powerful economic impact of entrepreneurship, to train the next generation of entrepreneurial leaders, and to improve the environment in which entrepreneurs start and grow businesses.

**KAUFFMAN**  
The Foundation of Entrepreneurship

#### Enterprise UK

Enterprise UK (EUK) was founded in 2004 by the British Chamber of Commerce, the Confederation of British Industry, the Institute of Directors and the Federation of Small Businesses, funded primarily by the Department for Business, Innovation & Skills. EUK has delivered a range of innovative projects aimed at coordinating youth enterprise activity around the UK and inspiring the next generation of entrepreneurs. In March 2011 the Peter Jones Foundation, driven by UK entrepreneur Peter Jones and dedicated to providing young people with the opportunities and means to become more enterprising, was appointed as EUK's legacy organization.



## OUR HOST ORGANIZATIONS

THE PEOPLE THAT MAKE IT HAPPEN



We have been involved with Global Entrepreneurship Week around the world. It gives a combined rallying cry for creating businesses, employing people, sustaining economic growth, and solving problems.

Jack Kosakowski, Executive Vice President and Chief Operating Officer of Junior Achievement Worldwide

In 2010, a record 104 countries ran Global Entrepreneurship Week, with one or two host organization in each country responsible for galvanising the momentum of their national GEW campaign and rallying the network of partners and supporters to run events and promote activities.

Host organizations range from Government ministries and social enterprises, to universities, schools, venture capitalists and other businesses. GEW is a global rallying point that gives focus and momentum to this international entrepreneurial community, enabling all the people and organizations who take part to showcase and celebrate the work they do they do all year round.

- 76% said GEW helped provide them with new and useful contacts
- 74% hosts said GEW helped to increase the profile of their events
- 75% said GEW helped to increase the profile of their partners
- 96% said championing the GEW compass gave their events an international feel
- 90% said GEW made them feel part of an international movement.

## OUR GLOBAL PARTNERS AND SUPPORTERS

ORGANIZATIONS WHO SHARE OUR VISION

Our partners are crucial to the success of the week, and GEW 2010 saw a record number of 23,952 key partners running events and activities or providing 'in kind' support to their national host organization.

In addition to these national organizations, 15 official Global Supporters brought diverse international enterprise expertise to the network, specializing in areas such as youth enterprise and education, networking and incubating entrepreneurs, and supporting high growth enterprise.

NYSE Euronext  
Endeavor  
Entrepreneurs' Organization (EO)  
JA Worldwide  
Youth Business International  
Center for International Private Enterprise (CIPE)  
DECA  
Network for Teaching Entrepreneurship  
Youth Employment Network (YEN)  
IFC/SME Toolkit  
Business Council for International Understanding (BCIU)  
YES | Youth Entrepreneurship and Sustainability  
MIT Enterprise Forum  
Kairos Society  
Making Cents International

## 2010 ENDORSEMENTS

World leaders endorsed and participated in Global Entrepreneurship Week; recognizing the important role entrepreneurship plays in tackling big societal issues like job creation and an ever-increasing global demand for energy.



In 2010, within the framework of Global Entrepreneurship Week the 'Prime Minister's Prize for Entrepreneurship and Innovation' will be awarded for the first time. We hope this award will further encourage entrepreneurship and innovation in Israel, particular among the young. While encouraging Israeli entrepreneurship and innovation is critical for our own country's economic future, I have no doubt that it will also contribute to a future of prosperity and hope for all humanity.

Benjamin Netanyahu,  
Prime Minister, Israel



Businesses are the lifeblood of our communities, creating jobs and prosperity, especially during these difficult times. Global Entrepreneurship Week will help existing entrepreneurs to expand and innovate, and inspire a new generation to get involved as well.

David Cameron, Prime Minister, UK



China is building an innovation-oriented country. We particularly need to unleash everyone's innovative and entrepreneurial spirit. Millions of Chinese youth participate in hosting Global Entrepreneurship Week activities.

Yan Jungi, Vice Chairwoman,  
National People's Congress  
of China



In Denmark, we will now focus on renewed growth and entrepreneurship. We have to encourage everybody with an idea and the will to become an entrepreneur, to pursue their dreams. And I actually see Global Entrepreneurship Week as one way of making this happen.

Brian Mikkelsen, Minister of Economics  
and Business Affairs, Denmark



We are committed to fostering entrepreneurship and innovation in Chile. We have set a very ambitious target of transforming Chile into a developed country during this decade. In order to get to that end we have to promote creativity, innovation, and entrepreneurship.

Juan Andrés Fontaine, Minister  
of Economy, Chile



The Obama Administration is dedicated to boosting entrepreneurship both in the United States and other countries to make that a reality... Global Entrepreneurship Week reflects a sense of collective responsibility to encourage young minds to pursue fresh ideas and unleash the full range of human potential.

Hillary Rodham Clinton, Secretary of State, US

GEW 2010  
IN NUMBERS



**23,952**  
partners

**FREE**

**11,208**  
free venues  
donated



**Thousands** of inspirational entrepreneurs  
shared their experiences to coach and mentor  
the next generation of entrepreneurs



**64,426** hours of  
people's time was  
donated during  
GEW 2010



**7,644** major brands and  
businesses around the world  
engaged with GEW 2010



**1,576** examples of political  
engagement

## OUR REACH

### MAPPING OUR PROGRESS AROUND THE GLOBE

Each year we are expanding our network of entrepreneurs around the world. This map indicates the places where events took place for Global Entrepreneurship Week 2010.

It is our vision to turn all the countries on the map from grey to red, and you can be part of that vision by spreading the word around the world. **Find out how to get involved on page 44.**

Over the next four pages you'll find all the relevant facts and figures about the countries involved with Global Entrepreneurship Week 2010.

Country	Host organization	No. of Participants	No. of Partners	No. of Activities	Country Population <sup>1</sup>	GDP per Capita <sup>1</sup>	Startup Ease <sup>2</sup>
Albania	University of Tirana	250	1	5	3.2	3,808	45
Angola	YES Angola	N/A	N/A	N/A	18.5	4,081	164
Argentina	Endeavor Argentina	8,150	61	75	40.3	7,626	142
Australia	The Frank Team	200	5	5	21.9	42,279	2
Austria	Initiative for Teaching Entrepreneurship	900	10	15	8.4	45,562	125
Bahrain	O2M Communications, Young Arab Leaders – Bahrain	1,510	6	10	0.8	26,021	78
Bangladesh	Young Entrepreneur & Leaders League (YELL)	5,018	6	14	162.2	551	79
Barbados	Barbados Youth Business Trust (BYBT)	7,600	325	34	0.3	14,050	N/A
Belgium	Flanders District of Creativity vzw	N/A	N/A	N/A	108	43,671	31
Belize	Youth Business Trust Belize	1,000	7	4	0.3	4,062	148
Bermuda	Youth Entrepreneurship Initiative of Bermuda	2,960	6	8	0.06	N/A	N/A
Bolivia	Red Bolivia Emprendedora	174,000	192	146	9.9	1,758	166
Bosnia & Herzegovina	Agency for the Development of Small & Medium Enterprises	380	14	15	3.8	4,525	160
Brazil	Endeavor Brazil	2,605,306	456	3,243	193.7	8,121	128
Bulgaria	Junior Achievement Bulgaria	1,230	26	27	7.6	6,423	43
Burkina Faso	Association pour la Promotion, le Soutien et le Suivi de l'Investissement Privé (APSIP)	700	12	14	15.8	517	119
Burundi	SAGE Burundi	25	2	3	8.3	160	135
Cameroon	Youth Business Cameroon	30,000	12	55	19.5	1,136	131
Canada	Canadian Youth Business Foundation	99,400	350	701	33.7	39,599	3
Cape Verde	The Young Entrepreneurs Association of Cape Verde (AJEC)	963	8	14	0.5	3,064	120

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Chile	Endeavor Chile, Foro Pro Innovación	13,000	90	100	17	9,644	62
China	Shanghai Technology Entrepreneurship Foundation for Graduates	311,380	312	105	1,331.50	3,744	151
Chinese Taipei	China Youth Career Development Association (CYCDA)	4,540	14	17	21.5	N/A	
Colombia	Endeavor Colombia	N/A	N/A	N/A	45.7	5,126	73
Congo,	YES Network DRC	4,080	20	0	66	160	146
Croatia	UMIS-SMEA	330	10	12	4.4	14,222	56
Denmark	Ministry for Economic & Business Affairs (EBST)	52,200	30	141	5.5	55,992	27
Dominica	Dominca Youth Business Trust	531	4	7	0.1	5,132	38
Dominican Republic	Dominicana Incuba/ Emprende	4,740	19	19	10.1	4,637	137
Ecuador	Fundacion Emprender	18,520	41	97	13.6	4,202	158
Egypt	Middle East Council for Small Business & Entrepreneurship	N/A	N/A	N/A	83	2,270	18
El Salvador	RTI El Salvador	4,891	21	31	6.2	3,424	129
Finland	Aalto University School of Economics Small Business Center	900	50	35	5.3	44,581	32
France	Journee de l'Entrepreneur	100,000	600	623	62.6	41,051	21
Georgia	Association of Young Economists of Georgia	N/A	N/A	N/A	4.3	2,449	8
Germany	Federal Ministry of Economics & Technology Unit	30,000	680	1,053	81.9	40,670	88
Ghana	Youth Enhancement International (YEI)	2,000	15	8	23.8	1,098	99
Greece	Hellenic Associations of Young Entrepreneurs	2,400	5	5	11.3	29,240	149
Guyana	Youth Business Trust Guyana	60	1	2	0.8	N/A	90

1. World Bank (2010), World Development Indicators 2009

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Honduras	Junior Achievement Honduras	12,150	5	12	7.5	1,918	145
Hungary	Young Entrepreneurs Association Hungary	4,700	5	30	10	12,868	35
Iceland	Innovit Entrepreneurship Center	5,900	50	150	0.3	38,029	29
India	Bharatiya Yuva Shakti Trust (BYST)	11,019	74	70	1,155.30	1,134	165
Indonesia	Ciputra Foundation	59,000	24	72	230	2,349	155
Israel	MIT Enterprise Forum Israel; Asper Center for Entrepreneurship HUJ	14,000	120	200	7.4	26,256	36
Italy	META Group	12,500	75	63	60.2	35,084	68
Jamaica	Ájawo Wheel	2,300	4	5	2.7	4,471	18
Japan	The Honda Foundation	1,900	10	12	127.6	39,738	98
Jordan	Queen Rania Center for Entrepreneurship (QRCE); Endeavor Jordan	7,000	22	44	6	4,216	127
Kenya	Junior Achievement Kenya	7,030	70	N/A	39.8	738	125
Korea	Korea SOHO & Small Business Association; YES Korea	500	10	5	48.7	17,078	60
Kyrgyzstan	Central Asian Free Market Institute, Public Foundation	2,180	18	27	5.3	860	14
Latvia	Stockholm School of Economics in Riga	400	3	5	2.3	11,616	53
Lebanon	Berytech Technology and Health	1,130	20	20	4.2	8,175	103
Lithuania	ISM University of Management & Economics	124,844	11	1,198	3.3	11,141	87
Macedonia	YES Foundation; Capacity Building Towards Knowledge Based Economy, Agency for Promotion of the Entrepreneurship	5,000	40	107	2	4,515	5

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Madagascar	Association Actions Sans Frontières	2,500	2	3	19.6	461	70
Malaysia	Warisan Global	70,000	180	713	27.5	7,030	113
Mali	Junior Achievement Mali	75,000	63	10	13	691	117
Malta	University of Malta	80	0	3	0.4	–	–
Mauritius	Empretec Mauritius	1,800	15	34	1.3	6,735	12
Mexico	Impulsa; Endeavor Mexico	40,796	55	260	107.4	8,143	67
Monaco	Jeune Chambre Economique de Monaco (JCI Monaco)	170	1	1	0.03	N/A	N/A
Montenegro	Centre for Entrepreneurship & Economic Development (CEED) – Montenegro	N/A	N/A	N/A	0.6	6,635	51
Morocco	Centre des Jeunes Dirigeants d'Entreprise (CJD)	8,000	45	32	32	2,811	82
Mozambique	Empressa Junior	700	4	6	22.9	428	65
Nepal	INCON Pvt. Ltd	2,150	10	21	29.3	427	96
Netherlands	HOPE Entrepreneurship Center	18,000	175	160	16.5	47,917	71
New Zealand	Wellington Innovation Network (WIN)	5,006	53	123	4.3	29,352	1
Nicaragua	Agora Partnerships	350	1	3	5.7	1,069	97
Nigeria	Entrepreneurship Development Services	511,366	23	26	154.7	1,118	110
Pakistan	Youth Engagement Services	N/A	N/A	N/A	169.7	955	85
Paraguay	Incubadora de Empresas – Junior Achievement	126,758	182	1642	6.3	2,242	102
Peru	British Peruvian Chamber of Commerce	1,500	3	25	29.2	4,469	54
Poland	Youth Forum of Polish Confederation of Private Employers	13,346	38	128	38.1	11,273	113

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Portugal	Portugese Business Angels Association (APBA)	5,000	50	100	10.6	21,903	59
Romania	Junior Achievement Romania; GEA Strategy & Consulting	51,000	26	1,300	21.5	7,500	44
Russia	Junior Achievement Russia; US Russia Center for Entrepreneurship (CFE)	1,592,386	16,005	16,005	141.9	8,684	108
Saudi Arabia	National Entrepreneurship Center	50,000	69	50	25.4	14,540	13
Senegal	ADEPME	2,500	36	100	12.5	1,023	101
Serbia	Be Your Own Boss/Budi Svoj Covek DOO	38,000	30	70	7.3	5,872	83
Sierra Leone	AFFORD Sierra Leone	350	5	5	5.7	341	61
Singapore	National University of Singapore, NUS Entrepreneurship Centre	18,000	40	30	5	36,537	4
Slovakia	Slovak University of Technology in Bratislava	6,435	5	10	5.4	16,176	68
Slovenia	GEA College	420	8	23	2	23,726	28
South Africa	Wits Business School, University of Witswatersrand; Junior Achievement South Africa; Endeavor South Africa	741	3	16	49.3	5,786	75
Spain	IESE Center for Entrepreneurship, IESE Business School	19,880	56	284	46	31,774	147
Sri Lanka	Young Entrepreneurs Sri Lanka	11,696	62	18	20.3	2,068	34
Suriname	Women's Business Group Foundation	130	3	3	0.5	–	171
Swaziland	Technoserve – Swaziland	3,100	13	32	1.2	2,533	153

Country	Host organization	No. of Participants	No. of Partners	No. of Activities	Country Population <sup>1</sup>	GDP per Capita <sup>1</sup>	Startup Ease <sup>2</sup>
Sweden	Swedish Entrepreneurship Forum	15,500	75	105	9.3	43,654	39
Trinidad & Tobago	Youth Business Trinidad & Tobago	90	1	4	1.3	15,841	74
Tunisia	Institut Arabe des Chefs d'Enterprise (IACE)	55,700	92	99	10.4	3,792	48
Turkey	Endeavor Turkey TOBB (Union of Chambers and Commodity Exchanges of Turkey)	18,836	118	178	74.8	8,215	63
Uganda	Enterprise Uganda	8,960	22	32	32.7	490	137
Ukraine	Association 'Socio-Economic Strategies & Partnerships' (SESP)	35,131	6	1,120	46	2,468	118
United Arab Emirates	Higher Colleges of Technology				4.6	50,070	46
United Kingdom	Enterprise UK	207,269	983	2,577	61.8	35,165	17
United States	The Public Forum Institute	445,896	1,313	3,286	307	45,989	9
Uruguay	Endeavor Uruguay	7,257	54	73	3.3	9,420	139
Venezuela	DB ACCESS/ACCEDE	19,048	50	183	28.4	11,490	144
Vietnam	Idocean Co., Ltd.	N/A	N/A	N/A	87.3	1,032	100
Zambia	Zambia-Comesa SME Toolkit Project	680	7	1	12.9	985	57
Zimbabwe	Empretec Zimbabwe	100	3	4	12.5	N/A	143
<b>Total</b>		<b>7,252,344</b>	<b>23,952</b>	<b>37,561</b>			

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## GET INVOLVED



The more aligned our visions and our efforts are, the more the communities win and the more value we can bring to entrepreneurs. Global Entrepreneurship Week is a chance to realize that you're not alone in this movement. Together we create that culture, that ecosystem that supports startups and entrepreneurs.

Marc Nager, Director and CEO of Startup Weekend

Below  
At 3,600 metres of altitude GEW/Bolivia launched their week in the city of El Alto (La Paz) with a Fair of Culture and Business Ideas.

Plans are being drawn up now for GEW 2011. If you or your organization would like to be involved at any level; from organizing an activity in your country, to signing up as a sponsor or becoming a supporter, we'd love to hear from you.

[www.unleashingideas.org](http://www.unleashingideas.org)



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