



CAN YOU MEET THE CHALLENGE?

مستعد للتحدي؟

www.mitarabcompetition.com/signup.php

IN THE NEWS

Riyadh- Kingdom of Saudi Arabia Hosted the Launch Event of the 3rd MIT Arab Business Plan Competition followed by a Press Conference in Beirut



On October 12th at Four Seasons Hotel, Riyadh hosted the first launching ceremony of 2009-2010 MIT Arab Business Plan Competition. Riyadh is the home base of Abdul Latif Jameel Co. the partner and sponsor of MIT Arab Business Plan Competition of the Pan Arab Region, also the home base of one of our last competition winners' Syphir.

The event was attended by high profile business people and investors across KSA and from the Arab region, regional media outlets, senior personnel from Abdul Latif Jameel Company, and participants from last year's Competition, whereby the first two winners for 2008-2009 Competition Syphir (KSA team) and Hayati Health Care (UAE) gave live testimonials that highlighted their experience throughout the Competition, the support they received from the Forum, and the evolution of their businesses.

The panel gathered Mr. Zaher Al Munajed, representative of Abdul Latif Jameel Co., Mr. Hussein Shobokshi, media icon in KSA and final round juror for the preceding Competition, and Mr. Ziad Younes, MIT EF Board member and Treasurer. Key messages were shared with the audience:

- The importance of running such a competition as it "demonstrates a clear belief that education and the concept of individual initiative are two key factors to ensure success in the Arab World"
- It is expected that "this 3rd round to record an increase of 20% compared to the previous year having a total of 1650 applications."
- MIT EF of the Pan Arab region expansion and reach throughout the region have been remarkable.

Beirut Press Conference



The following week, on October 21st at Le Vendome Hotel, Beirut hosted a press conference that was attended by local media and contacts, MIT EF Board members and sponsors. The panel gathered the President of Bader, Mr. Robert Fadel, and the Director of Communications at Banque Libano Francaise, Mrs. Tania Rizk and the Director of MIT EF of the Pan Arab Region, Ms. Mouna Moussi.

The panel shared with the audience:

- An overview about the Pan Arab Region Chapter of the MIT Enterprise Forum with a video (posted on www.youtube.com) that describes the last 2 years of work with the teams
- A brief about the key criteria for a strong business idea to be part of the Competition
- The benefits of being part of this process, be them the financial part, the support, mentoring, networking and training. The alignment with MIT Global Office that offers insight, expertise and support to this process

The success and continuity would not have been possible without the partnership with Abdul Latif Jameel Co. And the local support of Bader Young Entrepreneurs Program and Banque Libano-Française.

Where and How can you find MIT EF and Arab Business Plan Competition?

We have launched our campaign in October 2009 via various media part of those is the Online Campaign with search and placements Ads in the entire Arab region. North Africa proved to be highly active as well as the Middle East and the Gulf regions (more than 18,500 clicks only from Google in 1 month). Face book targeted ads in various Arab countries where a lot of interested individuals/teams are reaching out.

How do THEY know about us? (% till 16 Nov)

24% from Google
33% from Facebook
14% from TV
18% from Universities
11% Others



Where?

- You can view us live on: www.YOUTUBE.com – Search for MitArabCompetition
- Join our Face book Fan page and be in direct contact with like-minded people, our teams, jurors, entrepreneurs, business professionals from the region and beyond, and academicians:
www.facebook.com/pages/MIT-Entreprise-Forum-Pan-Arab-Region/150269417157
- Our Competition website, where you can find all the necessary details, and just Apply!
www.mitarabcompetition.com/signup.php

Our social networks will grow and expand; updates and news feed will be posted online. Members of these forums will be the drivers and champions.

The Forum Welcomes Jolie Shalhoub as Program Manager

Three weeks earlier, another member was added to the MIT EF team, Jolie Shalhoub joined as the Program Manager to oversee activities related to the Competition. In this regard, Jolie says "I am happy to have joined right at the start of this 3rd Competition where you can feel the high entrepreneurial spirit".

COMPETITION CALENDAR

Date	Event
October 12, 2009	Launching Ceremony in Riyadh Website is open for online applications
January 12, 2010	Deadline for submitting application forms: www.mitarabcompetition.com/signup
22 February 2010	Announcement of 30 semi-finalist teams
21-22 March 2010	Entrepreneurship workshop in Beirut
14 April 2010	Deadline for submitting full business plans
13 May 2010	Announcement of 9 finalist teams
17 June 2010	Oral Presentations and Awards Ceremony in Cairo

Issue 8

19 November 2009

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Interesting Numbers

(till 16 November 2009)

- Website visitors exceeding by far last year's numbers for the same months:
 - October 2009: 15,355 visitors
 - November 2009: 12,008 visitors
- Registered visitors from various countries:
 - 1098 registered users - pending to be applicants
 - Countries cover North Africa and the Middle East (Exact countries listing to be shared after 12 January)
- Recruited jurors for Round I: more than 42 jurors from all of the region
- Universities - reach out and Road Show
 - In contact with 107 Universities in the Arab world - All received university packs
 - Road Show:
 - 15 Universities planned in October-November-December 2009

Obama Speaks at MIT about Clean Energy

President Obama arrives in Kresge Auditorium at MIT on October 23rd to "underscore his commitment to renewable energy and to salute MIT's leadership in energy research and education."

To view the webcast of Obama's speech, paste the following link in your browsers
<http://amps-web.mit.edu/public/amps/webcast/2009/obama-2009oct23>

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