



EUROPEAN UNION

Delegation of the European Union to
the Republic of Lebanon

Beirut, 13 May 2016

PRESS RELEASE

54 hours to save the environment: European Union kicks off a "Start-up Week-end" at ESA

In cooperation with l'Ecole supérieure des affaires (ESA) and Alt City, the European Union kicked off today a "Start-up Week-end" to support entrepreneurs and the Lebanese ecosystem. The three-day event aims to connect people and give entrepreneurs the opportunity to develop business ideas and new products. The specific topic of the week-end is "environment".

Encouraging entrepreneurship and fostering innovation is an important objective of the European Union in Lebanon. In Lebanon, like in most countries, it is the private sector that drives growth and creates jobs. Substantial funds have been spent by the European Union to enhance the capacity of Small and Medium-sized enterprises (SMEs) to boost the private sector and to improve the business environment. This support is even more relevant now, when so many Lebanese companies struggle in their daily business because of the difficult situation in the country and the region.

In her opening speech, Ambassador Christina Lassen, Head of the Delegation of the European Union to Lebanon, said: "This is the first time the European Union is financing such an initiative, and we do so because we firmly believe that creative and innovative entrepreneurs are the backbone of a healthy, strong and sustainable economy. We also believe in the importance of investing in people and we know that you all can make a significant contribution to growth and job creation in Lebanon, which is urgently needed".

Around 300 people attended the event, including start-ups, entrepreneurs, future entrepreneurs, students, high profile mentors from Lebanon and Europe as well as business organisations and accelerators.

The 3 most innovative and relevant ideas that will be developed in the course of "the 54 hour thinking and developing-marathon" will be awarded with a price.

To learn more about the initiative:

<http://www.up.co/communities/lebanon/beirut-lebanon/startup-weekend/about>