

Under the patronage of
H. E., Mrs. Suzanne Mubarak, First Lady of Egypt



Making Youth Entrepreneurial

*Lessons learned from MENA Countries
on effective policies and programme implementation*

**International Knowledge Sharing Conference on Entrepreneurship Education
Sharm El Sheikh, Egypt 5-7 May 2010**

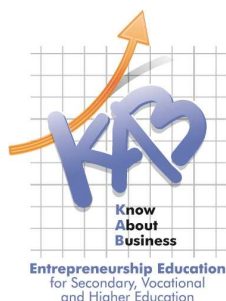
An intensive 2½ day conference on entrepreneurship education where policy makers, youth entrepreneurship promoters, teachers, trainers and course developers from high schools, technical vocational training institutions and higher education, including staff of international support agencies can share knowledge and lessons learned on effective policies and implementation strategies to create the next wave of entrepreneurs in the MENA region

More information:
www.knowaboutbusiness.org

5-7 May 2010
Sharm El Sheikh, Egypt


Registration deadline:
15 April 2010
Registrations after this date will be subject to availability

Call for proposal deadline:
5 April 2010



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INTRODUCTION

Hundreds of thousands of school leavers, university graduates and graduates of vocational education and training institutes enter the labour market each year and many of them cannot find a job. Preparing school leavers for a situation where formal wage employment may not exist is more important than ever and finding effective employment creation strategies for youth is becoming a pressing question for governments across the world. Globally, 100 million youth will enter national labour markets each year over the next 10 years and in Africa alone the largest cohorts of youth ever will come onto labour markets in the coming years.

Preparing youth for self-employment and enterprise development is therefore considered an important strategy in national education efforts and countries are increasingly introducing entrepreneurship education at different levels in the educational system to orient youth to other career options than wage employment.

In the Middle East and North Africa (MENA) region countries such as Egypt, Morocco, Tunisia, Lebanon, Palestine, Syria, Oman, Yemen Iraq, Iran, Jordan and the Saudi Arabia have introduced, or are in the process of introducing the Know About Business (KAB) entrepreneurship education at various educational levels such as secondary, post-secondary, vocational and technical schools and higher education.

OBJECTIVES OF THE CONFERENCE

Against this backdrop, the ILO with financial support of the Canadian International Development Agency (CIDA) and the Swiss Development Cooperation (SDC) is organising an international conference on entrepreneurship education, with a special focus on the Know About Business (KAB) programme, in Sharm El Sheikh to discuss and share the experiences of these and other efforts with a view to develop better policies and guidelines for the promotion of self-employment and youth entrepreneurship.

What can governments do to ensure that that the largest number of youth ever to come onto labour markets will have the opportunities, as well as the abilities, to pull and maintain themselves out of poverty? How can youth entrepreneurship contribute to national development, economic growth and employment creation? What is the role of entrepreneurship education in this endeavour? What are the labour market outcomes of entrepreneurship education programmes in terms of firms and employment creation? These are a few of the “burning questions” to be answered in the conference.

Some of the specific questions that the conference will address are:

- Can entrepreneurship be a career option for youth?
- What is the policy and role of governments in creating environments conducive to entrepreneurship?
- How to create a culture of entrepreneurship through entrepreneurship education
- What are innovative ways to teach entrepreneurship?
- What are best ways to reach out-of-school youth with entrepreneurship programmes?
- What is the impact of youth entrepreneurship and entrepreneurship education programmes?
- How to design and implement effective youth entrepreneurship programmes?

Side events will be organised for

- Presentations of entrepreneurship education programmes
- Presentations by young entrepreneurs on their businesses
- A business plan contest for students from the MENA region

The short-term outcome of the conference is that participants will have identified good practices in entrepreneurship education as a basis for developing regional recommendations and policy guidelines for youth employment strategies. Within 6-12 months after the conference, it is expected that the knowledge generated and shared at the conference will lead to initiatives and partnerships between governments and the civil and private sectors to integrate entrepreneurship education across education systems. The expected long-term impact of the conference is that more effective youth entrepreneurship policies and strategies be put in place in selected countries participating in the conference as a means to strengthen national youth employment strategies.

WHO SHOULD ATTEND

The conference is aimed at all policy makers professionals and practitioners involved in the promotion, design and teaching of

entrepreneurship education courses in schools, vocational education and training institutions, and higher education from countries of the MENA region and abroad. Government officials, educators, students and trainees, representatives from students organisations, International Organisations, donors, national and international NGOs, and young entrepreneurs association are also invited to participate.

METHODOLOGY

The conference will be based on participatory and innovative knowledge sharing methods including World Cafés, Fish Bowl and Open Space methodologies where participants may also set their own agenda items. Much emphasis will be placed on sharing experience - both local and international - in the search for innovative and practical solutions to challenges in teaching entrepreneurship. Plenary and break-out sessions will take place where participants will have the possibility to propose additional subjects of youth entrepreneurship for discussion.

CALL FOR PROPOSALS

The ILO invites you to actively engage in the conference by submitting a proposal to actively participate in a session at the conference within one of the Conference Tracks. If not selected for a session, all people interested will be allowed space during the event to present their work. Please go to the conference website below and download the Proposal Template and Description of the Conference Tracks.

Deadline for submission of a proposal is: **5 April 2010**.

LANGUAGE

The conference will be held in Arabic and English and simultaneous translation will be available.

REGISTRATION AND FEES

Register on www.knowaboutbusiness.org where more information about the conference will also be available.

Please be advised that participants are responsible for their round-trip tickets to Sharm El Sheikh.

Participation fees are US\$580 including 4 days /3 nights on full board basis + local transportation in Sharm El Sheikh.

Participants are advised to apply for an Egyptian visa as soon as possible.

Flyer content may be subject to change