



OSB to host 2-day conference on entrepreneurship and innovation; conference to be live-tweeted @AUBOSB

Friday, May 14, 2010

Because entrepreneurship keeps the economy dynamic and has the potential to maximize self-satisfaction and professional rewards, the Suliman S. Olayan School of Business (OSB) is dedicating a two-day conference to the topic to help business professionals, emerging entrepreneurs and business students alike learn from successful entrepreneurs' resourcefulness and tenacity.

Entitled "Entrepreneurship and Innovation in the Levant and the GCC," the conference will be held on May 21 [9:00 am – 5:30 pm] and May 22 [9:30 am - 4:30 pm] in OSB's Maamari Auditorium. [Full schedule at link below]

Sponsored by a generous grant from Bank Med through Mr. Mohammad Al-Hariri, Chairman and General Manager, this conference will not only promote awareness about entrepreneurship, but will also offer opportunities for conference attendees to interact and network with local and regional entrepreneurs. Speakers at the conference also come from higher education, the corporate and financial sectors, and civil society, and will speak on inspiring topics such as one-time startups that turned into global companies and accelerating innovation and entrepreneurship through technological advancements. Some of the successful entrepreneurs to be featured include: Nissan's Gulf Free Zone, Casper and Gambini's, Injaz, and Clear Tag.

The conference will also include sessions on entrepreneurial activity in MENA countries and the regional drivers and constraints of entrepreneurship and intrapreneurship.

This conference will be the first at AUB to integrate “live tweeting” from the conference sessions, and will be tweeted on @AUBOSB. This innovative use of technology marks a new era of “real-time” communication at AUB that demonstrates to the region how innovation and technology will drive entrepreneurship initiatives forward.

For more information about the conference program and to register for the conference, please visit:

<http://alignwithosb.com/2010/04/event-entrepreneurship-innovation-conference/>