

JA Europe

Company of the Year Competition
Lucerne, 2016



Institutional Partner



European Partners



Citi Foundation



National Partners



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Programme

Monday, 25 July

08.00 – 16.00	Arrival, Briefing and Check In	Airport, Hotel
11.00 – 16.20	Rehearsal Stage Presentation (student)	Casino, Panoramasaal & Casineum
11.00 – 16.20	Treasure hunt (student)	City Lucerne
16.30 – 17.15	"Workshop Start Building your Professional Profile" (student)	Casino, Casineum
17.00 – 18.30	"Workshop Schindler" (teacher, staff, guest)	Casino, Panoramasaal
17.30 – 19.00	"FedEx Access Seminar" (student)	Astoria
19.30 – 22.00	Welcome Event hosted by Schindler	Casino, Panoramasaal

Tuesday, 26 July

06.30 – 08.30	Breakfast	Hotel
07.45 – 09.00	Rehearsal Stage Presentation (late arrival)	Casino, Panoramasaal & Casineum
09.00 – 10.30	"Workshop Upskilling with the ESP" (teacher)	Casino, Casineum
09.00 – 11.00	CEO Meeting (CEO's only)	Casino, Panoramasaal
08.30 – 11.30	Panel Interview	Astoria
08.30 – 11.30	Treasure hunt (Optional for Team)	City Lucerne
12.00 – 13.15	Lunch	Casino, Panoramasaal
13.15 – 14.00	Official Opening	Casino, Panoramasaal
14.00 – 15.05	Stage Presentation (Session)	Casino, Panoramasaal & Casineum
15.05 – 15.30	Coffee Break	Casino, Panoramasaal
15.30 – 16.30	Stage Presentation (Session)	Casino, Panoramasaal & Casineum
18.00 – 19.00	Surprise Event	Hotel Lobby
19.00 – 22.00	Swiss Night hosted by Zurich Insurance	Casino, Panoramasaal

Wednesday, 27 July

06.30 – 08.30	Breakfast	Hotel
08.00 – 09.30	Stand Setup	Train Station
09.30 – 15.00	Student Stand Exhibition (Interview)	Train Station
15.00 – 16.00	Dismantling Stands	Train Station
18.00 – 18.45	Formel Reception (CEO's and invited guests)	Astoria
18.30	Meeting Point	Hotel Lobby
18.45 – 22.45	Awards Dinner - Guest of Honour President Johann Schneider-Ammann	Casino, Panoramasaal
22.45 – 02.00	Afterparty	Casino, Casineum

Thursday, 27 July

until 10.00	Latest Check Out	Hotel
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Welcome!



36 teams are gathering here in Lucerne “The City, The Lake, The Mountains” for the 27th JA Europe Company of the Year Competition. Young Enterprise Switzerland has pulled out all the stops for us: alongside the competition are additional activities for students and teachers, networking opportunities, workshops and time to see the sites. We'll even meet Johann Schneider Ammann, the President of Switzerland.

We wouldn't be here if it were not for our European partners AT&T, AXA, Citi Foundation, FedEx and MetLife Foundation and national partners UBS, Schindler, ZURICH, the City of Lucerne and Swisslos (lotteriefonds). Thank you for your support!

It's an event specially designed to be unforgettable. It may be the end of one road, but it's definitely the start of many more... If you're one of the lucky students who has made it this far, we know that the people you meet and the experiences you have here will last and last.

Let the contest begin!

Caroline Jenner
CEO of JA Europe



Dear Guests...



Congratulations to all of you! Your mini-companies are amongst the best 35 in Europe. You proudly represent your country at this competition after winning your national finals, which makes all of you winners. Keep this in mind when competing with each other in the scope of this European Competition.

During your stay in Lucerne you will have time to get to know the winners from 35 different European countries. Take some time to get to know each other and to exchange your experience and knowledge.

As Pierre de Coubertin, founder of the International Olympic Committee said: “The most important thing in the Olympic Games is not winning but taking part.” We are not taking part in the Olympic Games but we are striving to be our best.

Young people must start at an early stage to find the courage independently do something and organize themselves. Mostly they are capable of doing even more than they thought they could. Thanks to JA Europe and its programmes our future generation has found the self-confidence to explore their entrepreneurial streak and how to make use of it.



Building bridges from the theoretical part to the practical part is one of the most interesting tasks. To supervise young adults during their learning process especially in relation to economics is a precious experience. Even the connection between students and economic experts is enriching for both sides.

Welcome to the 27th JA Europe Company of the Year Competition! Welcome to Switzerland!

Ruedi Noser
Chairman of YES

Noémie Sasse
CEO of YES



Sponsors and Partners

Institutional Partner



European Partners



Main Award

JA Europe Company of the Year 2016 Award

For the best overall student company. 36 student companies from all over Europe have won their national competitions and with this achievement they have gained the right to proceed to this international competition.

During the competition stages they will have to demonstrate their potential and put into practice all the skills they acquired during the programme.

National Partners



The teams will be judged by a panel of high level business people, who will put the result of their work to the test. The European finals are hosted by rotation in various locations across Europe. This year, Switzerland took the honour of hosting the competition.



National Signature Award

UBS Most Innovative Product Award

UBS' engagement with Young Enterprise Switzerland has a long history. The annual Swiss company competition is close to our hearts – and we proudly present an **UBS award for the most innovative product** at the national finale. Therefore we couldn't be more excited to build on this – and to present the very same award at the occasion of the European Company of the Year Competition in Switzerland.

What are we looking for?
Creative minds and an exciting product that stands out from the rest.



What makes a product truly innovative?
We will tell you when we see it. Obviously creativity and novelty are key – other criteria such as sustainability, scalability, customer orientation, design and functionality would impress us additionally.

Have you got what it takes?
Show it to us at the Junior Achievement / Young Enterprise Company of the Year Competition in Lucerne.

Special Awards

Social Media Award

The 'Social Media Audience Award' will reward the team with the most 'likes' on our Facebook album.

The winning team will receive the 'Social Media Audience Award' and a gift certificate!

- Voting will be open from Monday (11/07) at 9:00 CET until Tuesday (26/07) at 23:59 CET.
- The winners will be announced on Facebook and Twitter on Wednesday, 27 July.



Alumni Leadership Award supported by AXA

The Alumni Leadership Award supported by AXA is given to 10 standout individuals competing at the Company of the Year Competition. The award aims to bring renewed attention and visibility to the alumni network and the importance of sustaining the passion for entrepreneurship, and staying connected, even after a JA programme has come to an end. Three former participants and current board members of JA Alumni Europe together with representatives from AXA will make up the jury and evaluate all nominated participants individually based on their:

- Leadership Skills
- Role Model Behaviour
- Team Solidarity
- Enthusiasm (also known as alumni spirit)



European Signature Awards

AT&T Excellence in IT Award



AT&T Excellence in IT Award recognises the student-company that demonstrates the best innovation-driven concept, with strong business potential and sustainability, as well as viability and scalability.

Award criteria:

- IT driven innovation: Has the company demonstrated innovative use of ICT (mobile technology, Collaboration Tools, Cloud based technology, Internet of Things or Internet of Everything) in their product or services? Is their product innovative and creative?
- Business potential and sustainability: The vision and goals for the development of the business over the next years. Demonstrate that the solution represents sufficient business potential to justify the investment efforts and the risks to be taken. Show concrete steps have been taken to becoming a real and sustainable business.
- Viable&Scalable Business : Realistic&practical, fulfils a need/recognizes market gap, creates a new market.

Citi Client Focus Award



The Citi Client Focus Award will recognize student enterprises that excel at creating value for their clients, listening to their clients and walking in their shoes to understand their world, anticipating and serving their changing needs.

Award criteria:

- Demonstrate that the mini-company has approached every business with the intention of creating value for their clients and to build trust by serving the clients' interests through actions that are systemically responsible.
- Demonstrate the steps the mini-company has taken to understand the world of their clients.
- Demonstrate that the mini-company has been able to anticipate and serve clients' changing needs.
- Demonstrate that the mini-company has improved clients' experience through innovation.

FedEx Access Award



The FedEx Access Award recognizes student-run businesses that best exhibit the principles of global connectivity and grasp the global nature of today's business world. JA Europe Company of the Year Competition participants will also have the opportunity to attend an on-site seminar led by FedEx representatives that covers trade, job creation, and global logistics while learning how their businesses can open new markets and create products and services that improve lives.

Award Criteria:

- The company is driven by innovation. It has demonstrated the ability to translate new ideas or inventions into a good or service that creates value – and for which customers will pay.
- It is connected to new markets. It is operating across borders, whether reaching out to a nearby town or around the world for sourcing or distribution.
- It's fuelling development in the form of new jobs, new career opportunities and overall community vitality.
- It demonstrates an active commitment to sustainability and social responsibility by measuring its impact and striving to give back.

MetLife LifeChanger Award



Aims to award student companies which best embraces the concepts social impact, financial performance and innovation in their business strategy while remaining a realistic plan in today's marketplace.

Award criteria:

- Social Impact: how the business benefits the local community (local employment, engaging local suppliers, sponsorship of local teams/events, engaging with local agencies and networks, etc.).
- Strong financial performance: showing the ability to be profitable and competitive, bring benefits to shareholders and secure long-term growth and job security.
- Innovation: innovative approach of business solution.

Main Jury

Ruedi Noser

CEO, Noser Management AG, Switzerland - Jury President



Ruedi Noser is the sole shareholder and member of the board of directors of Noser Management AG, the parent company of the Noser Group companies. With around 500 employees, Noser Group is one of the biggest ICT companies in Switzerland. The Group's competences mainly lie in the telecommunications and information technology sector. Born 1961 in the Canton of Glarus, elected into the Swiss Parliament as a member of the liberal entrepreneur, was elected in the Swiss Parliament in 2003 as a member of the Swiss National Council (Nationalrat). Since November 2015, he represents the interests of the Canton of Zurich in the Swiss Council of States (Ständerat). Ruedi Noser stands for the free development of the economy, for the concerns of SMEs and for the vocational training. He presides the Swiss Innovation Park, an organization aiming at attracting global corporations and their research & development departments to Switzerland. Ruedi Noser is also president of ICTswitzerland, the ICT industry association.

Sidse Frich Østergaard-Thygesen

Senior Consultant, The Think Tank DEA



Sidse Frich Østergaard-Thygesen is a senior consultant in DEA, an independent, non-profit think tank, promoting intelligent and effective investments in research, education and innovation – contributing to higher growth and productivity. Prior to joining DEA, Østergaard-Thygesen worked 6 years for the Danish employer organization in the construction sector and with CSR and sustainable design in the fashion- and textile sector. She has worked with business development and management, value change management, written education material in entrepreneurship to the vocational educations and has developed academic program educations to pace the logistics and management skills in the construction sector. Østergaard-Thygesen has a solid experience within Danish and European educations and a particular interest in entrepreneurship at all education levels – but especially in the vocational educations. Østergaard-Thygesen holds a Master's degree in Public Administration from Roskilde University, Denmark and a Master's degree in Social Science from Lund University, Sweden. Sidse Frich Østergaard-Thygesen is an experienced judge at the national Company of the Year Competition in Denmark.

Claudio Rossi

Founder of polarlab AG - Vice Jury President



Claudio Rossi received a Master of Finance from the University of St. Gallen and holds a Bachelor of Economics and one in International Affairs. Having started his career with UBS in its investment banking division, he has worked in different areas in finance. He recently founded his own company, an independent financial solution provider merging finance and technology. As an Alumni and Board Member of Young Enterprise Switzerland he has experienced how entrepreneurial spirit and a supportive environment can make a difference. Therefore, he has decided to start with his new venture, polarlab.

Andrew Lofts

Business Excellence Director at Ricoh Europe



Andrew Lofts received a Bachelor of Engineering (with Honours) from the University of Nottingham and has post graduate management qualifications . Having started his career at Rolls Royce plc, Andrew has now worked in several industrial sectors gaining invaluable insights running businesses. He is currently Business Excellence Director at RICOH EUROPE plc where he holds responsibility for process management, process development, process improvement and Corporate Social Responsibility. Previously as Director Process Excellence at TNT Express, Andrew led the design, development and global deployment of a successful business process management and improvement methodology. TNT Express is a leading service provider of express transportation value propositions to the business to business market. Andrew introduced an enterprise commercial business process management methodology which aligned the end to end business processes, focusing on Customer Experience. Through the application of a uniquely designed improvement methodology based on Lean, Six Sigma and Lean Service concepts, opportunities for increased productivity and cost reduction were delivered. Prior to this Andrew was based in Paris , working for ALSTOM Power Transformer Business as the Quality & Change Director responsible for 12 business units in 10 countries.

Main Jury

Frederic Boedt

Director at Deloitte Fiduciaire Bruges Area



Deloitte Fiduciaire is Belgium's market leader in giving advice to small and medium-sized family-owned businesses and enterprises (SMEs) in the areas of accountancy, financial administration, financial reporting, compliance services, tax and business legal advisory matters, as well as financial strategy, business control and IT as finance and acquisition services. As a trusted advisor he can rely on more than 15 years experience in advising a broad spectrum of companies and entrepreneurs on financial and tax related issues. A passionate coach for young entrepreneurs and start-ups and a dynamic counselor for young professionals in our organisation.

Brian Sidorsky

Owner and CEO of Lansdowne Equity Ventures Limited in Calgary



Brian Sidorsky is a native Calgarian who began his career in the furniture business. He owned and operated his first store at the age of 20. He went on to own the largest retail and appliance store in the City of Calgary, Canada. Brian has been in business since 1965 and incorporated his company, Lansdowne Equity Ventures Ltd. in 1967. Brian is the Executive Chairman of Lansdowne Equity Ventures Ltd., a highly profitable family owned real estate business with assets in the millions with operations in land banking, real estate development and property management of commercial shopping centers and mobile home parks. Brian is a successful developer of manufactured housing communities in both Alberta and Saskatchewan. Through commercial and retail shopping center acquisitions, Brian built Lansdowne's property management business. Taking a long term approach, Brian assembled significant raw land holdings. Brian owes much of his success to his early exposure to business through Junior Achievement and the philosophy of Napoleon Hill, author of "Think and Grow Rich." He has served as a board member for Junior Achievement, Scouts Canada and the Progressive Conservative Party of Canada both federally and provincially. Brian and Gail, his wife of 47 years have three children and eight grandchildren. His passions and hobbies include his grandchildren, art, golf, fishing and travel.

Massimo Pelaia

Chief Marketing Officer at TAU-MA



Entrepreneur and senior project leader with two decades' global experience in the telecommunication industry, startups ecosystem and innovation initiatives. Co-founder at TAU-MA (www.tau-ma.com - San Francisco, Dublin, Milan), where explore new entrepreneurship models through own company, focused on innovation strategic management. Team leader at a major Italian Telco operator, steering a customer obsessed view in experience design, quality and operational excellence. Board member at Innovits (www.innovits.it - Milan), non-profit accelerator created in 2010, whose objective is to foster a sustainable innovation model, bridging established companies and startups. Business angel and advisor of entrepreneurial awards winning projects. Above all, invest all the energies in working with people potential. Hold an Executive Master of Business Administration (MIP Business School of Polytechnic, Milan), a university degree in Electronic Engineering (Polytechnic, Turin), a specialization at the Technology Institute at the Ministry of Communications (Rome).

Alen Dobrić

Deputy CEO of UniCredit Bank Serbia



Alen Dobrić was appointed Chief Risk Officer and Member of the Management Board in charge of risk on January 24th 2012. He started his carrier in banking in 2003 in Vojvođanska banka in the position of Loan Officer for corporate customers in order to continue it later that year, but in a different banking environment, by taking over the role of Corporate Loan Administration Officer in Eksim Banka. In the period from 2005 until 2007 Alen worked as Credit Risk Manager for corporate customers, after which he was promoted to position of Head of Credit Risk Management Unit for Mid market clients. Alen was Head of Corporate and Retail Underwriting Department for 15 months, after which he was appointed member of Bank's Management Board. Alen graduated from the Faculty of Economics in Belgrade, Department of Finance, Banking and Insurance.

Main Jury

Inger Lise Blyverket

Director of Negotiations and Labour Policies Enterprise Federation of Norway



Inger Lise Blyverket is Director of Negotiations & Labour Market Policy at Virke – the Enterprise Federation of Norway. Virke organizes and represents more than 20 000 businesses with more than 220 000 employees within the following industries: trade, knowledge, technology, travel, service, health, care, education and voluntary work. Virke was one of the founders of JA-YE Norway and Inger Lise is representing Virke at the national board of JA-YE Norway. Virke – in cooperation with JA-YE Norway – awards the national prize for teachers performing excellent entrepreneurship education in schools. Inger Lise is a former teacher and has been engaged in JA-YE also from the education system perspective.

Cédric Boehm

Zone EMENA Strategic Planning, Nestlé



Nestlé is the leading Food and Beverage company in EMENA with sales of CHF27bn, 110,000 employees and operating 170 factories. Nestlé is a recognised leader in Coffee (NESPRESSO, NESCAFÉ, NESCAFÉ DOLCE GUSTO), Culinary (MAGGI, BUITONI, THOMY, HERTA), Chocolate (KIT KAT, LION, SMARTIES, CAILLER), Pet Food (FELIX, FRISKIES, GOURMET), Water (VITTEL, PERRIER, SAN PELLEGRINO), Ice Cream (EXTREME, MOEVENPICK), Dairy (LA LAITIERE, NESQUIK) and Nutrition (NAN, NESTUM, CERELAC). At Nestlé we have a passion for our brands, our people and our role in society. I participated very actively in the launch in 2013 and implementation of an initiative called "Nestlé needs YOUTH" to help fight youth unemployment in Europe. Over the period 2014–2016 Nestlé in Europe committed to hire 10,000 young people aged below 30, offer 10,000 apprenticeship and traineeship positions, organise career counselling and CV clinics for young people and mobilise other companies through and "Alliance4YOUTH". We are well on track to reach our commitments and 200 business partners have joined the Alliance to date. My professional experience extends over 20 years with a strong expertise in marketing, business strategies and financial analysis. I worked for multinational food companies and leading investment banks in Switzerland, France, Poland, UK and Serbia.

Guntars Kokorevics

Chairman of Council at TAK Investment



Since his biggest source of inspiration are ambitious and dedicated young people, Guntars has been actively participating and supporting Junior Achievement Latvia activities for 11 years. Presently he is a member of the Council. Guntars is the initiator of Junior Achievement Latvia Leadership programme. He has also been supporting young people's education by providing scholarships via Vitols Fund for more than 10 years. Guntars has an extensive experience in company management, mergers and acquisition, as well as investor attraction. He started his career by joining Riga Stock Exchange (now- Nasdaq Riga) team in 1993 as chief accountant and by 2001 he already was the world's youngest Stock Exchange president. In 2005 he accepted a challenge to represent Europe's biggest energy company's Dalkia interests in Latvia. Guntars successfully managed Dalkia's strategic and development activities in Latvia until the end of 2013 when he decided to buy out the business, Dalkia leaving the market. Currently Energijas Risinājumi (founded as Dalkia Latvia) is one of the biggest private energy companies in Latvia. In 2014 Guntars acquired a waste management company "CleanR" (previously L&T), which is today a market leader of environmental services in Latvia. Guntars is head of National Economic Council's Energy Committee, founded and supervised by the Ministry of Economics and a Council member of Employers' Confederation of Latvia. Forbes Latvia named him Businessman of the Year 2014. He also writes a column for Forbes Latvia on regular basis. Guntars is often invited to give guest lectures and inspirational speeches to young people in schools and universities and different types of events. He also actively participates in business conferences. Guntars has an MBA in Business Administration.

Last Year's Winner



RAUTECK

From July 28 2015 until July 30 over 250 young entrepreneurs from 36 European countries competed with their teams for the Title “Best JA Europe Company of the Year 2015” in Berlin. In the end, RAUTECK, a German mini-company, was the successful winner.

“Norddeutsch. Authentisch.” was the slogan of RAUTECK. Even the jury from the 26th JA Europe Company of the Year Competition was convinced by the students from Jungmannschool Eckernförde and their North German genius. The mini-company produces bags and bottle openers out of used car parts. The company Simple+ from Latvia with their garment bags were able to make second place. 3rd place was given to Graffiti from Israel with their safety harness for carrying children on your shoulders. The assessment criteria were based on the company report, panel interviews and stage presentations of each mini-company. Chairman of this year’s jury was Prof. Dr. Michael Hüther, director and member of the main board, Cologne Institute for Economic Research.

“Apart from the practical education and the entrepreneurial learning successes, through the participation in the Company Programme social soft-skills such as reliability, sense of responsibility and independence were promoted so that sustainable and positive self-development can occur.

Therefore we greatly appreciate the support of our facilitators and JA Germany who enabled our participation in the Company Programme and the accompanying magnificent experiences.”

Bendix Sibbel
Head of Administration



Company Profiles

Albania

FindPark creates a smartphone application that provides a facility for finding a parking spot for all drivers. They designed the application, implemented Google Maps and a geographical orientation.



Austria

reBQ combines the ideas of recycling (re) and Barbeque (BQ): our business focuses on the production and rental of grills and fire baskets made of used oil barrels as well as laser-engraved foldable wooden cutting boards and recipe folders.



Belgium LJE

Form Up is based on the principle of interlocking geometric shapes. More than 1500 products have already been sold. The game is available in many stores in Belgium but also in France and Switzerland!



Belgium Vlajo

Mr&Mrs TieBow designs and creates an exquisite collection of handcrafted reversible bow ties. This extraordinary Belgian team eagerly pursues innovation and change – with an emphasis on originality, quality and eco-effectiveness.



Bulgaria

LEA aims to popularize literature and ease reading. Its innovative product Knigosvet is a portable device which enables reading in low light by using LED diodes, powered by batteries or solar charger.



Cyprus

Ignium is the company and brand created by a team of students at the Kykkos B' Lyceum in Nicosia. The Company manufactures and markets ecological briquettes that are a substitute for wood.



Czech Republica

ChillUp - HeadPad, an ergonomic pillow made of memory foam. Designed by students with passion for traveling and with desire to make traveling more comfortable for everyone. Easy to attach to a seats.



Denmark

SubReader is an app, which helps dyslexic people to read subtitles on international TV and movies aloud. It operates independently of TV or other media and does therefore not require any setup.



Estonia

Spoony produces sweets - mainly chocolate but also honey - on a wooden spoon which can be melted in hot milk, coffee, tea or water to make a hot beverage.



Finland

I'm Blue is a delicious arctic superfood -wild blueberry is transformed into a beautiful bottle of “I'm Blue blueberry soda”. So we invite you all to join this I'm Blue experience!



France

Generation Z aims at creating educational tools based on children’s sensory and kinesthetic education. The sensory equipment is given to the child to contribute to intellectual development and motor skills.



Germany

Coffee Capsule Accessory stands for sustainability. In accurate handcraft we produce high-quality jewelry out of coffee capsules – a material that cannot be recycled. Hence, our fashionable accessories also protect the environment.



Company Profiles

Greece

SmileyBin is a recycling business concept focusing on maximizing the environmental profit. Its model is based on the reciprocity motive where citizens recycle and collect points through an app on their smartphones.



Hungary

Game of Tones is a mini-company that produces colourable paperware for people whose life hobby is colouring and would like to carry their art in their bags every day.



Iceland

Moon Chocolate sells high-quality bean to bar chocolate. The beans are from Tanzania and are considered to be one of the best beans in the world, because of their taste and process quality.



Isle of Man

Opus is a team of students from Queen Elizabeth High School. Their product range is called "Caebo" and each item has been designed to increase the life and durability of chargers and cables for smart devices.



Israel

Citrus company was established by a group of 22 students. The company's product is the Clipsule, A green and ecological freshener for dishwashers that uses citrus peels instead of chemical materials.



Italy

Ca' Deme - an Atelier of Chocolate Design. We have innovated the concept of praline with our product, Cioccolí. Dark chocolate, chopped hazelnuts and the traditional fruits from the Garda's Lake



Latvia

RAINY ART has created innovative children's raincoats with several features combined with unique design and comfort in one product ensuring a child's freedom of movement in any kind of rain.



Lithuania

Foamita is manufacturing several types of flexible curbs made out of high quality foam. Our flexible product prevents from items sliding messily in the vehicle trunk and keeps them safely in place.



Luxembourg

DekotyREs produces decorative items in an environmentally friendly way. As our slogan "Not just tyres" suggests, it is possible to create very attractive decorative items from recycled tyres.



Malta

Starling has created The Innovase Collection using rejected or discarded wine bottles. This collection is comprised of unique upcycled wine bottles that are turned into contemporary decoration pieces through handmade designs.



Netherlands

Young Innovators are humidifiers and air fresheners. We combine this in one effective solution. The (SmellAir), a friendly product (SmellAir Deluxe) and in effective implementation for your car (SmellAir Smart).



Norway

HidePark UB have developed innovative bike racks that can fold down. The bike racks will be placed in city-garages so that both cars and bicycles can use the parking spaces.



Company Profiles

Poland

Futapp company has prepared a mobile application "DzienSzkolny.pl" which offers timetable and school substitutions alerts on the phone. This product has a clear and easy to use layout.



Portugal

Dynamic Ride developed a product called "Go Safely". This is a device that can be adapted to any bicycle or motorcycle, provided with a set of advanced technology features, making the lives of its users more safer.



Romania

Oculus Incorporating state of the art sensors and efficient algorithms, the MITRA glasses provide essential aid and safety to visually impaired people during movement. Cost effective, remotely upgradable and user-friendly.



Russia

3D Architect develops and offers "Architectural Modeling" kits. Their products help customers explore architectural masterpieces around the world constructing paper models based on 3D models.



Serbia

Plantagenet from Serbia produces eco-friendly sets for the indoor gardening. Every set contains different kind of seed, soil, organic fertilizer, clay pebbles and biodegradable pot made from coconut coir.



Slovakia

Irdify is a company which develops and manufactures universal remote controllers for smartphones. After plugged into the jack port of a smartphone, our product lets you controll televisions, set-top boxes and many other devices.



Slovenia

SWEET&FIT Inc. The company's business is the manufacture and sale of three types of American doughnuts made from high-quality, healthy and Slovenian ingredients, free of any additives.



Spain

Shellbag is an already patented product which consists on a biodegradable bag, made out of banana peel, with an adhesive strip that easily sticks to any snack bag of your choice.



Sweden

Update UF make it easy for businesses to keep their social media updated. Our knowledge and commitment contribute to a dynamic and active dialogue between businesses and their followers on Facebook and Instagram.



Switzerland

Young Pepper Company is a vibrant and dynamic mini-company from Switzerland. Its aim is to sell Kampot pepper, the world's best pepper, whilst helping Cambodian farmers to build a self-sufficient business.



Turkey

Ramona aims to carry human values one step forward with their high quality products. This year the Company designed and produced phone cases themed as "Value of Women/Awareness of Women Violence".



United Kingdom

Enlighten Hope have written, illustrated and published the only child-friendly stories which help young cancer patients deal with chemotherapy and radiotherapy side effects in a hopeful, joyful and inspirational manner.



Entrepreneurial Skills Pass

The Entrepreneurial Skills Pass at 2016 CoYC – join our workshops!

The **Entrepreneurial Skills Pass** (ESP) is part of the Company of the Year Competition.

Co-funded by the European Commission and developed by JA Europe network in cooperation with the Austrian Federal Economic Chamber and CSR Europe, ESP is a new **international qualification** that certifies students (aged 15–19) have had a real entrepreneurship experience and have gained the necessary knowledge, skills and competences to start a business or to be successfully employed.

ESP consists of three key elements: (a) a full-year in-school mini-company experience, (b) an assessment of entrepreneurial competences, (c) an examination of business, economic and financial knowledge. ESP holders have the possibility to access **further opportunities** offered by small and large businesses, top higher education institutions and international organisations across Europe who recognise the ESP as a competitive advantage for young people pursuing further education, entering the world of work or starting a venture on their own.

If you want to figure out how ESP works, join us for:

What	When	Where
Start Building your Professional Profile A workshop for students	July 25, 16.30–17.15	Casino, Casineum
Upskilling with the Entrepreneurial Skills Pass A workshop for teachers	July 26, 09.00–10.30	Casino, Casineum



Do you want to know more about ESP?
Visit our website: www.entrepreneurialskillspass.org
Sign up to our e-Brief and follow us on the social networks: **#ESP_Pass**

The Host City



Welcome to Lucerne!

You will fight Lions, dance with swans and attract the attention of city mice. Or is this part of a fairy tale?

Anyway, be prepared to be enchanted by the city, the lake and the mountains. Be prepared for three exciting days in Lucerne!

Lucerne is an ancient town with strikingly modern features. One of Europe's oldest covered bridges serves as its centre-piece, and fresco-adorned historic houses line the streets, but it's also home to the cutting-edge KKL, a concert hall and art gallery. You will have the chance to explore Lucerne on a mystical treasure hunt. If you solve the puzzle you might even find the treasure. Good luck!

While you are walking from the Rail City to the Casino or back, take some time to sit on a bench on the promenade and look at the view, the passing people and enjoy the sun. When the Russian literary giant Leo Tolstoy visited Lucerne in his younger days, he noticed the lakeside avenue, which he could see from his hotel room. Tolstoy wrote an account of his visit in which he unflatteringly described this promenade merely as a vantage point for tourists. His opinion would be quite different now. See for yourself.

In the evening you will have the chance to enjoy delicious food, good company and big entertainment! Just one piece of advice for after the Award Dinner: bring along comfortable shoes as it might get a bit late.



Venues



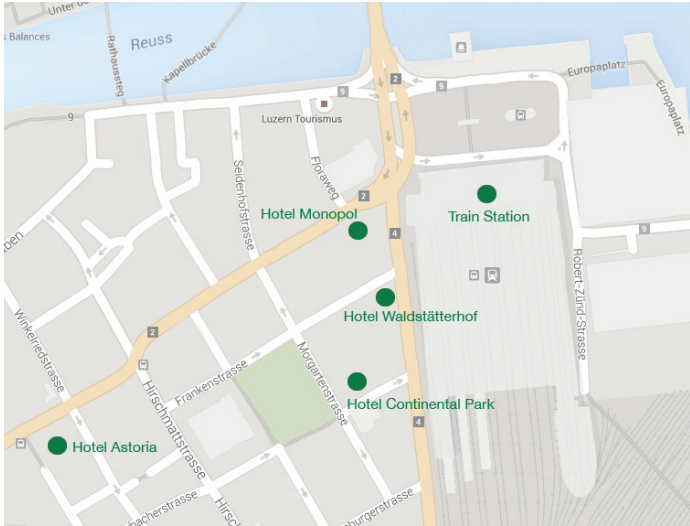
Rail Station Lucerne – Stand Exhibition
Zentralstrasse 1, 6002 Luzern



Hotel Astoria – Panel Interviews
Pilatusstrasse 29, 6002 Luzern

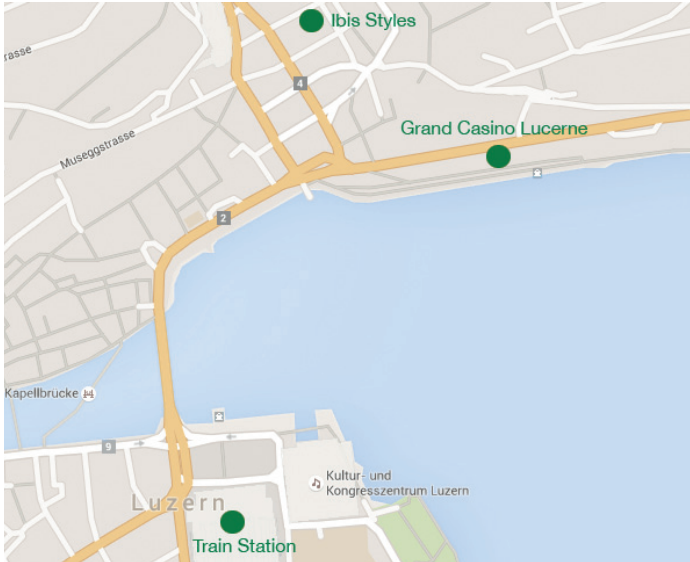


Grand Casino Luzern – Stage Presentation & Dinner
Haldenstrasse 6, 6006 Luzern








Hotels

Hotel Astoria	+41 41 226 88 88
Pilatusstrasse 29, 6002 Luzern	
Hotel Waldstätterhof	+41 41 227 12 71
Zentralstrasse 4, 6002 Luzern	
Hotel Monopol	+41 41 226 43 43
Pilatusstrasse 1, 6002 Luzern	
Hotel Continental Park	+41 41 228 90 50
Murbacherstrasse 4, 6002 Luzern	
Hotel Ibis Styles	+41 41 418 48 48
Friedenstrasse 8, 6004 Luzern	



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Flavia Huder	Johanna Lauber	Kathrin Furrer
Laura Merz	Lea Stöckli	Patrick Kiener
Sarah Knecht	Simon Sager	
Aline Jost	Claudio Affolter	Claudia Freudiger
Dominik Schirle	Fabienne Herbstrith	Fabienne von Moos
Marilyn Ngo	Michèle Kaeser	Michael Schweizer
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Emergency Numbers

 Ambulance – 144	 Police – 117	 Fire – 118
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NEVER LOSE YOUR SENSE OF WONDER!