

**28<sup>th</sup> JA EUROPE**  
*Company of the Year Competition*

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BRUSSELS 2017

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# PROGRAMME



## Tuesday, 11 July

	Arrivals during the day	Zaventem Airport & Crowne Plaza Hotel
09:00 – 13:00	Stage presentations rehearsals (early arrivals)	Crowne Plaza Hotel – Ballroom 1 & 2
13:00 – 17:00	Stage presentation rehearsals	Crowne Plaza Hotel – Ballroom 1 & 2
13:00 – 17:00	Panel Interviews Assessment	Crowne Plaza Hotel – rooms: Evasion, Harmony & Innovation
17:00 – 18:30	FedEx Access Seminar	Crowne Plaza Hotel – Ballroom 1
19:00 – 19:30	Transfer to dinner location	Transfer by bus
19:30 – 23:00	Welcome dinner	Les Jeux d'Hiver



## Wednesday, 12 July

06:30 – 08:30	Breakfast	Hotel
08:00 – 10:00	Setting up the stands	Rogier Square (in front of Crowne Plaza Hotel)
10:00 – 11:15	Stage presentations Assessment – part 1	Crowne Plaza Hotel – Ballroom 1 & 2
11:15 – 11:30	Coffee Break	Crowne Plaza Hotel – Lobby
11:30 – 12:30	Stage presentations Assessment – part 2	Crowne Plaza Hotel – Ballroom 1 & 2
12:30 – 14:00	Lunchbox + setting up the stands	Crowne Plaza Hotel – Mosaic & Stocklet
14:00 – 17:00	Stand Exhibition Assessment	Rogier Square
17:00	Dismantling the stands	Rogier Square
19:00 – 19:15	Transfer to dinner location	Transfer by bus
19:30 – 23:00	Awards Ceremony & Dinner + 40th Anniversary	Autoworld



## Thursday, 13 July

06:30 – 08:30	Breakfast	Hotel
08:00 – 10:00	Check-out & departures	Hotel

### Event places:

- **Crowne Plaza Hotel,**  
Ginestestraat – Rue Gineste 3, 1000 Brussels
- **Les Jeux d'Hiver,**  
Croquetweg – Chemin du Croquet 1, 1000 Brussels
- **Autoworld,**  
Jubelpark – Parc du Cinquantenaire 11, 1000 Brussels

### Emergency

Ben Peeters | +32 490 44 72 57

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# WELCOME TO BRUSSELS!



You can be proud of being among those who have made it to the very top of JA Europe's Company Programme experience. 350,000 young people go through the CP each year, but only a few hundred get to the finals. This means you must have perseverance and an entrepreneurial mindset. You must be part of a great team. You've gone through a lot together this year. You are truly among the very best.

37 student teams from 36 countries are competing in the 28th JA Europe Company of the Year Competition. I give special thanks to VLAJO and Les Jeunes Entreprises in Belgium, who have 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. The Gala Dinner will also be the opportunity to celebrate the 40th anniversary of JA in Belgium. But that's not all, we'll even be honoured by King Philippe of the Belgians.

We wouldn't be here if it were not for our main partner Citi Foundation, our European partners/sponsors AT&T, AXA, Facebook, FedEx, ManpowerGroup and MetLife Foundation as well as our national partners SPF Economie, Euroclear, National Lottery, Pulse Foundation, Euronext, Solvay Fonds. 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... We know that the people you meet and the experiences you have here will last and last. Let the contest begin!

**Caroline Jenner**  
*CEO, JA Europe*

A handwritten signature of Caroline Jenner in blue ink, written in a cursive style.

# DEAR GUESTS...



It is a pleasure to warmly welcome you all to the 28th JA Europe Company of the Year Competition 2017 in Brussels!

As the centre of European culture and institutions, Brussels has much more to offer than most people imagine. Apart from its famous chocolates and beers, amazing sights and multicultural spirit, Brussels startup ecosystem offers fantastic opportunities for young entrepreneurs. Multiple fresh initiatives are born every week. So what could be a better destination for this year's European Competition with so many young entrepreneurs, economic spirit and unique business ideas?

We are delighted to welcome you to Brussels, our multicultural capital city of Europe. The event will bring together over 200 young talents full of entrepreneurial enthusiasm, 37 successful mini-companies from 36 European countries, a network of political and economical representatives, as well as leading media and press.

You can expect 2 intensive competition days attended by more than 600 guests from across Europe, and lots of

innovative products and business ideas. The students will get the chance to demonstrate their entrepreneurial spirit and skills before a renowned jury and to meet distinguished representatives from the worlds of politics and economics - including the King of Belgium - all of whom are very interested in the mini-companies, products and ideas.

Enjoy the thrill of the competition, meeting other talented young Europeans and just enjoy Brussels, its culture, historical buildings, cosmopolitan atmosphere, pleasant little squares and cafés.

We hope you enjoy your stay in Brussels!  
Welcome to Belgium!

**Herman Van de Velde**

*Chairman of Vlaamse Jonge Ondernemingen*

**Peter Coenen**

*CEO of Vlaamse Jonge Ondernemingen*

**Laurent Weerts**

*Chairman of Les Jeunes Entreprises*

**Thierry Villers**

*CEO of Les Jeunes Entreprises*



# SPONSORS AND PARTNERS

## INSTITUTIONAL PARTNER



## MAIN PARTNER

Citi Foundation



## EUROPEAN PARTNERS / SPONSORS



## NATIONAL PARTNERS



## CONTENT PARTNER



## IN-KIND PARTNERS



# HONORABLE GUESTS

## HIS MAJESTY THE KING OF THE BELGIANS

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## FEDERAL GOVERNMENT

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### Alexander De Croo

*Deputy prime Minister and minister of Development Cooperation, Digital Agenda, Telecom and Postal Service*



### Willy Borsus

*Federal Minister for the Middle Class, SMEs, Self-employed and Agriculture*



### Sophie Wilmès

*Federal Minister of Budget, in charge of the National Lottery*

## FLEMISH GOVERNMENT

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### Philippe Muyters

*Flemish Minister of Work, Economy, Innovation and Sport*

## EUROPEAN COMMISSION

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### Jyrki Katainen

*European Commission Vice-President for Jobs, Growth, Investment and Competitiveness*



### Marianne Thyssen

*European Commissioner for Employment, Social Affairs, Skills and Labour Mobility*



### Tibor Navracsics

*European Commissioner for Education, Culture, Youth and Sport*





# AWARDS

## MAIN AWARD

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### JA Europe Company of the Year 2017 Award

For the best overall student company.

37 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 stages of the competition they will demonstrate their potential and put into practice all the skills they've acquired during the programme.

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

## JA EUROPE SIGNATURE AWARDS

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### AT&T Excellence in IT Award



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

### Citi Client Focus Award

Citi Foundation



The Citi Client Focus Award recognizes student enterprises that are client-led, and excel at creating value by listening to their clients to understand, anticipate and serve their evolving needs and circumstance.

### Facebook Best Social Media Marketing Campaign Award



The Facebook Best Social Media Marketing Campaign Award recognizes outstanding work across social media platforms, celebrating creativity, innovation and connecting people to your business.

### FedEx Access Award



FedEx believes entrepreneurs help build connections that can power the world. Because the company also believes a more connected world is a better world, they proudly support global entrepreneurship education. The FedEx Access Award recognizes student-run businesses that best exhibit the principles of global connectivity.





## ManpowerGroup “Ready for Work” Award



The ManpowerGroup “Ready for Work” Award recognizes those teams that have best built work readiness skills during the competition. In 2017, ManpowerGroup will be presenting the award for the project that makes most significant impact on developing learnability, a key component of work readiness.

## MetLife LifeChanger Award



The 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.

## LOCAL SIGNATURE AWARDS

### Euroclear Social Entrepreneurship Award



*Post-trade made easy*

The Euroclear Social Entrepreneurship Award aims to award the team that best demonstrates the concept of a company that makes a profit while also contributing to the greater good of society.

## Pulse Foundation Most Astonishing Idea



Pulse Foundation strongly believes that entrepreneurship is a determining factor for dynamism and innovation. The creation of new businesses is a source of growth and prosperity for a nation. Creativity is essential to define your business idea and to make it stand out from the crowd.

## ALUMNI LEADERSHIP AWARD SUPPORTED BY AXA



The Alumni Leadership Award is awarded to individuals, who demonstrate outstanding leadership skills, which impact their team and the JA company. With this award, JA Alumni Europe wishes to recognise and honour the personal strength of the individuals in a successful team. Furthermore, 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 Europe programme has come to an end.

# MAIN JURY



**Nikolaas Tahon,**

*Managing Partner at Deloitte  
Accountancy & Member of  
Executive Committee Belgium  
(Chair Judge)*

Nikolaas Tahon combines accountancy, financial, tax and legal expertise to advise SMEs and family companies. In his role as sparring partner of business owners and their management, Nikolaas focuses on financial and operational reporting and planning, financial performance analysis, defining areas of improvement, action plans, strategic decision making and outlining the continuity of management and shareholding of family companies. Nikolaas is also responsible for the full range of Deloitte offerings to Private & Family Businesses.



**Marc Decorte,**

*CEO of Belgian Shell*

Marc has been CEO of Shell in Belgium and Luxembourg for more than 10 years. He is the Founding Partner of InnoWings, a C-level Digital Transformation & Disruptive Business Models consultancy company. He serves on the board of organizations such as VITO (a leading European independent research & technology organization in the areas of clean-tech and sustainable development). Marc is coach for a number of innovative startups.

Marc has 35 years experience in technology, business development, marketing and driving the bottom-line of B2C and B2B businesses at global level. Over the last 6 years, Marc has built up extensive expertise in digital transformation through his former position as Global VP Connected Digital Technologies for Shell.

He holds a Masters degree in Telecoms & Electronic Engineering from the University of Louvain-la-Neuve, a degree in e-Commerce from ICHEC Management School in Brussels and an Executive MBA from IMD in Lausanne.



**Jožica Rejec,**

*CEO of Domel, Slovenia, Board  
Chair of JA Slovenia*

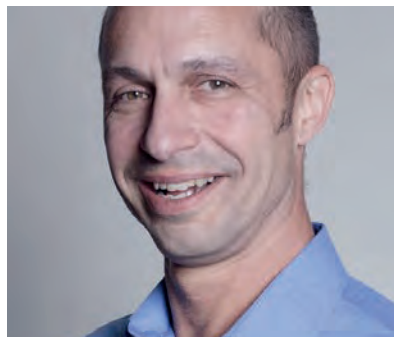
Jožica Rejec studied electrical engineering at the Faculty of electrical engineering in Ljubljana. She graduated in 1978 and got employed at Iskra Elektromotorji as an electric motor designer. She dedicated her life to making improvements to the electric motors that the company produced. In 1988 she became head of electromotor design and obtained her bachelor's degree. A PhD followed in 2004 and later a Masters in Business Administration from IEDC in 2008. Having served as head of R&D at Domel since 1994, she became CEO in 2007 with a turnover of 120M€ and 1200 employees. In 2016 she was one of the few recipients of a Chamber of commerce award for management skills.





 **Marie-Louise van Trier**  
*ManpowerGroup, Director of International Accounts Europe*

Based in Brussels, Marie-Louise van Trier joined ManpowerGroup in 1994; joining the International Accounts Team EMEA in 1996. In her current role as Director of International Accounts Europe, she is responsible for the development of Innovative Workforce Solutions for International Clients in the European Region covering 41 countries as well as the Account Management of those multi geographical accounts and the Operational Account Management Support for global accounts. Ms van Trier is specialized in International Sales & Management, Workforce Strategies and Innovative Workforce Solutions to help clients win in the changing world of work. She has over 20 years of extensive experience in successfully executing global sales initiatives, collaborating with operations across all regions and countries as well as being accountable for results generated for global partners/clients.



 **Barak Pridor,**  
*Managing Partner at Saban Ventures, Tel Aviv, Israel*

Barak Pridor serves as Managing Partner at Saban Ventures. Based in Tel Aviv, he leads the fund's venture and growth equity investments. Barak serves on the boards of Partner Communication (NASDAQ: PTNR), Playbuzz, Applicaster, Leadspace, Beach Bum and Sosa. Prior to Saban Ventures, Barak's career was comprised of entrepreneurial and operating roles, ranging from building an early-stage company into a market leader to a senior leadership role within a large, global corporation. His experience also includes venture capital investment, as well as various executive and non-executive board positions. Earlier in his career, Barak served as an Executive Vice President at Thomson Reuters (NYSE: TRI) and was CEO of ClearForest, which was acquired by TRI. As part of his commitment to the Israeli tech scene, Barak co-founded SOSA, a hub for entrepreneurs, service providers and executives involved in Israel's start-up scene.



 **Michal Nebeský,**  
*Citi Country Officer Czech Republic*

Michal Nebesky was appointed as the Citi Country Officer Czech Republic and CZ&SK Cluster Head in 2012. Prior to his current role, from 2008 to 2012, Michal was Chief Financial Officer and member of the Board of Directors in the Czech Railways company. Michal Nebesky worked for Citibank from 1991 to 2008 in several top managerial positions; where he progressively became more senior in Banking and Risk roles. In 2002 he was appointed as Risk Management Director in the Czech Republic. His responsibility further expanded in 2006 to include countries such as Slovakia, Hungary, Romania, Bulgaria, former Yugoslavia and the Baltic states. Michal Nebesky graduated from The University of Economics in Prague with a master's degree in international trade and finance. He speaks fluent English and Russian and partial Spanish.





**Sinead Ní Fhátharta,**

*Enterprise and Employment Manager, Enterprise and  
Employment Division, Galway, Ireland*

Sinead Ní Fhátharta is the manager of the Enterprise and Employment Division within Údarás na Gaeltachta (pronounced oofderross na gailtochta) which is the economic development agency for the Irish speaking regions of Ireland. The Enterprise and Employment Division is responsible for attracting and developing enterprise in the Gaeltacht regions by supporting entrepreneurs in developing their businesses and driving job creation. In 1991, Sinead began her career with Údarás na Gaeltachta as an intern in the accounts department while studying for her professional qualification as a Cost and Management Accountant (CIMA).

During the course of her career, she managed an internet community project as part of the millennium project, worked as a European Liaison Officer in Brussels and as a business development executive in the Connacht Regional office of Údarás na Gaeltachta. She later moved to the Enterprise and Employment Division to work with the Medtech / Lifesciences and HPSUs sectors before taking up her current position as the manager of the Division.



**Alex Dossche,**

*Managing Director,  
Sage Belgium*

Alex Dossche has been an entrepreneur since the end of his studies in Communication. He founded companies such as INsoft, TIPSS and The Missing Link (TML), all of which specialized in the development, retail and support of software for start-ups as well as SMEs. DBFACT, TML's ERP-software, was integrated into Sage's portfolio in 2012, after which Alex Dossche took the position of Commercial Director & Head of Marketing at the firm. In 2016, he was asked to take the lead of the company and thereby became Managing Director.

Always keep learning, never accept the status-quo and constantly look further ahead: these are just some of the reasons why Alex commits himself to young starters and aspiring entrepreneurs. Not only as a means of inspiring them, but also to be inspired by their passion and creativity.





 **Irene Cervellera Micheli,**  
*Angel Investor for start-ups*

Irene began her career at Chase Manhattan Bank (1989-1995), where she worked between London and Milan, eventually becoming co-head of Corporate Finance. A move to London brought her to Financial PR agency Dewe Rogerson, where she worked from 1995 to 1999 as Country Manager for Italy, advising the then Italian Treasury Minister. Irene's activity as an "angel" investor for start-ups began in her London days. Irene then moved back to Italy as Head of Investor Relations for Italian food & dairy corporation Parmalat (1999-2004), before moving to roles as Senior Consultant for Holloway & Ass, then Head of IR and CSR for the insurance company Alleanza Assicurazioni-Generali Group (2006 – 2007). In 2008 she became General Manager of Italian charity association SIF. She was the founder and CEO of Newton (TV production) from 2009 to 2016.

Irene is a member of the board of the Oliver Twist foundation, established by Italian asset management company Kairo's, and a Trustee of Thomas's School Foundation. Irene currently serves on the boards of MusiXmatch (the World's Largest on line Lyrics Catalog) and CharityStar (on line platform for non-profit organizations auctions on line).



 **Charles Muller,**  
*Partner at KPMG, Luxembourg*

Charles has been a partner since 2011. He is a member of KPMG global leadership team for investment management in charge of regulation. In 2013, he co-authored, "A practical guide to UCITS funds and their risk management". Prior to joining KPMG, Charles was the Deputy Director General in charge of general and tax affairs, promotion, communication and press relations at Association of the Luxembourg Fund Industry (ALFI). Previous to that he was Deputy Secretary General of Banque Générale du Luxembourg (now BGL BNPParibas).

# SIGNATURE JURY

## JA EUROPE SIGNATURE AWARDS JURY

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### AT&T Excellence in IT Award

- **Peter Daly** - Vice President, Global Service Management, AT&T
- **Ruth Agyei** - Aspire Mentoring Academy EMEA-Regional Lead, AT&T
- **Sigrid Kempeneers** - Director Global Project Management – BSO Business Solution, AT&T
- **Wouter Ghysens** - Global Project Manager – BSO Business Solution, AT&T

Citi Foundation



### Citi Client Focus Award

- **Fabrice Novel** - Director France Securities Country Manager, Citi
- **Lars Seynaeve** - Director Public Affairs - Belgium, France, Luxembourg, Netherlands, Citi
- **Amal Gomersall** - Assistant Vice President Community Development & Sustainability, EMEA Citi



### Facebook Best Social Media Marketing Campaign Award

- **Martin Ott** - Vice President for Central Europe in Global Sales, Facebook
- **Greg Russell** - Partner Manager, Facebook
- **Ania Helseth** - Policy Manager, Facebook
- **Cara Nig Fhearraigh** - EMEA Policy Programs, Facebook



### FedEx Access Award

- **Emma Boya** - Manager, External Communications, FedEx Express Europe
- **Rose Flenorl** - Manager, Global Citizenship, FedEx US
- **Neil J Gibson** - Vice President, Corporate Communications, FedEx Services
- **Jenny Robertson** - Director, Citizenship and Reputation Management, FedEx US
- **Alexandre Wery** - CEO of Form Up, Winner of the FedEx Access Award 2016



ManpowerGroup®

### ManpowerGroup “Ready for Work” Award

- **Corina-Bianca Gonteanu** - Strategic Director of Marketing Europe, ManpowerGroup
- **Iwona Janas** - Country Manager, ManpowerGroup Poland
- **Philippe Lacroix** - Managing Director of ManpowerGroup BeLux
- **Aleksandar Hangimana** - Country Director, ManpowerGroup Serbia



### MetLife LifeChanger Award

- **Patricia Jiménez** - Head of Marketing and Communications, Iberia, MetLife
- **Charlotte Crepin** - Head of Communications, France, MetLife



## LOCAL SIGNATURE AWARDS JURY

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### Euroclear Social Entrepreneurship Award

- **Susan Stenson** - Head of Group Corporate Secretariat, Euroclear
- **Sudip Chatterjee** - Head of Global Capital Markets, Euroclear
- **Flores Garcia Carvaja** - Development and Knowledge Manager, Euroclear
- **Mandeep Chana** - IT specialist, Euroclear



### Pulse Foundation Most Astonishing Idea

- **Aur lie d'Andrimont** - Board member Pulse Foundation, Belgium
- **Marieke Sopers** - Philanthropy Coordinator Pulse Foundation, Belgium
- **Katrien Kesteloot** - Teacher Company Program – National Award winner 2012 & 2015
- **Younn Mahzoul** - JA Alumni, Morocco
- **Alexander Gram Jensen** - JA Europe Alumni, Denmark

## ALUMNI LEADERSHIP AWARD SUPPORTED BY AXA

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- **Mat j Kapo v ry** - Vice-President JA Alumni Europe
- **Tereza Spi  kov ** - National Coordinator JA Alumni, Czech
- **Alexandre Roba** - Talent eXperience Manager AXA Belgium
- **Florence Guiot** - Talent Acquisition Partner AXA Belgium





# LAST YEAR'S WINNER



## SubReader

Over 200 students gathered in Lucerne from 25th-28th July 2016 to celebrate the top mini-companies from across Europe. 36 student-teams competed for the Title "Best JA Europe Company of the Year 2016". In the end, SubReader, a students' mini company from Denmark, was the successful winner.

SubReader has excelled in the European competition, after impressing the judges with their strong business concept. Their app helps dyslexic people to read subtitles on international TV and movies aloud. It operates independently of TV or other media and does even not require any setup.

*"We are very proud to win the main Company of the Year Competition this year. This prize rewards the huge amount of works we have dedicated to this new business. Competing here in Lucerne was mind blowing. It was fantastic to meet peers from across Europe, to learn from them as well as from the jury members,"* shared the three team members.

The company Irdify from Slovakia with their universal remote controllers for smartphones were able to make second place. Third place was given to Enlighten Hope from UK with their child-friendly stories which help young cancer patients to deal with chemotherapy and radiotherapy side effects in a hopeful, joyful and inspirational manner. The assessment criteria were based on the company report, panel interviews and stage presentations of each mini-company.

# COMPANY PROFILES



## ALBANIA VirtuAlb

VirtuAlb was born out of a group of Woodrow Wilsons students with a keen interest in business. The passage of time has brought us into an age where technology is a necessity that we cannot live without. This has given us the power to take the world in our hands with just the pressing of buttons. VirtuAlb is equipment similar to eyeglasses. It allows you to experience a virtual reality through the transmission of an image on a HD screen near the eyes.

[www.instagram.com/virtualb\\_wilson](https://www.instagram.com/virtualb_wilson)



## BELGIUM (VLAJO) AREA 19

At the beginning of the 2016-2017 school year, 12 students from Bovenbouw Sint-Michiel high school in the North-East Belgian town of Leopoldsburg decided it was time for an exciting event for the local youth: AREA 19 was born.

AREA 19 is an escape house in which your team has to search for clues to find the scene, the murder weapon and the culprit of a horrible murder. Cryptic descriptions on the living room table lead you through the house, revealing more and more clues. Work together as a team to crack the 30 codes.

[www.area19events.be](http://www.area19events.be)  
[www.facebook.com/area19.events](https://www.facebook.com/area19.events)  
[www.instagram.com/area19.events](https://www.instagram.com/area19.events)  
[area19events](https://twitter.com/area19events)



## AUSTRIA 5pm

Through several months of intense work and research, our company 5pm have developed 2 revolutionary new tea creations called Tea-Tab and Tea-Pop. Tea-Tabs are the Tea-to-go-solution: They dissolve within a few minutes in hot water and the perfect tea is ready for you. Tea-Pops are the healthy alternative to ordinary lollipops and sweets for children and herald a fundamental change to snacking. Through their natural sweetness, without added sugar, the tea-lollipop enchants children and inspires health conscious parents.

[www.5pm.at](http://www.5pm.at)  
[www.facebook.com/5pm\\_Junior\\_Company](https://www.facebook.com/5pm_Junior_Company)  
[www.instagram.com/5pm\\_juniorcompany](https://www.instagram.com/5pm_juniorcompany)  
[juniors5pm](https://twitter.com/juniors5pm)



## BELGIUM (LJE) Insoleat

Insoleat, offers our clients the unique opportunity to enjoy a culinary and cultural experience in an unusual place. Our clients are given the chance to escape for an evening to an unexpected location while simultaneously savouring a delicious meal inspired by the theme of where the evening unfolds.

[www.insoleat.be](http://www.insoleat.be)  
[www.facebook.com/insoleat.be](https://www.facebook.com/insoleat.be)





## BULGARIA Noetic

Noetic is a mini-company specialized in the development of mobile applications. Our mission is to help people maintain a healthy lifestyle through technology. Our main product is the E-Food Scanner, a mobile application that provides the user with information about E numbers and other harmful additives in a food product by simply scanning the label. The app is available to all Android device owners, who can download it for free from Google Play. Our revenues come from advertising and from the number of active users.

🏠 [noeticfirm.wixsite.com/noetic](http://noeticfirm.wixsite.com/noetic)  
 📺 [www.facebook.com/noeticfirm](https://www.facebook.com/noeticfirm)



## CZECH REPUBLIC LAMvision

Olá - The game the world has never seen!  
 Our game connects two worlds - the world of visually impaired people and the world of people without disabilities. This game can be played by anyone!  
 Olá allows you to better understand those who cannot see. If played with those who are visually impaired, the game creates a mutual experience and unique connection between the players.  
 You don't believe us? Come and try Olá for yourself at our stand. Our blind team member Mia will be happy to show you how it works!

🏠 [www.lamvision.cz](http://www.lamvision.cz)  
 📺 [www.facebook.com/lamvision4](https://www.facebook.com/lamvision4)  
 📷 [www.instagram.com/lamvision4](https://www.instagram.com/lamvision4)  
 📺 [bit.ly/lamvision-yt](https://bit.ly/lamvision-yt)



## CYPRUS Grow Green

GrowGreen is a company founded by 11 young aspiring entrepreneurs from The English School, Nicosia, Cyprus. Our aim is to minimize the use of plastic by introducing to the global market an innovative, unique biodegradable flower pot made from used coffee grounds - the GreenBox. Coffee grounds not only act as a catalyst to natural fertilisers, but also have the properties of a natural soil conditioner attracting the micro-organisms necessary for the healthy growth of plants.

🏠 [www.grow-green2017.com](http://www.grow-green2017.com)  
 📺 [www.facebook.com/GrowGreen2017](https://www.facebook.com/GrowGreen2017)  
 🐦 [www.twitter.com/greenbox2017](https://www.twitter.com/greenbox2017)  
 📷 [www.instagram.com/growgreen\\_ja](https://www.instagram.com/growgreen_ja)  
 @ [greenbox2017@gmail.com](mailto:greenbox2017@gmail.com)



## DENMARK Dementia

Today more than 8 million people in Europe - 84.000 in Denmark alone - are suffering from dementia. Dementia is aiming to help as many of them as possible. We develop, configure, and distribute tablets with built-in software designed to alleviate symptoms of dementia. In addition to cognitive stimulation, our product aims to assist worldwide dementia research by recording data for statistical analysis, and not least to improve quality of life for dementia sufferers and their families.

🏠 [www.Dementia.dk](http://www.Dementia.dk)  
 📺 [www.facebook.com/dementia](https://www.facebook.com/dementia)



## ESTONIA Festera

Student company Festera produces indoor trash cans - bioboxes - that recycle biological waste. In less than two months, a household's entire food waste output is turned into humus. Festera uses microbiological substances, heating and ventilation more efficient and odourless process. The biobox is innovative, fast and user-friendly. Using a Festera biobox reduces the ecological footprint of a household by more than 5 per cent. Festera also promotes an ecological lifestyle among young kids.

 [festera.ee](http://festera.ee)

 [www.facebook.com/festera.composters](https://www.facebook.com/festera.composters)



## FRANCE Bretzel Brains

Bretzel Brains is a team of 33 pupils who have invented tarpaulin user-adjustable beach bags, which facilitate sand and seawater evacuation. In May, they won the high school regional championship in Strasbourg, which was their ticket to the national championship in Paris, where they collected the creativity prize awarded by The Walt Disney Company of France. Next stop, the European Championship.

 [minientreprise-eic.fr](http://minientreprise-eic.fr)

 [www.facebook.com/bretzelbrains](https://www.facebook.com/bretzelbrains)

 [www.twitter.com/eicblaise-pascal](https://www.twitter.com/eicblaise-pascal)



## FINLAND Windy Birch

Windy Birch makes beautiful design products from Finnish plywood for serving and decorations.

Our fully portable, collapsible and functional restoring solutions support sustainable development and keep your storage space smiling.

In the 100th anniversary year of Finnish independence we'd like to celebrate our nation's achievements with ambitious designs made from Finnish nature.

Let's celebrate together!

 [holvi.com/shop/WindyBirchshop](http://holvi.com/shop/WindyBirchshop)

 [www.facebook.com/KatevaKoivuWindyBirch](https://www.facebook.com/KatevaKoivuWindyBirch)

 [www.instagram.com/windybirch](https://www.instagram.com/windybirch)



## GEORGIA Needful Items

We are mini-company Needful Items. We use our creative imagination to make household items using wood and bamboo. We also recycle discarded items such as old cases, vases and water pipes, for production. Our products can be summarised as modern efficiency combined with the creative imagination. After establishing the company, we matured, gained experience and a better understanding of our responsibilities.

 [www.facebook.com/Needful-items](https://www.facebook.com/Needful-items)





## GERMANY Pacato

Let words be your bullet. This is the guiding principle behind our product. In a world where conflicts escalate violently every day, we have a duty to highlight the importance of diplomacy and communication. Our premium handmade pen symbolizes the importance of solving conflicts using words instead of bullets. Additionally, our company donates part of the proceeds of each unit sold to social projects that inspire concrete changes.



[www.pacato.eu](http://www.pacato.eu)



[www.facebook.com/pacato.eu](https://www.facebook.com/pacato.eu)



[www.instagram.com/pacato.eu](https://www.instagram.com/pacato.eu)



## HUNGARY The Billow

We are a team of eight teenagers. Our team The Billow has created a bag which can easily be transformed into a pillow in just a few steps. We have developed this product because we were tired of getting dirty clothes or catching a cold when sitting on a floor or wet bench. Our product combines a waterproof outer layer and collapsible design to provide a comfortable cushion on which to sit wherever and whenever you want.



[www.facebook.com/thebillow](https://www.facebook.com/thebillow)



## GREECE Watch Out

Watch Out is an innovative social company specializing in producing electronic devices assisting and supporting blind people. It was established in 2016 in Greece. Our company consists of 25 students who attend the 10th grade of Aristoteleio College of Thessaloniki. The product developed by Watch Out is an obstacle detection device helping the blind and sight-impaired. The device makes use of ultrasonic technology to protect those with sight problems from potential danger at head level.



[watchoutarc.weebly.com](http://watchoutarc.weebly.com)



[www.facebook.com/watchoutarc](https://www.facebook.com/watchoutarc)



[www.instagram.com/watchoutarc](https://www.instagram.com/watchoutarc)



[www.youtube.com/watch?v=CLs6WWpa\\_gw](https://www.youtube.com/watch?v=CLs6WWpa_gw)



[watchoutarc@gmail.com](mailto:watchoutarc@gmail.com)



## ICELAND Meira

Meira is a mobile application that provides a cost-saving service for young individuals through a simple but effective app revolving around users setting cost-saving goals for themselves. We will help users achieve these goals. Our mission is to change the way young people save money. We stand behind our product and believe in its social benefits. Meira inspires healthy financial habits!



[www.facebook.com/sparemeira](https://www.facebook.com/sparemeira)





## ISLE OF MAN Progression+

Progression+ is made up of five students from QEII High School in the Isle of Man. Our mission is to help you start your day in a stress free way.

Our product is the Wakeeze alarm band which vibrates gently on your wrist to wake you up in the morning, eliminating the need for an irritating alarm clock. The band is available in a range of vibrant colours and comes with an easy to use app for Apple or android devices.



[www.progression-plus.co.uk](http://www.progression-plus.co.uk)



[www.facebook.com/progressionplusiom](https://www.facebook.com/progressionplusiom)



## ITALY Maco Innovation

One of the major drawbacks of classic lip balms in a lipstick-style tube is that they are strictly designed for personal use to comply with hygienic requirements, thus preventing the benefits of sharing among friends. Moreover, they can easily get dirty or lose their lipstick cap, causing the customer to discard the product before full use, with high wastage.

Strishare, our 100% natural lip balm, is hygienic, made of selected high quality ingredients, sociable, rechargeable, non-gender specific and safe!



[www.macoinnovationja.com](http://www.macoinnovationja.com)



[www.facebook.com/pg/MaCoinnovationJA](https://www.facebook.com/pg/MaCoinnovationJA)



[www.instagram.com/maco\\_innovation\\_ja](https://www.instagram.com/maco_innovation_ja)



## ISRAËL Promotor

Promotor was established in the beginning of the 2016/17 school year by 18 students from the 9th grade in "Amit boys" school, mentored by a teacher and two business volunteers. We have developed the Pick-nic: the playful tablecloth that turns into a garbage bag. The product has three main advantages: It easily covers the table and doesn't fly in the wind, it features fun board games about nature in various languages, and last but not least, the tablecloth turns into a garbage bag after use!



[www.facebook.com/promotorbaam](https://www.facebook.com/promotorbaam)



## LATVIA Light-Up

Light-Up Designs enables you to personalize your environment by customizing the feel, look and ambience of your living space. Fine-tune your lighting with our modular smart lamp combining technical brilliance and simplistic design. Get creative, express yourself and light up your world.



[www.facebook.com/lightupcube](https://www.facebook.com/lightupcube)





## LITHUANIA C&Te

We are a student company engaged in the production of stainless steel balls. These absorb the heat in hot beverages, instantly making their temperature suitable for drinking. This is our proprietary idea; there is currently nothing similar on the market. Our team is composed of just 6 people, with work distributed equally to eliminate laziness.



[www.cte.lt](http://www.cte.lt)



[www.facebook.com/celsiustem](https://www.facebook.com/celsiustem)



[www.instagram.com/c\\_te006](https://www.instagram.com/c_te006)



## MALTA Flair

Flair is a social enterprise founded by 8 students with our mission being the academic success of our customers. Our product, A-Cards, empowers students to Aim, Advance and Achieve in their formal education at SEC and IGCSE O-Levels. A-Cards are also used by teachers and parents to complement conventional teaching methods. On top of this, together with the Dyslexic Teens Dialogue, we have made the A-Cards as dyslexia-friendly as possible, including specific help with spelling and phonetics.



[www.flairjaye.com](http://www.flairjaye.com)



[www.facebook.com/FlairAJAYECOMPANY](https://www.facebook.com/FlairAJAYECOMPANY)



[www.instagram.com/flair.ajayecompany](https://www.instagram.com/flair.ajayecompany)



## LUXEMBOURG Yammy

The mini-company Yammy, founded by 6 pupils from "Lycée technique de Bonnevoie" in Luxembourg, have launched a very innovative product: recipe cards with seeds. Every card includes a small bag with seeds for an ingredient. The customer plants the seeds according to the instructions on the card. After a few weeks, he can pick the grown vegetables and cook the delicious recipe as shown on the card. Our recipes have been developed in participation with local restaurants.



[www.facebook.com/Yammy-Mini-Entreprise](https://www.facebook.com/Yammy-Mini-Entreprise)



## NORWAY Birdsavers UB

For owners of windmill parks, we offer a product invisible to humans, which prevents birds from colliding with windmill rotors. Our product is unique and costs considerably less than previous unsuccessful attempts at solving the problem.



[www.facebook.com/Birdsaversub/](https://www.facebook.com/Birdsaversub/)



[www.instagram.com/birdsaversub](https://www.instagram.com/birdsaversub)







## POLAND FOLKSELF

FOLKSELF produces and sells goods emblazoned with folk motifs. These include calendars, cups, pillows, scarves, bags, decorations and handmade earthen ceramics. Our sales strategy is focused on both the domestic and international markets. FOLKSELF cooperated with the Erasmus+ project and prepared a special collection for its participants. This gained our mini-company international customers. We are also a socially responsible business, cooperating with the Polish Association for Persons with Intellectual Disability.



[www.folkself.pl](http://www.folkself.pl)



[www.facebook.com/folkselflochrobry](https://www.facebook.com/folkselflochrobry)



## PORTUGAL Beauto

Beauto - to be autonomous is a mini-company whose product is a portable pill storage box, distributed in sections, with an alarm programmable by means of an app, which emits a beep when the medication has to be taken.



[www.facebook.com/beauto.portugal](https://www.facebook.com/beauto.portugal)



[beauto.portugal@gmail.com](mailto:beauto.portugal@gmail.com)



## ROMANIA Find Me Anywhere

Find Me Anywhere is a multipurpose GPS patch. Efficient in finding things that are easy to lose, for monitoring children or those with medical conditions such as Alzheimers. The device can be discreetly controlled with an application and is a useful tool in anyone's life. The targeted client group consists primarily of busy people, care-workers, children and people with various disabilities.



[www.facebook.com/proiectulFMA](https://www.facebook.com/proiectulFMA)



## RUSSIA Wonderful Workshop

Junior Achievement Russia Student Company Wonderful Workshop from the town of Plavsk, offers toys and games such as baby cot mobiles, felt puzzles and cubes for infants to enjoy, as well as other gifts and accessories. All products meet required global safety standards. The Company's goal is to promote the cognitive, physical, social, and emotional development of kids and create opportunities for parents to engage with their children.



[wonderfulworkshop.wixsite.com](http://wonderfulworkshop.wixsite.com)



[www.facebook.com/vk.com/club111873558](https://www.facebook.com/vk.com/club111873558)





## SERBIA LegoBuzz

Student Company LegoBuzz from Serbia helps beekeepers monitor the condition of their bee colonies. Their specially designed frames with sensors turn every beehive into a smart one by collecting essential atmospheric information such as temperature and humidity, and sending it in real time to the beekeeper. With the slogan 'your bees are just a click away' LegoBuzz intends to help increase the number of bees by enabling beekeepers to access 24/7 information about their hives

 [smartbeebbox.wixsite.com/legobuzz](http://smartbeebbox.wixsite.com/legobuzz)  
 [www.facebook.com/LegoBuzzKG](https://www.facebook.com/LegoBuzzKG)



## SLOVENIA Ekobottle

One of the biggest environmental problems we face today is the excessive and pollutive energy consumption needed to destroy or recycle waste. Glass for example is a material which practically does not decompose in nature. Even so, the number of disposed bottles increases daily. Our product gives disposed bottles new meaning and changes them into a beautiful and unique decoration which can adorn homes or business offices.

 [www.facebook.com/Ekobottle-203738990107829](https://www.facebook.com/Ekobottle-203738990107829)



## SLOVAKIA ASSUM

Assum is a small company located in Koice city in eastern Slovakia. We discovered a revolutionary way of coffee consumption: CoRE - Coffee ready to eat. CoRE is a unique coffee mixture which offers you all of the benefits of coffee anyplace anytime, while saving you time and money!

 [www.assum.sk](http://www.assum.sk)  
 [www.facebook.com/assumcompany](https://www.facebook.com/assumcompany)



## SPAIN Sygnall

Sygnall is a company created by students to help those afflicted with Alzheimers. Loc U is a wristband designed to locate anyone without GPS or mobile data. With some outside help, we provide security to the affected and peace of mind to their carers and loved ones, at a reduced cost relative to existent locators on the market. This is an international project thanks to the input of our Swedish, French and Norwegian partners. Working together, we've pushed the boundaries and allowed our project to be known. Our goal is to raise awareness of Alzheimers and the difficulties of living with it.

 [www.sygnall.net](http://www.sygnall.net)  
 [www.facebook.com/sygnall](https://www.facebook.com/sygnall)  
 [www.twitter.com/sygnall\\_](https://twitter.com/sygnall_)  
 [www.instagram.com/sygnall\\_](https://www.instagram.com/sygnall_)  
 [sygnall@sygnall.net](mailto:sygnall@sygnall.net)



## SWEDEN

### Locker Room Talk UF

In many locker rooms, a macho-culture is created and with it comes an often degrading view of women. When boys start to approach their teens, a negative change occurs in locker rooms. Our business idea is to visit sports teams and meet young boys in the locker room to talk about gender equality and how to change bad attitudes and degrading talk in the changing rooms. To work with gender equality is among the core values of all sports clubs, but they seldom have the tools to implement it. Until now.



[www.lockerroomtalk.se](http://www.lockerroomtalk.se)



[www.facebook.com/lockerroomtalk.se](https://www.facebook.com/lockerroomtalk.se)



[www.instagram.com/smartbottle.ch](https://www.instagram.com/smartbottle.ch)



**SmartBottle**

## SWITZERLAND

### SmartBottle

The Smartbottle is a refillable bottle equipped with a QR Code. The QR Code takes you to our international map where you can find the nearest drinking fountain anywhere in the world for a refill. In addition, the Smartbottle has a filter for fruits, vegetables and herbs with which you can flavor your water with any taste you want. The Smartbottle itself is made of BPA-free Eastman Tritan plastic. We guarantee that you'll have the healthiest, freshest and most thirst-quenching experience ever.



[www.smartbottle.ch](http://www.smartbottle.ch)



[www.facebook.com/smartbottle.ch/](https://www.facebook.com/smartbottle.ch/)



[www.instagram.com/SmartBottle](https://www.instagram.com/SmartBottle)



**INIZIO**

## THE NETHERLANDS

### Inizio

Innovative, clever and ecological cup!



[www.inizio-nederland.nl](http://www.inizio-nederland.nl)



[www.facebook.com/inizio.onderneming](https://www.facebook.com/inizio.onderneming)



## TURKEY

### Compose -It

Founded in 2016, Compose-it is a JA company with the goal of becoming a leading agricultural company. Our company tackles local and global environmental issues and over-consumption by designing compost-based products. We are a team of future entrepreneurs that values both sustainability and customer service. In key with this philosophy, our company combines agriculture and technology with an application that integrates itself with our products, thereby allowing customers to customize their own products.



[composeitas.weebly.com](http://composeitas.weebly.com)



[www.facebook.com/Compose-IT](https://www.facebook.com/Compose-IT)



[www.instagram.com/composeit.as](https://www.instagram.com/composeit.as)





**VenturePad**  
The waterproof notebook

### UNITED KINGDOM **VenturePad**

VenturePad is the world's most advanced waterproof notebook, keeping what is written durably noted. Waterproof, smudgeproof, tearproof.



[www.venturepad.co.uk](http://www.venturepad.co.uk)



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[twitter.com/VenturePadbrand](https://twitter.com/VenturePadbrand)



[www.instagram.com/venturepadbrand](https://www.instagram.com/venturepadbrand)

## SPECIAL GUESTS



### BAHRAINI

#### **Machla**



The Machla Company from Ibn Khuldoon National School has produced an organized, stylish and environmentally friendly shopping solution. The product is a set of 4 eco friendly bags that are designed to assume the shape of your shopping trolley, thereby reducing the need for plastics bags. They can be easily attached and detached as needed, and one of the bags is lined with insulation material.



[www.instagram.com/machla.co](https://www.instagram.com/machla.co)

#### **Royal Creators**



Royal Creators is a company founded in 2016 by the students of the Royal University for Women in Bahrain. Our concept is based around creating a better, more convenient life-style for all target segments. Currently serving Bahrain, our aim is to become a multinational and a buzzword for convenience in every language.



[www.instagram.com/royalcreatorsofficial](https://www.instagram.com/royalcreatorsofficial)



# EUROPEAN ENTREPRENEURSHIP EDUCATION SUMMIT

Organized under the umbrella of the EE-HUB, a COSME co-funded project, the 1st European Entrepreneurship Education Summit will gather academics and experts in entrepreneurship education, policy-makers and government officials, educators, business and NGOs representatives.

Participants will:

- Learn from the new Innovation Cluster for Entrepreneurship Education (ICEE) field research on the impact of entrepreneurship education
- Share lessons learned and discuss policy recommendations from the EE-HUB experts
- Discuss new trends in entrepreneurship education and explore future areas of investment
- Showcase new innovations and good practices

This event combines plenary and practical workshops. It will also be the occasion to launch the new phase of the EE-HUB, gearing towards the establishment of the European Centre for Entrepreneurial Learning in 2018

"In two short years EE-HUB has acquired an impressive track record. We have worked hard to connect to MEPs and national governments. Five expert working groups have prepared a comprehensive set of policy recommendations and designed the 1st European Entrepreneurship Summit in Brussels in July. The summit will develop action agendas for policymakers, business people, educators and young people to work together to put entrepreneurship on Europe's education map".

**Caroline Jenner,**  
*CEO, JA Europe*



#SwitchonEurope  
#EEhubEU



# THE HOST CITY



## Welcome to Brussels!

Being part of the 28th JA Europe Company of the Year Competition 2017 is exciting enough with all its innovative business ideas, international teams and inspiring presentations. But even leaving that aside, you can all be excited to be in Brussels – the vibrant capital of Belgium, and center of European politics and global business. Known as “The Heart of Europe”, Brussels is home to the UN, the European Union, NATO and the European Parliament. Brussels is a multicultural and creative city, a hot spot for innovative Start Ups and full of history and impressive sights. Belgium’s capital city is characterized by amazing contrasts and we hope that the unique sparkle of Brussels will capture you.

During the course of the competition you will have different chances to see the city. It already starts with the hotel. All participants of the competition are staying at the Crowne Plaza, right in the heart of the city giving you a perfect starting point for exploring the metropolis.

The welcome dinner takes place at the Jeux d’Hiver, in the delightful setting of the Bois de La Cambre. The following day, the stand exhibition will be held at the renewed Place Rogier. The Awards Ceremony & Dinner will take place at AutoWorld, near the historical building of the Cinquantenaire, which houses the AutoWorld museum. Large windows offer panoramic views of the impressive car collection. You will enjoy delicious food, good company and big entertainment! Just one piece of advice for after the Awards Ceremony & Dinner: bring along comfortable shoes as it might get a bit late...

*Be prepared to be enchanted by the city. Be prepared for three exciting days in Brussels! And be sure to try the world-famous chocolates, waffles, French fries and beers!*



# VENUES



**Place Rogier**  
Stand Exhibition



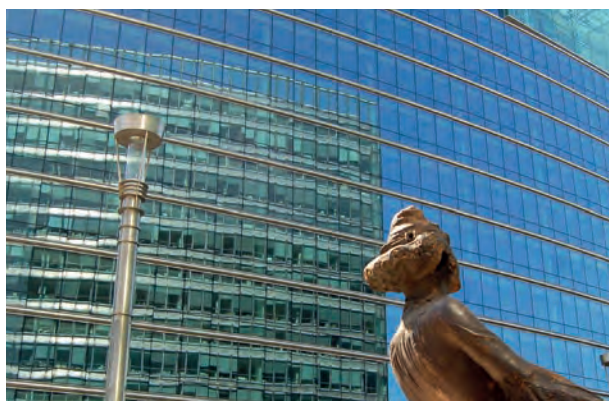
**Crowne Plaza Hotel**  
Stage Presentations &  
Panel Interviews  
Ginestestraat – Rue Gineste 3,  
1000 Brussels



**Les Jeux d'Hiver**  
Welcome Dinner  
Croquetweg – Chemin du  
Croquet 1, 1000 Brussels



**Autoworld**  
Awards Ceremony & Dinner  
Jubelpark – Parc du  
Cinquantenaire 11, 1000 Brussels



# HOTELS

**Crowne Plaza Hotel,**  
Ginestestraat – Rue Gineste 3,  
1000 Brussels  
+ 32 2 203 62 00

**Radisson Blu Hotel,**  
Wolvengracht – Rue du Fossé aux Loups 47,  
1000 Brussels  
+ 32 2 219 28 28






# CONTACTS & USEFUL INFORMATION


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 [www.facebook.com/vlajovzw/](https://www.facebook.com/vlajovzw/)  
[www.facebook.com/ASBLLEJE/](https://www.facebook.com/ASBLLEJE/)

 [www.vlajo.org](http://www.vlajo.org)  
[www.lje.be](http://www.lje.be)

 @vlajovzw  
@ASBL\_LJE

 Vlajo – Vlaamse Jonge Ondernemingen  
ASBL LJE

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- Nathalie Roels
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 [www.jaeurope.org](http://www.jaeurope.org)

 #CoYC17

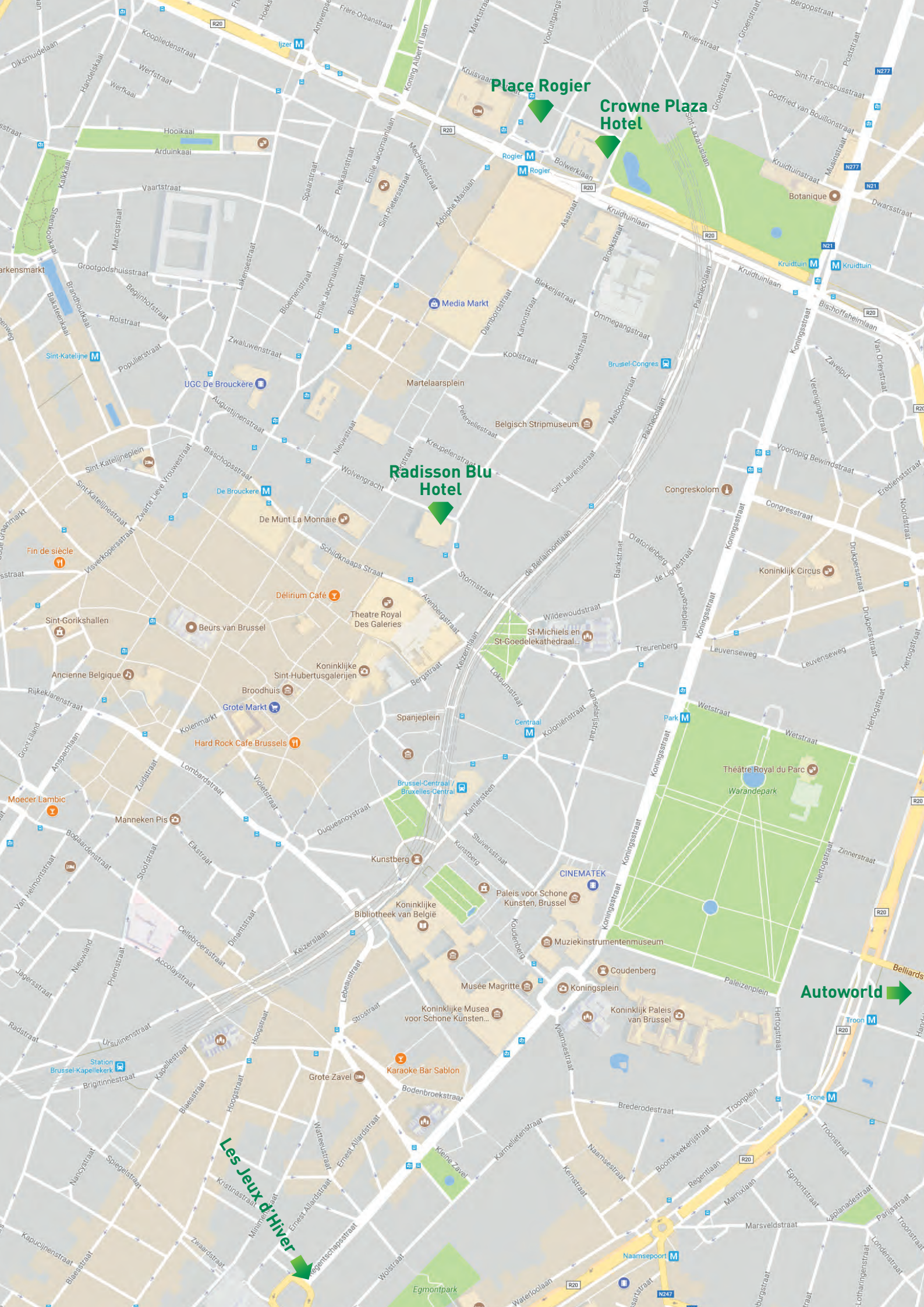
## EMERGENCY NUMBERS

 Ambulance: **100**

 Police: **101**

 Fire: **100**





Place Rogier

Crowne Plaza Hotel

Radisson Blu Hotel

Autoworld

Les Jeux d'Hiver





Organised by:



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Main Partner



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National Partners



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