

Press Release

For Immediate release

Warisan Global and partners embark on the voyage to Global Entrepreneurship Week 2009

Kuala Lumpur, 12 June 2009

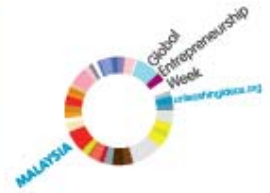
Warisan Global Sdn Bhd (WG) got the ball rolling today for this year's much anticipated Global Entrepreneurship Week (GEW) with the **'Ideas Toss-Up' workshop and networking session** happening at the NSTP Headquarters in Bangsar.

This unique get-together event endeavors to facilitate collaboration of ideas for GEW in Malaysia amongst the partners comprising of entrepreneurs and entrepreneurial organizations who will together make GEW2009 even more successful and impactful this year.

Founded in 2008 by the Ewing Marion Kauffman Foundation in the USA and Make Your Mark in UK, GEW is about connecting enterprising people globally as well as an initiative to inspire young people to embrace innovation, imagination and creativity.

During GEW, partner organisations worldwide will conduct a range of activities - from simple speeches to comprehensive competitions - designed to inspire, connect, inform, mentor and engage the next generation of entrepreneurs.

According to Jonathan Ortman, the Global Entrepreneurship Week President from the Kauffman Foundation, *"The inaugural GEW that took place in 2008 was a great success and a brilliant example of what can be achieved by bringing together different ideas and cultures around the theme of enterprise."*



Global
Entrepreneurship Week
Nov 16 - 22, 2009
www.unleashingideas.org
www.gewmalaysia.com

Malaysian Country Host

warisan global
CATALYZING SOCIAL INNOVATIONS

Founders

KAUFFMAN
The Foundation of Entrepreneurship

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The one week event brought together over five million young people in thousands of events across 77 countries with the specific aim of developing enterprising ideas to tackle both international challenges, such as poverty and climate change, and more specific problems in local communities.”

Dash, CEO of Warisan Global the appointed host for GEW Malaysia said, *“In Malaysia alone, GEW 2008 had 100 partners successfully organize 450 activities nationwide. The overwhelming responses received had positioned Malaysia as one of the top 5 most active countries in the world! Based on this positive landscape, we are upbeat that we will see at least 300 partners achieve our target of 100,000 participants taking part in 1,000 activities nationwide for GEW 2009.”*

Malaysia was the first country to launch GEW in 2009. On Jan 21st British High Commissioner to Malaysia, HE Boyd McCleary and the current Deputy Minister of Higher Education, Dato’ Saifuddin Abdullah (formerly the Deputy Minister of Entrepreneur and Co-operative Development) launched GEW Malaysia 2009 in Kuala Lumpur during an exciting and multicultural celebration complete with a lion dance and bag pip troupe.

This year, the Global Entrepreneurship Week campaign will officially take place globally from November 16 – 22 and aims to unleash young people's ideas around the issues that matter most to local society, from how to deal with the economic downturn, poverty reduction to climate change, as well as fostering an innovative and enterprising culture amongst young Malaysians of which in turn will become the drivers of economic and social prosperity.

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Kauffman Foundation

The Ewing Marion Kauffman Foundation is a private nonpartisan foundation that works to harness the power of entrepreneurship and innovation to grow economies and improve human welfare. Through its research and other initiatives, the Kauffman Foundation aims to open young people's eyes to the possibility of entrepreneurship, promote entrepreneurship education, raise awareness of entrepreneurship-friendly policies, and find alternative pathways for the commercialization of new knowledge and technologies. It also works to prepare students to be innovators, entrepreneurs and skilled workers in the 21st century economy through initiatives designed to improve learning in math, engineering, science and technology. Founded by the late entrepreneur and philanthropist Ewing Marion Kauffman, the Foundation is based in Kansas City, Mo. and has more than \$2.4 billion in assets. More information is available at www.kauffman.org.

Make Your Mark

Make Your Mark is a national campaign to create an enterprise culture among young people in the UK. It does this by giving people in their teens and 20s the inspiration and opportunity to turn their ideas into reality, whether through starting businesses or social enterprises or by making an idea happen at work. It is funded by the Department for Business, Enterprise and Regulatory Reform and was founded by the four main UK business organizations – the British Chambers of Commerce, CBI, Federation of Small Businesses and Institute of Directors. Make Your Mark leads a campaign coalition of 25 national organizations from education, the voluntary sector, business and government. More information may be found at www.makeyourmark.org.uk

Malaysian Country Host for GEW: Warisan Global Sdn Bhd

Warisan Global Sdn. Bhd. (WG) is honoured to be entrusted the privilege of being the COUNTRY HOST organization for “THE WEEK” in Malaysia by the Kaufmann Foundation and Make Your Mark, UK.



A Malaysian company founded in 1999 by an entrepreneur, **WG is a “for-profit social venture”**.

The company has grown from a three-person organization to a team of more than 40 people today.

As a “For-Profit” company, WG works with its clients to design, develop and deliver projects that advance the spirit of the enterprise and that have a social focus.

As a “Social Venture,” WG brings its sharp entrepreneurial skills and project management skills to bear on projects that directly benefit the community.

The communities WG strives to benefit through their business model are young children, youth, marginalized communities and under-served communities in rural areas.

To this end, WG works with organizations both locally and internationally to bring the best solutions and results to the people and the clients they serve.

Some of the organizations WG works with are:

- The Ministry of Energy Water & Communications, Malaysia for the creation of Social Entrepreneur skills in rural Malaysia;
- Telecentre.org (a global organization that promotes grassroots entrepreneurship) for the creation of sustainable telecentres in Malaysia;
- The Centre for Entrepreneurial Learning, Judge Business School, Cambridge University to deliver specialized entrepreneurship programs.

WG’s clients include government and large organizations that are working towards a more equitable society. WG has also worked on projects that promote awareness of Climate Change.

More information on Warisan Global may be found at www.warisanglobal.com.

