

# Youngsters from 50 Countries in Brazil for Entrepreneurs Summit

Contributed by Newsroom  
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Young entrepreneurs from 50 countries will be in São Paulo, the largest city in Brazil, next year, to participate in one of the largest global entrepreneur meetings: the World Summit of Young Entrepreneurs. Brazil will be the first Latin American country to host the event, which should take place between March 15 and 17, at the Anhembi exhibition center in São Paulo.

The congress is promoted by the Young Entrepreneur Forum at the São Paulo Trade Association and has the support of the government of the state of São Paulo.

The World Summit of Young Entrepreneurs was created in Canada in 1993 as part of the United Nations (UN) global conferences. Each year the summit takes place in a different country. In the previous edition joint ventures for the total of US\$ 35 million were signed.

The theme of next year's edition will be "Lets make new business". The objective is to promote networking, to create partnerships and generate business between young entrepreneurs and small and medium companies from various countries.

According to the secretary general of the congress and president of the World Trade University, Sujit Chowdhury, São Paulo was chosen among other competitors, in Thailand, South Africa and South Korea, as it is a business city.

"It is the 20th economy in the world. São Paulo and Brazil are getting ready to enter the global economy in a sustainable manner. We must stimulate entrepreneurship in South America," stated the secretary general, at the event confirming the Summit, Tuesday morning, September 27, at Bandeirantes palace, the offices of the governor of the state of São Paulo.

Over 1,000 visitors are expected in the three days of the event. The organization hopes that over 100 joint ventures should be closed. The forecast is that the congress should generate movement in the Brazilian market and provide an impulse to the business potential in the sectors of industry, agribusiness and food, services, tourism, design and fashion, marketing, advertising and transport.

"It is necessary to make micro and small companies be born with a global vision of the market and this Summit will be an important step in the education of these businessmen. Entrepreneurs from all around the world may exchange information about their businesses, and learn about new markets. The Summit will be one more way of providing an impulse to entrepreneurship in Brazil," stated the superintendent director of the São Paulo state branch of the Brazilian Micro and Small Business Support Service (Sebrae), Alencar Burti.

The Summit will have an intensive program. There will be talks with important political, economic and business leaderships from various countries. There will also be interactive workshops, business roundtables, analyses of success cases and awards to young entrepreneurs.

The main novelty is the Virtual Trade Show (VTS), a virtual business fair in which the businessmen may negotiate their products through the Internet and learn about the characteristics of buyers all around the world.

## Service

World Summit of Young Entrepreneurs

Date: March 15 to 17, 2006

Site: Anhembi, São Paulo

Information: [www.wsyebrazil.com.br](http://www.wsyebrazil.com.br)

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