

FOR IMMEDIATE RELEASE

Slovenia Hosts “Challengers of the Future” From All Continents

Bled, Slovenia (May 14, 2010) – From May 14 to May 18, 2010, an international forum brings together students, business leaders, educators, government, change makers and media to conclude the 2009-2010 Challenge:Future Global Student Competition dedicated to youth, innovation and sustainability. Since its launch on September 24, 2009, the competition has united over 14 000 students from 184 countries. During the forum, the student team that proposes the most innovative, feasible, and sustainable solution will be awarded 20,000 EUR. 57 students, representing Australia, Bulgaria, Canada, China, Costa Rica, Denmark, India, Latvia, Macedonia, Malaysia, Montenegro, Poland, Romania, Russia, Singapore, Slovenia, Sweden, United Kingdom and Vietnam, have advanced to the finals of the competition and will meet in Bled.

Challenge:Future (www.challengefuture.org) is a global student competition, youth online community and a platform for dialogue aimed at promoting collaboration and innovation for the world’s sustainable future.

Challenge:Future was established by three partners from Slovenia, deeply committed to sustainability, prosperity and innovation: Third Millennium Knowledge, an incubator for new sustainability knowledge leading Challenge:Future strategy and IT development; CEEMAN, a network of 180 business schools, universities and other partners in 43 countries worldwide; and IEDC-Bled School of Management, one of the leading business schools in Central and Eastern Europe.

Challenge:Future encourages students to discuss and come up with creative solutions to some of the challenges the world is facing today, which would contribute to a prosperous, fair and more sustainable future. It also offers various levels of engagement for youth, faculty members, schools and international organizations and partners.

The inaugural 2009-2010 year of the competition, held under the theme of “The Future of Connecting”, consists of three events:

- BootCamp, held from May 14 to May 16, 2010, focuses on personal and leadership development of the participating students;
- Summit, held on May 17 and May 18, 2010, promotes dialogue and joint action among students, business, academia and other institutes of society;
- Gala, held on May 18, 2010, celebrates the vision of sustainable future and student innovation.

Held under the patronage of the President of the Republic of Slovenia, Dr. Danilo Turk, the five-day international forum will offer keynotes and insights from international speakers, including Donald J. Johnston, OECD Secretary-General from 1996 to 2006 and Joel A. Barker, futurist and best-selling author.

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