



08.11.2017

السلامة تجسوسه ورشته عمل منتقلها جامعة تركو بضلنا  
يوم 16 / 1 / 2018 بكافة صوره اللغه

## RAISING INNOVATION AND ENTREPRENEURSHIP AWARENESS WORKSHOP

Trainer: Pasi Malinen, University of Turku  
Time: January 16<sup>th</sup>, 2018  
Venue: Aswan University (exact location to be informed)

The objective of the short workshop is to provide the participants with knowledge and tools how to raise the overall innovation and entrepreneurship awareness at their own higher Education Institution and how to engage also the local stakeholders and communities into the work. Working case examples from Finland and from Europe will be showcased during the workshop. In addition to getting practical tools the participants will also have a chance to discuss and exchange experiences with their colleagues and develop and enhance their own implementations of the local activities to be used in the BEMT programme promotional and other awareness raising activities.

### PROGRAMME

10-12

Why innovation and entrepreneurship? -Lecture and mentored group discussion

12-14

Raising I&E awareness through student led entrepreneurial & innovation activities  
- Practical case examples from Finland and Europe and mentored group discussion

14-15

Lunch break

15-17

How to pitch - Introduction to pitching to trainers  
- Lecture and pitching in practice

Registrations to the workshop latest on 5<sup>th</sup> of January, 2018 by email: [nina.ellfolk@utu.fi](mailto:nina.ellfolk@utu.fi)

حارس بورد

الدكتور الطاهر

الدكتور الطاهر  
14/1/2018  
للتنسيق  
مركزنا  
14/1/2018