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PRESS RELEASE

For immediate release

Successful EEE National Launch at The University of Szeged, Hungary

University of Szeged has recently held its national launch where the audience could get an insight about the challenges and opportunities of nowadays young (Generation Z) entrepreneurs and the ways how their competences can be fostered. The EEE event was attended by over 50 regional business partners, stakeholders, academics and students. The focus of the event was the EEE specialized course, that involved local entrepreneurs as lecturers and mentors of the students. In the plenary session four presentations were delivered by project representatives, students and external stakeholders of the EEE semester program.

In his presentation Dr. Norbert Buzas has focused on the function of accelerators, characteristics of modern day entrepreneurs, and approaches to provide this new generation of entrepreneurs the best assistance during their development. Márk Olajos a young entrepreneur, who was involved as a mentor in the EEE course, highlighted the main challenges that nowadays Generation Y and Z entrepreneurs are facing. The third presenter Dr. Szabolcs Pronay introduced the EEE Teaching Toolkit to the audience, describing the methodology to be followed in successfully integrating the modules into the course programs, as well as indicating the potential barriers that can be faced in the process. The last presenter of the plenary session was Attila Tóth – a student who participated in the EEE semester course. He highlighted how the course learnings have had an impact on students' mindset and equipped him with the right skills to successfully launch his start-up (called: Pricemind). The plenary session was followed by a workshop on the pathways to integrate regional stakeholders in entrepreneurial course program development and delivery.

Following plenary sessions and the workshop, in the afternoon, there was a joint event, the national final of a new presentation challenge, called “Prezilimpia – the Presentation Olympics”. This new challenge was co-organized and co-hosted by the Hungarian EEE team and it aimed to foster the presentation and pitching skills of the young entrepreneurs. 8 young entrepreneurs competed in front of the jury of local entrepreneurs and professional presenters. With this joined event a county-wide audience was reached and the program of the EEE National Launch was boosted to a full-day program about young (Generation Z) entrepreneurs, that also generated a larger media coverage.

The EEE National Launch in Szeged, Hungary has concluded the series of EEE national multiplier events during the lifetime of the project, with the other national launches held in Innsbruck (Austria) and Halle/Saale (Germany). The launch events on national level are a prelude to the international presentation of all EEE resources that will take place alongside the high-level UIIN University-Industry Interaction Conference in London from 20-22 June 2018 (<https://www.universityindustry.com/>).