



## GEW-USA 2012

November 12 – 18

*'The Entrepreneurial Advantage'*

### ***IXGEN & Atlanta Technical College***

*partner to celebrate Global Entrepreneurship Week 2012*

#### **'A Business Start-up Expo'**

*An interactive expo demonstrating 10 important steps to business start-up*

IXGEN's 'Big Idea' the '**Business Start-up Expo**' came to life on November 17, 2012 at the Cleveland Dennard Conference Center, Atlanta Technical College.

In partnership with Atlanta Technical College - Department of Economic Development, IXGEN's objective of bringing to the Metro Atlanta business-minded community, resources, connections, information, and expertise that could help to support micro enterprise creation and development, was met. The Business Startup Expo attracted aspiring entrepreneurs, new business owners and college students. Exhibitors included the Small Business Administration (SBA) Georgia District, the University of Georgia Small Business Development Center (SBDC), Club Entrepreneur, SCORE Chapter 48 of Atlanta, Citizens Trust Bank – Lithonia Branch, South Africa US Business Chamber, Legal Shield, Atlanta Technical College, IXGEN, and Atlanta Metro Black Chamber of Commerce.

The Business Expo opened with a Forum on the theme for the day, 'The Entrepreneurial Advantage'. Several eminent speakers addressed the theme from the perspective of their organization's offerings, each highlighting how their programs and services support small business startups and development.

Ms. Emmenette Mason, founder and CEO of IXGEN, in her welcome remarks explained what Global entrepreneurship Week (GEW) was about. She said that **GEW** is a worldwide movement of entrepreneurial individuals and organizations: inspiring, connecting and equipping entrepreneurs while showcasing the support that is available to them all year round. Global Entrepreneurship Week celebrates the innovators and job creators who take the challenge of launching startups that turn ideas into reality, drive economic growth, and change lives for the better.

The forum was in three segments each followed by a Q & A session. The forum climaxed with a keynote address eloquently delivered by Mr. Kenneth Dobson, Director of Fulton County Economic Development. In his remarks, Mr. Dobson pointed out that because of the current trends in the USA and worldwide economies, business development will have to be done in new ways especially with regard to startups. Starting from a world that is being reshaped by budgets, spending, and technology, we will have to become more innovative, and look at business opportunities that are more competitive, Mr. Dobson continued. He highlighted home-based, internet-based, and innovation-based businesses as presenting the best opportunities for both part-time and full-time sources of employment. In this 21<sup>st</sup> century, e-cafes, venture cafes, and venture investments will become the norm in business development.

Mr. Dobson however, cautioned aspiring entrepreneurs of the challenges that startups face, and warned them that they should be prepared for changes in lifestyle, putting in a lot more sweat equity, personal investment, fiscal discipline, partnerships, and other sacrifices as they go through the business startup process. Businesses that have gone through this process are better prepared for going international, he concluded.

Ms. Patricia 'Pattie' Walden, Media Relations Director of the Atlanta Metro Black Chamber of Commerce (AMBCC), and dubbed as one of the most versatile voice artists in the U.S., expertly moderated the forum. She thrilled the audience with a rendition of her famous voice-over that millions of AOL users worldwide hear when they open up their email – "Welcome! You've Mail!"

The one-day expo was from 11:00Am to 3:00PM and was hosted by the Dennard Conference Center, courtesy of Atlanta Technical College.