

Laayoune, January 15, 2019

Press Release

Seventh Junior Entrepreneur Breath Competition

Promoting Youth Entrepreneurship in Laayoune

On **Wednesday, January 16**, the Phosboucraa Foundation Laayoune Learning Center will hold the seventh **Junior Entrepreneur Breath (JEB) competition**. This competition, which has become a major event for the Foundation Centers, aims primarily to introduce and instill the culture of entrepreneurship in young people. The participants, all beneficiaries of the Learning Center, are taking the Skills Acquisition training to improve their chances of professional integration. This training program teaches beneficiaries about self-marketing, foreign languages, IT, interpersonal skills, and creating projects.

Learning about entrepreneurship provides young people with valuable skills such as critical thinking, decision-making, leadership, teamwork, and innovation, all of which will be precious tools in their pursuit of careers. Another of this program's advantages is that it opens the doors of opportunity for young people. The beneficiaries engaged in the employability program discover an alternate career path: starting their own business and working for themselves.

On Wednesday, January 19, twenty young aspiring entrepreneurs working on ten different projects will participate in the JEB competition to present and contend for their project ideas. The jury, made up of professional entrepreneurs, will choose three winners, who will receive awards for best presentation, best exhibition, and best project idea. For those who wish to take their project ideas further, the Phosboucraa Foundation has set up a support and coaching system in its Centers.

Note that the Phosboucraa Foundation's entrepreneurship promotion activities in the Southern regions are not limited to initiating young people. Focused on its mission to support the socioeconomic development of the Kingdom's Southern Provinces, the Phosboucraa Foundation has implemented an entrepreneurship strategy combining coordinated and relevant activities to respond to the challenges of promoting entrepreneurship. This multi-input strategy includes training, awareness, support, co-financing, and innovation, all of which is done with the close collaboration of professionals in the Southern regions.