

INCREDIBLEUROPE 2011: HOW TO TURN YOUR IDEA INTO BUSINESS

(Vienna, March 2011) *Since its start in 2009 the initiative IncredibleEurope has developed into a pan-European movement, which empowers innovative, creative and entrepreneurial changemakers to a "bottom up" change.*

Due to the great success of the previous years, this year's IncredibleEurope Summit – from the 9th to the 10th of June in Vienna – focuses on "The Influence of ONE". It refers to the influence of ONE Europe as one global player as well as the influence of ONE individual to inspire a bottom-up change.

Main focus on entrepreneurship. At the IncredibleEurope Summit special attention is given to entrepreneurship with the main objective to assist courage, creativity and innovation as well as enthusiasm for experimentation. The organizer Brainswork is proud to announce the CEO of Virgin Unite – JEAN OELWANG – as the keynote speaker. "*Jean manages the entrepreneurial foundation of the Virgin Group and represents - along with Richard Branson - a textbook example for successful cross linking between 200 Virgin business companies all over the world. She really incarnates the future change maker.*" reports IncredibleEurope initiator Prodanovic thrilled. Jean is member of the Advisory Board of The Elders, a group founded by Peter Gabriel and Richard Branson dedicated to use their influence in solving world conflicts. Amongst others Nelson Mandela, Jimmy Carter, Aung San Suu Kyi and Desmond Tutu belong to this association. Furthermore Jean is part of the Executive Board of Carbon War Rooms, a platform for the utilization of entrepreneurship for implementing market driven solutions against climate change.

European failure culture. A wider tolerance concerning failures and as a consequence thereof a further pursuit of the focused target was discussed in detail at the IncredibleEurope Summit 2010 and constitutes this year a big emphasis. The IE Summit and its paradigm "Think Europe 2049 – Act now!" serves as an empowerment station for Europeans. More information on IncredibleEurope and tickets are available as of now at www.incredibleurope.com

Activities 2010. With pride IncredibleEurope looks back onto an active year 2010, which was decisive for many initiatives like Business Angelinas, IncredibleEurope Young Ambassadors, IncredibleEntrepreneurs Club to mention a few, but as well received overwhelming positive resonance of influential change makers to continue the viable cooperation with the IncredibleEurope initiators.

Impulses from Vienna. Vienna is not only the chosen location for the IncredibleEurope Summit, but also the headquarter of Brainswork GmbH. Selma Prodanovic founded Brainswork for the purpose of supporting and consulting visionary entrepreneurs. The offer is intended both for start-ups and established entrepreneurs who are eager to change the future in a positive way. For further information please visit www.brainswork.at.

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