



Presse release  
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## « Entrepreneurs for the world »: The World Entrepreneurship Forum awards its prizes for 2014

The 7th edition of the World Entrepreneurship Forum (WEFO) that is taking place from 19 to 22 October in Lyon, France, last night awarded prizes to four exceptional entrepreneurs for their impact on society and their capacity to change the world. The award ceremony took place during a Gala Dinner bringing together more than 500 forum participants in Lyon's eco-district, la Confluence.

### The laureates for 2014 are:

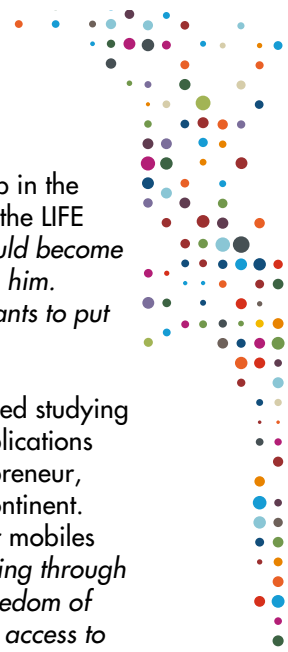
- « **Social entrepreneur** », **Rodrigo Baggio** (Brazil) : regarded by Time Magazine as one of the leading powers of the 21st Century in Latin America, this former IBM employee, computer « geek » and digital activist owned his first computer at the age of 12 and in 1995 created the Committee for Democracy in Information Technology (CDI). This NGO, based in Rio, is present in 10 countries in Latin America, Europe and the United States and promotes social inclusion, seeking to help disadvantaged people gain access to Information and Communication Technology (ICT), promoting entrepreneurial development and improving the quality of life in general. The CDI has created autonomous information technology community centres in impoverished rural areas, favelas and indigenous villages, detention centres for minors and psychiatric hospitals. Almost 800 digital work stations in total benefiting 46 000 people (2013 figures). Rodrigo Baggio is 44 years old. « *The CDI is aiming to use technology to change lives. Technology helps to gain access to democracy, a better way of life for everyone. Including European countries like the United Kingdom where we have developed specific applications for smartphones.* ».

- « **Educational entrepreneur** », **Bertil Hult** (Sweden/Switzerland). When in 1965, at the age of 23 he created EF (Education First), the young Swede was seeking new, simpler, more direct ways of learning. A childhood victim of dyslexia, his school life was somewhat chaotic and he left for England in order to learn English by immersing himself in the language. This experience led him to create the world's 1<sup>st</sup> private education company: 500 schools and offices in 52 countries with 16 000 employees, 21000 teachers and 15 million people trained in almost 50 years. Bertil Hult is one of the first people to have created a language teaching research and development centre incorporating a wide range of innovative, educational methods. EF Education First is the official supplier of language training to the Rio Olympic Games in 2016.

« *As a child I had immense problems reading. I was lucky enough to be able to go to England and learn a foreign language. I wanted others to have the same opportunity as well. That was what made me decide to create Education First* ».

- « **Business entrepreneur** », **Micky and Renuka Jagtiani** (India) : the former London taxi driver is the founder of the Landmark Group conglomerate that has a portfolio of brands in fashion, consumer electronics, hotel and catering, restaurants, retail and footwear. The Regarded as one of the top 100 most influent Indian company bosses in the Gulf, his adventure began in 1973 in Bahrain when he set up his first shop. His wife Renuka is also highly implicated in the group that is based in Dubai and present in 18 countries. It employs 40 000 people and has an annual turnover of 4.7 billion dollars.





Landmark signed a franchise agreement with Auchan enabling the French distributor to set up in the highly sought after Indian market. Other assets of this famous entrepreneurial couple include the LIFE foundation that supports underprivileged children in India. « *Micky never thought that he could become an entrepreneur. He was convinced that there were so many people that could do better than him. Today, he confirms that every one of us has this potential within us. This is the message he wants to put across to young people today* », explains Renuka.

- « **Young entrepreneur** », **Rapelang Rabana** (Bostwana/South Africa): having barely finished studying at the University of Capetown, she created Yeigo, a company that develops voice over IP applications for mobile phones. A pioneer in the telecoms sector, at just 30 years of age this young entrepreneur, now a resident of South Africa, has already been pinned as one of the stars of the African continent. She recently set up *Rekindle Learning*, a start-up that offers innovative e-learning solutions for mobiles and tablets that has had an impact on the whole of Africa. « *Mobiles are a great way of getting through to young people. Internet has enabled them to change their lives. It is no longer just about freedom of expression. It is also a question of political institutions opening up and young people gaining access to information*».

The World Entrepreneurship Forum, over the course of three days, brought together **250 entrepreneurs from 50 countries** including company founders, executives, academic and political decision-makers, financiers and investors and representatives from global institutions and non-governmental organisations (NGOs). The theme of this year's conference was **Entrepreneurship3.0: Unlimited Opportunities** incorporating conferences, Think Tanks and Do Tanks on set themes.

*The World Entrepreneurship Forum was created in 2008 by EMLYON Business School, one of the leading business schools in Europe and KPMG France. They have been subsequently joined by Nanyang Technological University and the ACE organisation (Action Community for Entrepreneurship), from Singapore, Zhejiang University China and the Lyon-based Institutions who work with OnlyLyon to develop its territorial marketing.*

*This unique community of entrepreneurs, who participate actively in building on the future of the planet come from many different countries, are of all ages and come from different backgrounds. EMLYON's main objective in creating it is to develop economic and social entrepreneurship, the creation of innovative businesses with high added value, the emergence of entrepreneurial cities and the way in which people are educated in entrepreneurship.*

**For more information: <http://lyon2014.world-entrepreneurship-forum.com>**

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