



W: www.youngenterprise Gibraltar.com
E: admin@youngenterprise Gibraltar.com
Contact: Ian Torilla, Business Advisor



PRESS RELEASE

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Young Enterprise Masterclasses are back!

Students attend the first Masterclass on Products and Services as the Young Enterprise Company Programme commences.

Over 90 students from across the schools and colleges in Gibraltar attended the first masterclass for the Young Enterprise Company Programme on Wednesday 11th October. The masterclass initiative supports the students by delivering weekly sessions to improve young people's financial skills, knowledge and confidence to assist with the growth and development of their product as they set up and run their own companies for an academic year.

This week's session, delivered by Julian Byrne, Chairman of the GFSB and Managing Director at Piranha Designs, focused on Products and Services. Drawing on his own practical experience Julian delivered a presentation designed to inspire students to focus on developing a great idea which they are passionate about. Julian also took the students through products that have flopped and succeeded before providing further support on the benefits of establishing a product in Gibraltar.

Business leader Ian Torrilla, Business Officer for the Young Enterprise, opened up the presentation and said "this 10th anniversary year provides again a personal development journey and encourage all to see it through to the end when they will look back with great satisfaction and sense of achievement guaranteed"

Bethan Perera, Communications and Operations Executive at Bland Group International, the Young Enterprise's main sponsor, also joined and spoke at the event. Bethan said "that the masterclasses, delivered by industry experts, are an excellent opportunity to expose students to our business community. They provide an environment where knowledge and experience can be shared with our students during this important time to ensure they have access to resources which will support their Young Enterprise journey".

The Company Programme is Young Enterprise's flagship programme for 15 to 19 year olds. Students taking part set up their own business for an academic year, mentored by business volunteers. It runs

for the academic year and concludes with a final in Gibraltar. Finalists then compete for the Company of the Year award at the Young Enterprise UK Final.

Masterclass sessions will be delivered over the coming weeks by experienced individuals who kindly volunteer their own time to impart their knowledge on our students as they set up and run their own companies for an academic year. Bland Group International employees, Nuria Saccone, Head of Destination Services and Eddie Asquez, Head of Logistics, will deliver masterclasses on Marketing and Logistics. Also lined up to deliver masterclasses are Casper Thy Jessen and Peter Hinrichs Bering from Jyske Bank.

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