

In partnership with the University of Cambodia, the U.S. Embassy in Phnom Penh will commemorate Global Entrepreneurship Week 2011 on Friday, the embassy's press released said. The event, which will take place on the fourth floor of the University of Cambodia's new campus beginning at 2:00 p.m.,

is aimed at generating greater interest among young Cambodians in starting up their own businesses, it pointed out. According to the press release, the program will showcase two successful business stories in Brown Coffee & Bakery and Golden Rice. In addition, experienced panelists from various business sectors will offer presentations on applying for bank loans, preparing a business plan, and exploring marketable products. The Global Entrepreneurship Week is a worldwide celebration of the innovators and risk-takers who bring new products, services, and processes to the marketplace, promoting job creation and economic growth while inspiring others to follow. The program was launched in 2007 by former Prime Minister Gordon Brown of the United Kingdom and Carl Schramm of the Kauffman Foundation. The Global Entrepreneurship Week has grown to 115 countries – with nearly 24,000 partner organizations planning more than 37,000 activities that directly engage more than seven million people. These activities, from large-scale business competitions and events to intimate networking gatherings, connect participants to potential collaborators, mentors and even investors, introducing them to new possibilities and exciting opportunities.