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## PRESS RELEASE

### YES held EXECOM in Istanbul

**B**russels, Belgium, October 1, 2009 – YES-European Confederation of Young Entrepreneurs, the pan-European organisation bringing together 16 national federations and representing more than 40,000 individual entrepreneurs held its EXECOM Meeting & Conference on 24-26 September in Istanbul, Turkey.

**T**he event, hosted by the Young Businessmen Association of Turkey - **TUGIAD** the Turkish member of YES, has been a great opportunity for young entrepreneurs from all over Europe to gather, to discuss and to exchange ideas related to innovative attitude in the context of new and renewable businesses.

**U**nder the title “**New Business Models**”, the EXECOM core lectures were hosted by high-level panelists such as Mr. **Terzioglu**, Vice-President of CISCO Systems, who talked about the possibility to transform the challenges that companies face into winning opportunities. Mr. **Karabulut** from the Ministry of Trade and Industry of Turkey presented the different range of opportunity and financial support offered by the Turkish Government to support the innovative activities of young entrepreneurs.

**I**n the second part of the EXECOM, which focused on new business models, key speakers presented new business models in media, food, health, internet and digital businesses, giving first-hand insights to the participants in the debate.

**M**artin **Ohneberg**, President of YES, and Suat Lemi **Sisik**, Director General of YES, at the closing of the event stressed once more the importance of mutual collaboration of entrepreneurs at European level in order to strengthen the spirit of **creativity** and **innovation**, which was the emphasis of this EXECOM Meeting and Conference.