



A Featured Event of  
Global Entrepreneurship Week/USA

**CONTACT:**

Amanda Bate  
(248) 431-2221  
amandab@ARZIKA.com

**FOR IMMEDIATE RELEASE**

**Michigan Emerging Named a Featured Event for Global Entrepreneurship Week/USA**

**Michigan (Wednesday, October 13, 2010)** - Michigan Emerging, a conference designed to promote and connect innovators and entrepreneurs and the support system that exists only in Michigan, has been chosen as one of ten featured events in the nation for Global Entrepreneurship Week. During the week of November 15-21, over 30,000 events will take place across the nation to celebrate the entrepreneurial spirit. Michigan Emerging, the only featured event in Michigan, will be held on Wednesday, November 17<sup>th</sup>, at the Ford Conference and Event Center in Dearborn, MI from 9am-7pm. Tickets are \$20 online until November 10th and \$40 at the door.

Global Entrepreneurship Week (GEW) is an initiative to inspire others to embrace innovation, imagination and creativity. Across the globe people young and old will join together at local, national and global activities developed to “unleash ideas.” In the past two years GEW has expanded to include\*:

- Founding organizations: Kauffman Foundation and Enterprise UK
- 88 Official countries
- 18,277 Partner organizations
- 32,861 Activities
- 7,585,769 People participating

GEW concentrates on creating a positive attitude towards entrepreneurship throughout society, increasing entrepreneurial behavior and improving the ability of the global network to influence entrepreneurship globally.

At Michigan Emerging, attendees can expect cutting edge keynote presentations from business leaders from across the state and Washington D.C. Breakout sessions will focus on the top emerging sectors of Michigan in 2010 and what is coming, what needs to happen, how to become involved. The curriculum has been designed to inform and enable those individuals and companies that are leading the change and succeeding.

There are several ways to still get involved with Michigan Emerging, from exhibiting your business to sponsorship opportunities to simply registering to attend the conference. For more information on Michigan Emerging, visit [www.michiganemerging.com](http://www.michiganemerging.com) or call 248.275.1337.

**Take an active role** —help spread the word through social media on twitter @MIEmerging and join the Michigan Emerging groups on Facebook and LinkedIn.

Michigan Emerging, once known as the Celebrate Michigan Expo, is being produced by ARZIKA in conjunction with Jan and Marshall Rice formerly from MichiganMall.com. ARZIKA provides executive event, experiential marketing and event management services designed to build and maintain brand recognition and audience engagement. For more information on ARZIKA please visit [www.ARZIKA.com](http://www.ARZIKA.com).

\*Global Entrepreneurship Week 2009. Impact Report: Creating Life- changing entrepreneurial experiences for millions of people. October 13, 2010 <http://gewusa.org/sites/default/files/upload/impact.pdf>

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#### **About ARZIKA**

ARZIKA, LLC provides executive event, experiential marketing and event management services designed to build and maintain brand recognition and audience engagement. Founded in 2005, our team is devoted to equipping our clients with customized event marketing strategies aimed at delivering key decision makers, accelerated revenue opportunities and customer retention. As a part of ARZIKA's services we offer: speaker acquisition, marketing & graphic design, executive forums and delegate outreach. ARZIKA executes with innovation, integrity and excellence. To contact ARZIKA call 248-275-1337 or visit online at [www.ARZIKA.com](http://www.ARZIKA.com).

#### **FOR MEDIA ONLY:**

All speakers are available for interviews. Please contact Amanda Bate at 248-431-2221 or [amandab@ARZIKA.com](mailto:amandab@ARZIKA.com) to schedule an interview.