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# ARZIKA Announces 2011 Michigan Emerging

Global Entrepreneurship Week will highlight well-attended event at Cobo Hall November 14, 2011

**Troy, MI, August 25, 2011** – Michigan Emerging will connect, inform and educate hundreds on Monday, November 14, 2011, at Cobo Hall in Detroit. Michigan Emerging is a comprehensive, non-political, cross-industry event spotlighting the initiatives of universities, corporations and individuals. It will aid in the development of a more diverse, robust and competitive Michigan.

Michigan Emerging is proud to announce that they have been chosen as one of 10 exclusive events endorsed and promoted by the National Organization Global Entrepreneurship Week. It will connect people through local, national and global activities designed to help them become self-starters and innovators. Events like Michigan Emerging provide participants with the knowledge, skills and networks needed to grow, collaborate, motivate and dominate--contributing significantly to the future of Michigan.

“Michigan Emerging 2010 was extremely productive for me as a newcomer to the Detroit area,” said Rishi Jaitly, formerly a Google Executive, the Co-Founder and Chair of Michigan Corps, and currently the Program Director of the Knight Foundation in Detroit. “Put simply, it empowered me locally with relationships, knowledge, and ideas. It opened doors that led to an invitation to join the Governor’s Transition team and was instrumental in helping an idea crystalize for me called Kiva Detroit—a program that I have since launched that empowers Detroiters to champion local small businesses with microloans. The event was truly a turning point, advancing my career and making me feel locally involved and welcome. I look forward to attending the 2011 event.”

Michigan Emerging will bring together the resources needed to highlight and facilitate the change necessary to create great wealth and industry in Michigan.



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It is a platform for celebrating the achievements being made statewide. An affordable and manageable event, it will provide entrepreneurs, inventors and small business owners the tool kit needed to succeed in today's turbulent, competitive business climate.

The event will begin at 8:30 a.m. and will run through 5:30 p.m. There will be keynote speakers, panel discussions, informational and educational sessions tailored to inspire the attendees on various topics relevant to their individual needs. The day will finish with an awards ceremony recognizing and celebrating individuals and companies that are leading the charge and succeeding.

"I had the pleasure of serving on the board and attending last year's Michigan Emerging," said David Behen, CIO for the State of Michigan. "It was amazing to see such a focus on the forward progress the State is making and the talent and innovation generating that change. After spending the day with all the right people, I was convinced that Michigan is emerging and I am glad to be a part of that."

Tickets are \$45 in advance and at the door and include a \$15 food voucher for lunch. To register visit, [www.MichiganEmerging.com](http://www.MichiganEmerging.com)

There are several ways to get involved with Michigan Emerging from exhibiting a business to sponsoring opportunities, to telling your network about the event 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.

ARZIKA, founded in 2005, provides executive event, experiential marketing and event management services designed to build and maintain brand recognition and audience engagement. ARZIKA is devoted to equipping clients with customized event marketing strategies aimed at targeting key decision makers with accelerated revenue opportunities and customer retention. Visit [www.ARZIKA.com](http://www.ARZIKA.com) or call (248) 275-1337.

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