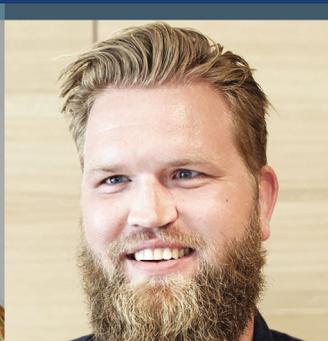


FERD'S LIST

of Inspiring Entrepreneurs and Leaders



Honourees 2017
Brussels, October 11th
NORWAY HOUSE

FERD'S LIST

15:30 - REGISTRATION - COFFEE



16:00 - WELCOME



Oda Helen Sletnes,
Ambassador of Norway to the European Union



Robert Anger,
*Senior Vice President & Partner at
FleishmanHillard
- Moderator -*

16:10 - THE FERD'S LIST INITIATIVE



Johan H. Andresen,
Owner and Chairman of FERD

16:20 - CELEBRATION: FERD'S LIST 2017!

Interview and discussion with the 2017 FERD's LIST honourees

17:15 - PANEL DEBATE

Europe needs more young entrepreneurs, innovators and leaders who can contribute to job creation and growth.



Ulla Engelmann,
*Head of Unit for Clusters, Social
Economy and Entrepreneurship
(DG GROW)*



Pål Thorvik Næss,
*Director of Entrepreneurs and
Startups, Innovation Norway*



Irene Cervellera Micheli,
Angel Investor for start-ups



Eva Maydell,
*Member of the European
Parliament, EPP, Bulgaria*

18:00 - CLOSING REMARKS



Caroline Jenner,
CEO, JA Europe

18:15 - COCKTAIL AND WALKING DINNER



Boris Kolev

Managing Partner at
DigiMark

www.digimark.bg

Boris Kolev started his entrepreneurship career on the age of 13 during the JA Company programme. At the age of 18, he founded his first company 'JT International'. His rapid success in the marketing innovations sphere got the attention of world business media and at the age of 19, the Business Week Worldwide Magazine ranked him in the top 3 of 'Europe's Best Young Entrepreneurs for 2007'. In 2013 a new company in the JT International group was founded – DigiMark, a start up specialized in mobile software development and smartphone applications, which has been recognized as the fastest growing startup company in the country. The same year, Forbes magazine puts Boris in the first '30 under 30' list of the young Bulgarians with greatest potential.

In 2016 Boris founded the tech VC company 'DigiMark Ventures' which has currently invested in 8 local startups in the sphere of Education, Healthcare, Biotech and AI. Boris is also putting lots of efforts in developing the Corporate Social Responsibility and Sustainable Development culture within the Bulgarian business environment running the "CSR Bulgaria" non-profit organization since 2009. He is teaching "Sustainable Business Practices" major in the Master degree program of CSR he founded in partnership with VUZF University in Sofia. Currently Boris runs a group of 4 companies in the digital and software innovations sphere as well as 2 non-profit projects.



Claudia Suhov

Founder & Creative
Director at Kidster

www.kidster.ro

Claudia Suhov is the founder and creative director of Kidster, a company that offers educational programs for children in different cities in Romania. Her programs are focused on entrepreneurship and tech skills, because she strongly believes that children must be encouraged to follow their passions and to create their own future.

Claudia dedicated her youth working as a volunteer since age 17 in different NGOs and managing several educational programmes for high school and college students. She won the national entrepreneurship competition award organised by JA Romania in 2012, was nominated by Forbes Romania in the top 2014 “30 Under 30”, and won the international prize “Young Leonardo Trans - Generational Learning 2015” given by Leonardo European Award.





Christian Erfurt

CEO and Co-Founder at
Be My Eyes

www.bemyeyes.com

At the age of 13, Christian was playing soccer, climbing trees and fooling around like any other child. However, his carefree existence was disrupted when he was diagnosed with cancer. Five years, numerous treatments and surgeries later, he had won twice the battle against cancer. Surviving cancer has been the best teacher for the young Dane. It gave him a perspective, a deep love for life and a positive approach to cope with challenges.

These capabilities enabled Christian to set up his first company, GP Medical Services at the age of 18 during the JA Company programme. His experience made him realise that healthcare industry is full of problems as well as opportunities.

Today, Christian is the CEO of “Be My Eyes”, a simple but powerful app enabling the blind and visually impaired to ‘see’ through the eyes of sighted volunteers via a smartphone.



Chris Slater

Co-Founder & CEO (USA)
at Simply Business

www.simplybusiness.com

Chris Slater helped turn Simply Business from a tiny start-up company into one of the UK's largest online business insurance providers in less than ten years. He is now on a mission to change insurance for all small businesses across the world driving their first international business outside of the UK; launching the business in the US in the fall of 2016.

Today Simply Business employs more than 450 people across its London and Northampton offices, has a growing team of over 30 people in Boston, Massachusetts, and has won the Sunday Times Best Company to Work For in both 2015 and 2016. Most recently the business has achieved B-Corp accreditation, enshrining the social and environmental values the business has been built on in creating a new force for good within the corporate landscape. Prior to working at Simply Business, Chris worked in a number of roles at Royal & SunAlliance, including a role on the MORE TH>N launch team, and he currently invests in and advises to a number of start-ups across a range of sectors, as well as advising and supporting a number of charitable ventures including "Young Enterprise" (Junior Achievement in UK).



Erik Fjellborg

CEO & Founder at Quinyx

www.quinyx.com

Erik came with the idea of building a workforce management tool when he was working for McDonalds while he was at high school. He started his business during the JA Company programme in Sweden and founded Quinyx, the first fully cloud based Workforce Management solutions. Over the years Quinyx has grown to become the market leader within SaaS Workforce Management serving industries such as Restaurant, Retail, Gyms, Call Centres and hotels. The web service today has over 250,000 active users all over the world and the business has over 100 employees spread across offices in Sweden, United Kingdom, Germany, Norway, Denmark and Finland.

Quinyx has been appointed one of the fastest growing companies in Europe by the newspaper Dagens Industri's Gasell-competition with 600 % organic and profitable growth 2010-2014. Erik has been mentioned as one of the most promising young entrepreneurs in Europe by BusinessWeek and is a frequent speaker on topics such as start-ups and SaaS. He has received numerous awards, for example Entrepreneur of the Year by Founders Alliance and International Growth Award by Ernst & Young.



David Darmanin

Founder & CEO at Hotjar

www.hotjar.com

Over the 12 years before founding Hotjar, David generated hundreds of millions of dollars in growth consulting fast growing startups and fortune 500 firms. He has built multiple teams, developed brands and run hundreds of tests for his clients... spanning across 19 languages, 12 currencies and 13 industries. Today Hotjar is used on over 220,000 sites and is one of the fastest growing analytics startups in the world.

David participated in the JA Company Programme in Malta in 1998, he was Managing Director of the JA Company 'Omicron', winner of National and European Competition. "Looking back, I now realise that participating in Junior Achievement was the beginning of everything for me. It changed my path. It landed me jobs with amazing bosses that made me the CEO and business owner I am today."

SOCIAL MEDIA

HASHTAGS

Please use **#FERDsLIST** for tweets and posts

Additional hashtag **#SwitchOnEurope**

JA EUROPE ON SOCIAL MEDIA



@JA_Europe



@jaeurope



@JA Europe

FERD - JOHAN H. ANDRESEN



@FerdOwner

HONOUREES 2017

Boris Kolev	@boris_kolev	@DigiMark_BG
Claudia Suhov	@ClaudiaSuhov	
Christian Erfurt	@ChristianErfurt	@BeMyEyes
Chris Slater	@simplybusiness	
Erik Fjellborg	@erikfjellborg	@QuinyxAB
David Darmanin	@davidarmanin	@hotjar

OTHER ACCOUNTS TO ENGAGE

Ulla Engelmann	@ulla234	@EU_Commission
Pål Thorvik Næss		@InnovasjonNorge
Eva Maydell	@EvaMaydell	@Europarl_EN
Caroline Jenner	@CJenner_JA	
Mission of Norway to the EU		@NorwayEU

ABOUT FERD

Ferd is a family-owned Norwegian industrial and financial group that is an active and long-term owner of strong companies with international potential and carries out financial activities through investments in a broad range of asset classes. In addition to the group's purely commercial activities, Ferd has an extensive involvement in social entrepreneurship and micro financing.

www.ferd.no



ABOUT JA EUROPE

JA Europe is Europe's largest provider of education programmes for entrepreneurship, work readiness and financial literacy, reaching 3.5 million students in 40 countries in 2016.

JA Europe brings the public and private sectors together to provide young people in primary and secondary schools and early university with high-quality education programmes to teach them about enterprise, entrepreneurship, business and economics in a practical way.

www.jaeurope.org



ABOUT "SWITCH ON EUROPE"

'Switch on Europe!' is a campaign targeting policy-makers at European and national level to raise awareness about the lack of entrepreneurship education in our European education systems and the missed opportunity for European citizen. At a time when a key priority of the European Union and the Member States is to deliver on the Jobs, Growth and Innovation agenda, Entrepreneurship Education is part of the solution.

www.switchoneurope.org



FERD



Mission of Norway
to the European Union