



For immediate release

Qatar Career Fair calls for final entries to its prestigious Estathmer 2014 competition

Deadline for applications is Saturday, January 18th

Doha, January 16 2014: Qatar Career Fair (QCF) has issued its final call for entries to the prestigious, annual Estathmer 2014 competition, now in its fourth year. Candidates have until 18th January 2014 to enter the competition before shortlisting begins.

In partnership with the Bedaya Center for Entrepreneurship and Career Development, QCF is encouraging young Qataris to submit their ideas for a brand new business concept, in the hope of being chosen to showcase their ideas at the Qatar Career Fair 2014 and kick-start their careers. This year's competition is also open to smaller Qatari businesses wanting to give their existing products and services a boost in the market.

The Estathmer 2014 competition rewards excellence in creativity, innovation, business and presentation and provides the perfect platform for budding entrepreneurs to demonstrate their talents and flair for business. Those shortlisted will spend a week attending business courses and presentation skills training and will then be invited to present their business proposals to a panel of judges, made up of young, talented Qatari entrepreneurs, who will choose up to five winners with the most outstanding proposals.

The same panel of judges will consider all entries before shortlisting the top 10 businesses. Each of these businesses will then have to face the panel and present their work and activities and prove how they support Qatar's success story around careers. Following these crucial presentations, winners will be chosen and invited to showcase their businesses to the thousands of people attending the Qatar Career Fair 2014 in April.

Winners from both categories will be given a free booth within the Qatar Career Fair's 'Startup Arena', gaining invaluable exposure to a plethora of key influencers and peers. They will also be invited to network with potential employees, partners and investors throughout the duration of the Fair.

Speaking before the competition opened, Abdulla Al Mansoori, Director of QCF, said: "We believe in the Qatari youth and what they are capable of achieving, and the Estathmer 2014 competition comes in place to encourage young Qataris to unlock their potential. Estathmer 2014 is in full support of the national development strategy, and we at Qatar Career Fair aim at re-emphasizing the importance of leadership and the role it plays in building the society. We understand every person has their own unique capabilities, and it's time we release them to resume our journey towards development."

"We are proud of everything that has been achieved so far since the launch of Estathmer four years ago, as many ideas for ambitious projects have been presented. We look forward to more this year."

Mr. Saleh Al Khulaifi, General Manager of the Bedaya Center for Entrepreneurship and Career Development, added: "The competition represents a very important project, as the business leadership and SME sector is rapidly growing. We believe that the youth's contribution to this sector is vital."

He noted that involvement in the Estathmer 2014 competition would provide young Qatari Entrepreneurs with a solid foundation in business that could strengthen Qatar's economy in line with Qatar's National Vision 2030.

“Supporting the Small and Medium Enterprises sector is a long-term process that requires on-going investment from everyone in the sector. More importantly, opportunities like ‘Estathmer’ must always be available to break the fear barrier and get youth engaged in such initiatives.”

Qatar Career Fair hosts a number of programs and initiatives designed to spread career awareness and establish a solid career culture in Qatar. Its flagship event the Qatar Career Fair takes place at the Qatar National Convention Centre this April and is expected to attract more than 60,000 visitors, more than half of which are young Qataris.

Registration for the Estathmer 2014 competition opened on 25th November 2013 and the closing date for entries to both the existing small business category and the new business ideas category is the 18th January 2014. The shortlisting process will continue until 2nd February and winners will then be informed on 16th February.

For more information about QCF and the Estathmer 2014 competition, please visit http://www.qatarcareerfair.com.qa/ar/QCF_2014/QCF_2014_Activities_And_Events/QCF_2014_Activities_And_Events_Istathmer.aspx

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Notes to editors

Existing small businesses competition eligibility criteria:

- Applicants must be the owner or co-owner of the business/idea
- All business types/ideas are acceptable with the exception of distributors
- Businesses must have a yearly revenue of less than QAR 500,000
- Businesses must have a commercial registration of less than 3 years
- Business will have a maximum of 10 employees
- Businesses must have a website or a marketing presence on Facebook, Twitter or Instagram
- Businesses must have already designed and produced their promotional material e.g. business cards, brochures, leaflets

About Qatar Career Fair

Qatar Career Fair is a center committed to the development and implementation of a number of programs and initiatives that aim to spread career awareness and establish a career culture in society. One of its many initiatives is the annual career fair that provides an opportunity for youth to learn about governmental agencies and private sector institutions with the aim of building career awareness and to support Qatari youth enter the professional market.

About Bedaya Center for Entrepreneurship and Career Development

Bedaya Center for Entrepreneurship and Career Development supports youth in Qatar in developing their careers either through the governmental and private sector or through creating their own opportunities via the establishment of new businesses. The center provides advisory and mentoring services in addition to its more targeted programs that aim to enhance career awareness and entrepreneurship among high school and University students.