



## **AUC V-LAB TO DISCUSS EGYPT'S CREATIVE INDUSTRY STARTUPS IN PARTNERSHIP WITH DROSOS FOUNDATION**

### **WHAT**

The School of Business's Venture Lab (V-Lab) at The American University in Cairo (AUC) will hold its first roundtable discussion about Egypt's creative industry startups and their journeys, in partnership with Drosos Foundation, a non-profit development organization based in Zurich, Switzerland that has been active and operational in Egypt since 2005.

In this roundtable, panelists will come together to discuss the case of Up-fuse, an environmentally-conscious startup that applies a slow-fashion model, and its journey from a graduation project to an international social enterprise. Up-Fuse works on reducing waste through ethical production and supporting local artisans and women who endure harsher conditions.

This session is the first of several events based on the series of case studies produced by the AUC Venture Lab in collaboration with Drosos Foundation about Egyptian creative industry startups and their challenges. The partnership between AUC Venture Lab and Drosos Foundation has grown over the past few years, supporting startups in the creative sector accelerate their businesses and expand their impact.

AUC Venture Lab is Egypt's first university-based startup accelerator and a leading accelerator in the Middle East and Africa. It supports innovation-driven and passionate entrepreneurs looking to turn their solutions and technologies into viable businesses.

### **WHO**

Panelists include Yara Yassin, cofounder of Up-Fuse; Salem Massalha, cofounder of the social enterprise Bassita; Michael Cassis, Egyptian-Greek entrepreneur and a brands director at Mintra; Wessam El Beih, Egypt country director of Drosos Foundation and Ayman Ismail, Abdul Latif Jamil endowed chair of entrepreneurship and the founding director of AUC V-Lab. Case co-authors Seham Ghalwash and Noha El Sebaie, together with other guests from the creative and recycling spaces, will also be contributing to the discussion.

### **WHEN**

March 23, 2021; 3:00 – 5:00 pm

### **WHERE**

To attend the virtual event please register [here](#).

***MEDIA COVERAGE***

*Media interested in attending the event should contact Rehab Saad at +2.010.6881.5048, rehabsaad@aucegypt.edu. RSVP required and the press will be required to present valid credentials.*