

Oranjestad, October 10, 2011 - The Organization of American States (OAS) and the Young Americas Business Trust (YABT) invite young people between the ages of 13 and 36, who want to create and implement a business, or social project, to participate in the Talent and Innovation Challenges of the Americas (TIC Americas). TIC Americas will award the best projects with cash prizes of US\$ 5,000 during the Finals in Cartagena, Colombia, in April 2012.

TIC Americas is a platform of opportunities, available to the youngsters of the Americas, to create and realize the potential of business ideas. It is an international competition that awards businesses and accelerates the process of market entry for young entrepreneurs. The competition goes beyond the development and evaluation of business plans to include extended phases of support, mentoring, prototype development, networking and international visibility, among others.

TIC Americas 2012, is a program where young people from the hemisphere can participate in two categories of awards:

- Talent and Innovation Awards: business and social projects that demonstrate talent and innovation in the proposal or business strategy.
- Eco-Challenge Awards: social or business projects that offer innovative solutions to environmental problems.

Eco-Challenge Awards are a joint initiative of YABT and PepsiCo seeking sustainable solutions to meet environmental problems through two Eco-Challenges:

1. Create an environmental culture through your business idea.
2. Solve an environmental issue through your business.

The registration deadline for the competition, in both award categories, will be December 15th, for more information and registration, go to <http://www.ticamericas.net> .

The Aruba Chamber will keep you updated on this competition.