

Industry Newsletter

October 2015 - Issue no.1

"... to inspire, energise, empower and engage young professionals to envision and realise their dreams..."

Hey, you!

It is with great pleasure that we share with you our very first Industry Newsletter, written from one Young Professional to another.

Go through the next pages and get a feeling of what is going on in your Region, ranging from new YP AGs and what are they up to, to the European Union Entrepreneurship 2020 Action Plan to an overview of the job market in the Gulf Cooperation Countries (GCC).

Yours trully,

Young Professionals 2015 Team



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Rafal Sliz Past-Chair Finland Section



Sara Barros Member Benelux Section



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All suggestions of topics or improvements to our next issue are very welcome! Please forward them to r8yp@ieee.org

Our warmest welcome to the newest **Young Professionals Affinity Groups!**



The IEEE Young Professionals Affinity was officially formed in October 2014. Our first meeting was held on the premises of Budapest University of Technology and Economics (BME). The opening words were presented by Péter Kádár, the chair of Hungary Section. Then Prof. Árpád Csurgay, an IEEE life fellow held a highly interesting presentation about the mission of an IEEE Young Professional in Hungary. As this event was also the first meeting of Young Professionals in Hungary, the stories of the members were told, how they ioined IEEE and what do they expect from this new formation. The tasks and possibilities of Young Professionals were discussed. We decided to organize special events for factory Young Professionals. as visits. conference attendance, other programs and courses.

As a newly formed group we have the benefit of diversity concerning professions and ideas. Our practice is to discuss ideas, select and implement the best ideas and define goals for the future. Our main goal is to increase the number of Young Professionals in Hungary. Therefore we will collect the benefits of being a member and promote it to possible members.

Hungary Young Professionals AG

The IEEE Young Professionals Affinity Group of Bulgaria was registered on 3 March, 2015. The scientific passion of eleven young professionals from Bulgaria, as well as their common interests motivated them to start the group. People from both the scientific and private sector united, which led to many interesting discussions, meetings and events. The group celebrated its launch on 28-30 May, 2015 at the International Conference "TechSys", held in the Technical University - Sofia, branch Plovdiv, Bulgaria. The conference took place in the city of Plovdiv, "European Capital of Culture 2019" - an ancient settlement and a modern day booming city. There were two special events exclusively for the members of the IEEE Young Professionals during the programme of the conference - the members had the opportunity to visit the center for Robotics and Automation and the Laboratory for Unmanned Aerial Vehicles at the Technical University, Plovdiv. Influenced by the passionate talk of the lecturers and the interesting discussions with attendees of the conference, the young professionals are planning the next official event. It is the people, the events, the desire for knowledge, the passionate talks, the potential contacts, and the friendly atmosphere that always inspires our YP group.

Bulgaria Young Professionals AG

The Portuguese Flavoured SYP Congress – The Leadership Camp

Being very dynamic units inside the IEEE ecosystem, IEEE Student Branches tend to experience a lot of changes throughout the years since ExComs are elected annually. New people coming in every year means that new ideas and will to present new activities is a regular feature on a Student Branch lifecycle. However, this factor also poses a problem that certainly every Student Branch has faced: knowledge transfer!

As people come and go, one of the biggest challenges that the Portuguese Section Student Branches face is: "How do I teach new members what I've learned before I leave?". With this idea in mind, the Instituto Superior Técnico Student Branch came up with a new nationwide event called "Leadership Camp".

The Leadership Camp is an annual activity organized within the Portuguese Section. Every year, a Portuguese Student Branch is responsible for receiving members from other Student Branches for a week end. In the Leadersip Camp, participants engage in activities in order to get to know each other, thus creating potential Student Branches partnerships, learn how to present their ideas or how to organize an IEEE event/initiative. Since networking is the flagship activity inside Leadership Camp, this event is usually held at a place where people need to interact with each other, like a hostel fully booked just for the event.

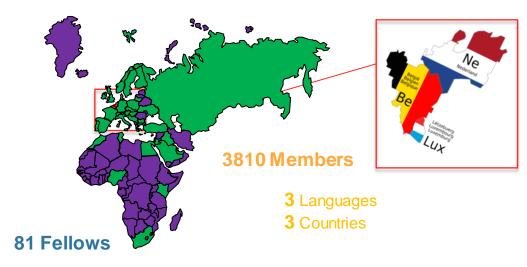
The event is now in its second edition. The first one was organized by the Instituto Superior Técnico Student Branch and included activities such as "SB Survival Kit", "From SB to the World" or a lecture on Leadership. The first edition also held a SB Chair Meeting.

On its second edition, the Leadership Camp made its way to the city of Porto, co-organized by the Faculty of Engineering of the University of Porto and the Institute of Engineering of Porto Student Branches. The activities were held on a hostel in the in the centre of the city, as well as on both university campi. Once again, networking and knowledge transfer were the biggest targets of the event, which held sessions like "Funding Requests and Reporting", "How to create a sexy Student Branch" or a public speaking workshop.

The feedback received on the first two editions made it clear that this kind of events pleases the Portuguese IEEE Members due to the informal learning environment and the opportunity to get involved in IEEE while developing soft-skills and establishing a nationwide contacts network.







Young Professionals AG bnl-yp@ieee.org
Women in Engineering AG t.e.motoasca@tue.nl



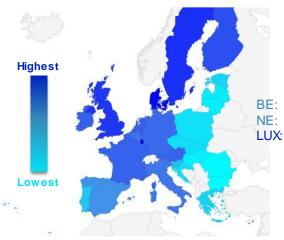
N. of patent applications per million inhabitants filed to the EPO in 2014 – top 20. [docurrents.epo.org]

1	Switzerland	848
2	Finland	416
3	Netherlands	406
4	Sweden	395
5	Denmark	354
6	Germany	316
7	Austria	239
8	Belgium	182
9	Japan	173
10	France	159

11	Israel	133 EU
12	Ireland	126
13	Republic of Korea	125
14	United States	114
15	Norway	102
16	United Kingdom	74
17	Singapore	63
18	Slovenia	62
19	Italy	59
20	Canada	49



Unemploy ment rate in the Benelux [http://ieconomics.com/]



Av erage net salary in EU [http://www.reinisfischer.com]

1946€

2136€

3189€

Benelux Chapters

Aerospace and Electronic Systems / Geoscience and Remote Sensing (AES/GRS)

Antennas and Propagation/Microwave Theory and Techniques (AP/MTT)

Circuits and Systems (CAS)

Communications/Vehicular Technology (COM/VT):

Computational Intelligence (CI)

Computer (C)

Electromagnetic Compatibility (EMC)

Electron Devices (ED)

Embedded Systems (CEDA):

Engineering in Medicine and Biology (EMB):

Industry Applications/Power Electronics/Power Engineering (IA/PEL/PE)

Information Theory (IT)

Instrumentation and measurement (IM)

Photonics (LEO) Robotics and automation (RA) Signal Processing (SP) Solid-State Circuits (SSC) Technology Management (TM)

Top 12 Biggest Companies and their ranking worldwide

Royal Dutch Shell ING Group Anheuser-Busch InBev Unilever Schlumberger EADS Aegon	7 60 76 103 119 135 207	(NL) (NL) (BE) (NL) (NL) (NL)
LyondellBasell Industries	243	(NL)
VimpelCom	270	(NL)
HeinekenHolding	299	(NL)
KBC Group	323	(BE)
Ageas	424	(BE)

[Forbes Global 2000, 2013]

You don't look a day over 22. Nevertheless, if you were to be 22 again, what would you do differently?

If I was 22 again and had the experience I have today, I would strive to find out what makes me happy. I would talk to friends, family, alumni of university or school about their career choices, listen to their challenges and failures and try to set up my own vision of life. I would allow myself to grow and fail as I go along. I would explore different ways of life, study abroad for a semester or two, get a taste of industry life by taking on different internships and find my own spot.

If I was 22 again, I would allow myself time to sit down and relax, take time to reflect upon my emotions and feelings and decide how I want to shape the next steps as I walk along my very own path of life. I would not be afraid of making the wrong decision as there are no wrong decisions. I would do lots of sports, eat my favorite ice cream and not count calories. I would not be afraid of my life ahead.

If I was 22 again, I would learn and practice to say no to what makes me sad or mad. I would carve out time to do crazy things such as paragliding, bungee jumping or traveling the world all summer long. I would take the freedom to skip boring classes and choose those that are most interesting to me, study hard for exams, party even harder and enjoy life to its fullest.

Interestingly, back when I was 22, I had recently joined IEEE and found myself amongst the team who organized the biggest student event in the Region, the biennial IEEE Region 8 Student Branch Congress. My colleagues and I were heavily involved in summer classes teaching robots how to play soccer and taking the first round of final exams. I remember almost sleepless nights spent in the computer lab trying to get the robot to cooperate. It were fun and crazy times, getting myself heavily involved with doing many things in parallel, keeping my IEEE team together, sporadically still serving as karate coach and club secretary, and managing my university studies. I was young and wild and free to do whatever felt good.



Eva Lang lives in Passau, Germany, where she studied Computer Science and spent the first years of her career working for a research institute as software engineer. She last worked as Technical Consultant in the logistics industry and is currently resetting her career. Eva is a Senior Member of the IEEE and has served the organization in many different capacities ever since she was 22.

I loved being with friends and disliked spending time in the library to study the literature on the professor's literature list. Well, I guess I did fair enough and would not miss a single day, whatever crazy schedule I was running on.

If you are in your early twenties now, I encourage you to go out and taste the world with all your senses, find out what makes you feel good and adjust your doing accordingly. Dream big and take courage to act big as well. If you are past your twenties, do not regret what you did not do and dwell on the shortcomings you see, identify the areas in which you want change to appear and change what you do not like. You only have one life on this planet, so I cordially encourage you to make the best out of it.

Good luck!

Eva

Join the European Union Entrepreneurship 2020 Action Plan

In 2013, the European Union recognized entrepreneurship and innovation as an escape plan for the on-going economic and financial crisis.

They published a very important document called "Entrepreneurship 2020 Action Plan", defined as a blueprint for decisive action to unleash Europe's entrepreneurial potential, to remove existing obstacles and to revolutionize the culture of entrepreneurship.

According to the European Commission [1], entrepreneurship is a powerful driver of economic growth and job creation. By increasing the number of entrepreneurs and companies, Europe should go back to growth, new markets will be opened and the most important, new jobs will be created. In this process the small and medium-sized enterprises play a key role in fostering entrepreneurship, developing innovative products and services, economic growth and social integration.

The Entrepreneurship 2020 Action Plan proposes three main measures for immediate intervention:

- Entrepreneurial education and training to support growth and business creation – the goal is to improve business knowledge and develop their entrepreneurial mind-set among young people.
- Create the right business environment where entrepreneurs can flourish and grow – all unnecessary existing structural barriers should be removed, access to the crucial information should be straightforward and support in crucial phases of the business lifecycle should be provided.
- 3. Role models and reaching out to specific groups share successful entrepreneurial stories in order to motivate young people and improve an entrepreneurial career rank.

If you have an innovative and ambitious small or medium-sized business, you can apply for the Horizon's 2020 SME Instrument [3] and receive significant funds for your projects. Here are some essential tips for your application:

- Four evaluators will look at different aspects of your proposal: the technology, market knowledge, commercialization plan, and the financial angle. Usually, the proposal evaluation lasts around 30 minutes, so be sure to have an interesting proposal title and well written abstract.
- Each of the evaluators will look at three following criteria: impact, excellence, and implementation. Make sure your proposal is well balanced and covers all the aspects for each evaluation point,
- Evaluators usually check your web page, so make your web site has an excellent UX (User Experience),
- Make a catchy promotional video.

In the past five years, small and medium-sized enterprises have provided around 85% of the new jobs in the EU [2].

Remember: it is always a good time to start something new!

Entrepreneurship and Start-up scene in Africa

In Africa, similar as in other parts of world, more and more people are looking to start their own business, resulting in an entrepreneurial boom. Young entrepreneurs are building fast-growing companies with innovative technologies and businesses in various industries. One of the most important side effect for Africa is the creation of new jobs, with many successful startups hiring educated people from various fields. A list of the 30 most promising young entrepreneurs in Africa in 2015 may be found in [4]. Some examples of the successful companies with young founders in Africa are:

- Royal Electronics from Uganda company that assembles and distributes electronic home appliances:
- SteadiDrone from South Africa company that develops and manufactures advanced small unmanned aerial multi-rotor systems;
- Achievers Media from Nigeria the organization which hosts the popular African Achievers Award:
- Golden Palm Investments from Ghana holding company that invests in early stage venture and growth financing;
- Kronex Chemicals Ltd from Kenya a fastgrowing manufacturer of low-cost household cleaning products;
- Africa Impact Group from Mali an international organization focused on directing investment to socially and environmentally beneficial ventures.

References

[1]http://ec.europa.eu/enterprise/policies/sme/entrepreneurs hip-2020/index_en.htm

[2]http://ec.europa.eu/growth/smes/index en.htm

[3]http://ec.europa.eu/easme/en/horizons-2020-smeinstrument

[4]http://www.forbes.com/sites/mfonobongnsehe/2015/02/05

/30-most-promising-youngentrepreneursin-africa-2015/

[5]http://www.slush.org/2014/11/slush-world-discoveringstartup-scene-middle-east/

Entrepreneurship and Start-up scene in Middle East

The start-up movement in the Middle East has been happening among young people for the last several years and its landscape has changed significantly. Since small technology firms are startup scene multiplying. has exponentially and there are many startup clusters all around the Middle East. Despite the huge progress in startup scene in the Middle East some challenges still remain. An interesting insight into Middle East Startup scene may be found in [5]. Slush, a non-profit event organized by a community of entrepreneurs, investors, students and music festival organizers, has recently organized events in several countries in the Middle East.

In Iran, all companies are working in isolation from the rest of the world and therefore they are concentrated uniquely on their own market.

In Syria, due to the lack of the accelerators and VC firms and the current political situation, talented entrepreneurs often are forced to give up their plans or to go off borders to get support.

On the other hand, entrepreneurship in Lebanon, is constantly rising due to the various that coming together from efforts are entrepreneurs, startups, universities, investors and support groups.

Although the Middle East startup scene is diverse and distinctive, it is constantly growing and moving forward.

IEEE and Start-up scene

One interesting event is coming from Helwan Student Branch in Cairo. They have been organizing the Startup Campus for students during whole academic year with 16 different workshops from technical and business fields. Furthermore, during the 2nd IEEE World Forum on Internet of Things in December 2015 at University of Milan in Italy, a Startup Exhibition will be organized. All interested participant should check this link: http://sites.ieee.org/wf-iot/.

Lone Stone Studio

Can you shortly tell us your inspiring story about your company?

Lone Stone Studio was born from the idea of two engineering students: Godefroy de Compreignac and Pierrick Bignet. Passionate about digital innovations and video games, they wanted to combine real life and video games. After having worked on the concept and business plan for six months at Audencia Nantes (management), they began to develop City Invaders, the first tactical game in which you can conquer a place by fighting zombies and other local players. They now have two more partners, two employees and an intern in Nantes. City Invaders is now a prototype and will be launched as an alpha version soon.

What is your advice for young people and students wishing to start a startup company?

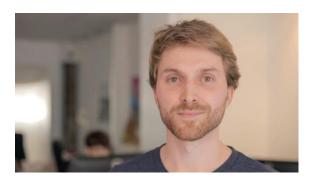
Don't wait. If you're full of motivation and have a good idea of innovation or execution, you can begin now. I'm really glad I didn't overthink when I started to work on my first projects: I earned a salary at 15 and two years later I developed a blogging platform that I successfully sold since then. The only thing I needed was a computer. Having a partner is better to brainstorm and to share tasks and responsibilities. And constant observation is necessary to know your market, your customers and your technologies.

What expertise/university degree should those young people already have?

Degrees are good for background knowledge and network, but they're not necessary to build a company. To know how to build a startup, you need to build a startup. You need to try, to fail, and to retry without doing the same error twice. Of course you need to educate yourself constantly about technologies, user experience, human resources, finance and about your specific market. A management degree for example is a good boost at the beginning, but you have to find a way to perfect your knowledge everyday by reading books, posts and newsletters, viewing conferences, etc.

For you, what is the optimal age for starting a startup?

I think the optimal age for starting a startup is before 25 because you still have a lot freedom to move (no mortgage, no children) and you generally still can be helped by your parents. It's important because you need to be 100% focused and you'll risk a lot of time. When you're young, it's also generally easier to work 70 hours a week and to accept to fail and retry.



How important is networking in a startup community?

Networking is important to challenge your ideas and to stay up-to-date. You can do it online for the most part. Networking only locally can be too restricting and networking too much can be a big waste of time.

If someone has some great "million dollar idea" should he/she keep the idea in privacy and work on a product and publish it after the product is finished or is it better to start spreading it immediately?

Your idea is worth nothing. Execution is important, not the idea. There are two cases: you can make an MVP in a few days or weeks - do it now and test it, you'll know if it works. Or, you need several months or years to develop a first version - challenge your idea as much as possible by talking about it, it will allow you to fix a lot of flaws and to hire your first partners and employees. Either way, you'll certainly gain much more by talking about your idea instead of hiding it. If your idea has not been proven, nobody will want to copy it. Only big successes are copied. If someone is really interested and skilled, hire him.

Is it better to found a company alone or with co-founders and why?

It's better to have one or two partner to brainstorm and to share tasks and responsibilities. I've done it alone, it's possible and there are some advantages, but that's too much responsibilities and work. Don't be afraid to share your company if sharing it makes it more successful.

In what phase should founders start to search for the investments (as soon as they get the idea or later)? Investments are really not necessary in all cases. Finding an investment is a lot of work and having an investor limits your freedom. If you really need an investment, try to first make a prototype with your partner(s), test it, then you can find an investment by showing that your product or service can and will work.

Bkam

Can you shortly tell us your inspiring story about your company?

One day, Mahmoud Abdel Fattah (Bkam Founder and CEO) needed to buy the biography of Steve Jobs, but he found himself searching for the same product on several websites to find the best price. It was then that he had a moment of epiphany. He was inspired to create Bkam.com to help shoppers to search and find the best prices of products from all online and offline stores.

What is your advice for young people and students wishing to start a startup company?

Work hard on educating and updating themselves with the latest trends and technology. Focus on the needs of your customers and the value your idea would be able to deliver (product/service), and whether or not you will be able to meet your customers' expectations. Look for startups success/failure stories and learn the reasons behind each case. Work at a startup for a couple of years before starting your own. Start implementing your idea as fast and as simple as you can, launch it for the users and then let their feedback guide you.

What expertise/university degree should those young people already have?

Actually, it's not the degree that matters; it is the self-motivation, you can never stop learning no matter when or where you are. Those, who want to do something with their lives, must believe in a never ending learning experience and continue to know and learn what is new.

For you, what is the optimal age for starting a startup?

Late 20s, although it is never too late to start.

How important is networking in a startup community?

That is a really good question, because lately people started to abuse the networking events. Networking is definitely good; however, effective networking is much more important. Try to form a

good relation with all startups and businesses in your space and try to keep the relation fresh.

If someone has some great "million dollar idea" should he/she keep the idea in privacy and work on a product and publish it after the product is finished or is it better to start spreading it immediately?

Of course having the idea of a product is a good step, but the execution is the most important step. People will not believe what they hear, and would rather believe what they see. However, it is not mandatory to have a complete product; on the contrary, creating a quick prototype is a very important step. Regarding the privacy issue, you should share the idea to receive people's feedback before the final execution phase, and if you are afraid someone will steal your idea, then don't share your execution details.



Is it better to found a company alone or with co-founders and why?

Definitely founding a company with a co-founder is better, and founding a company with three cofounders is the best scenario. For the execution purposes, it is better to have more people share the work load. Therefore, someone should focus on the development of the product, another one should focus on the business aspect of the project, and finally someone should focus on the technical level. This is better becaus e management is a demanding task; some days you will have sleepless nights and you will be extremely frustrated, and on those days, you will be in need of partners to share the problems and concerns with.

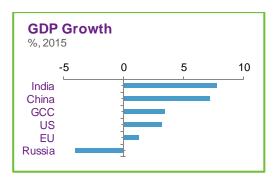
In what phase should founders start to search for the investments (as soon as they get the idea or later)?

At the beginning, founders should sustain their idea as much as possible, until they know exactly what they need an investment for. But if they can find a good angel who likes the idea and can support it at the beginning without taking a big share, they can go for it.

Career Advice: the Job Market in the Gulf Cooperation Council (GCC)

[All information below is based on a survey done by GulfTalent. Further details may be found in qulftalent.com]

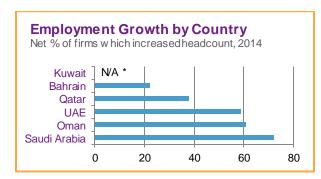
The regional economy in the GCC continues to grow at a stable pace, though below the levels seen in the fast-growing markets of India and China. Continued investment by the governments in infrastructure development remains a key driver of growth and job creation.



Source: Economist Intelligence Unit, Economist, Asian Development Bank

However, with the region heavily dependent on exports of crude oil, the collapse in the oil price during the second half of 2014 has reduced growth expectations. For the time being, damage seems to be limited to the oil sector, and some government-linked projects in Bahrain and Oman, the more vulnerable countries with smaller reserves.

Across the region, more firms increased headcount last year than those who reduced it. Saudi Arabia topped the list.

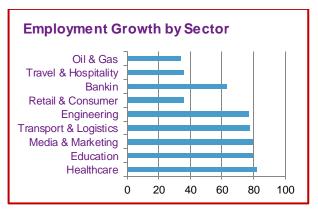


* Insufficient data for Kuwait Source: GulfTalent Survey of HR Managers

Healthcare has recently been the fastest growing sector across the region, with 82% of firms increasing headcount in 2014, followed by education at 80%. Growing populations and government investment are driving both sectors. New regulations making health insurance mandatory on employers is also contributing to the sector's expansion. Worst performing has

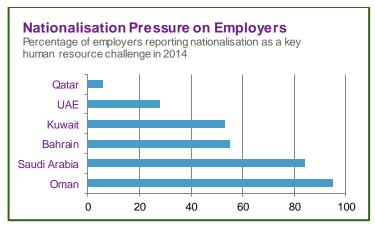


been the oil and gas sector, where only 34% of firms created new jobs and some have been in the process of downsizing.



Source: GulfTalent Survey of HR Managers

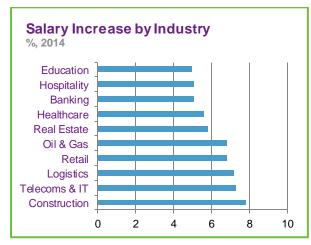
In their effort to create jobs for their citizens, GCC governments continue to push companies to replace some of their expatriate employees with nationals. The pressure is greatest in Oman and Saudi Arabia, where almost all employers cited nationalisation as a key challenge.



Source: GulfTalent Survey of HR Managers

The UAE continues to maintain its status as the most attractive location in the Gulf for expatriates. Over 60% of professionals surveyed chose the UAE as the place where they would like to work. Qatar remains the second most popular destination for expatriates, though its popularity has declined sharply since its peak in 2010 when it was chosen to host the World Cup. The country also has one of the lowest retention rates, as the high cost of living and the ban on expatriates switching jobs prompt many to leave.

During 2014, Gulf salaries rose at their highest average rate since the financial crisis and they are forecast to increase at an even higher rate during 2015. This is largely driven by stable economic growth, competition for local and expatriate talent, rising cost of living in some countries, and government measures such as pay rises for nationals and raising the level of minimum wage.



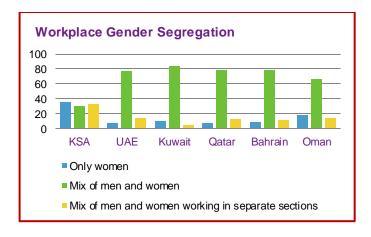
Source: GulfTalent Survey

The impact of the oil price slump has so far been limited to some project cuts in Oman and Bahrain, with most governments using their reserves to maintain spending. If the price recovers by the end of the year, as some analysts expect, there is unlikely to be any major impact on the regional economy. However, if prices persist at current levels into 2016, governments will inevitably feel the need to reduce spending which will feed through to the rest of the economy and likely reduce employment opportunities. The possibility of a recession cannot be ruled out.

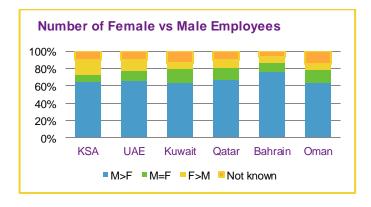
An Impression on Gender Equality

[Source: bayt.com]

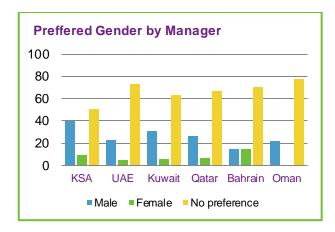
Gender equality in the GCC is still a recurrent topic. In more conservative countries, it is still common to find workplaces for only women (or only men) or, if in a mixed environment, separate sections for each gender.



Women mention financial independence, will to contribute to the household and broaden of perspectives as the main reasons to seek employment, but the job market is still heavily dominated by men.



Following this tendency, also most managers (around 70%) of mixed environment workplaces are male. Nevertheless, the survey shows that, in the majority of the companies over the GCC countries, no preference exists between hiring a male or a female employee.



As women, the top three challenges faced in the region are fewer opportunities for job promotions, a stressful and demanding work environment, and a lack of job training and coaching.

Closing overview of the GCC countries

Saudi Arabia

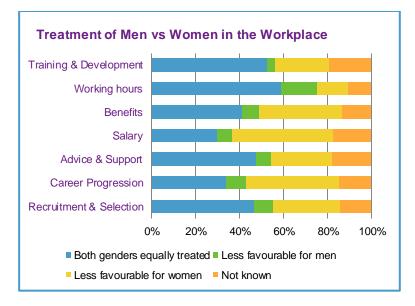
- * The Saudisation drive continues under the Nitaqat system, with employers receiving benefits and penalties based on the Saudistion level achieved in their workforce:
- * Return of foreign-educated Saudis to the Kingdom is providing a fresh pool of talent;
- * A new online system, Abshir, has radically simplified visa application and processing.

Oman

- * Huge pressure on employers to hire nationals, including at senior level;
- * Growing trade union activity forcing employers to offer higher salaries;
- * Significant cuts in government spending, particularly on oil-related projects:
- * New restrictions on expats, such as limits on switching jobs, is leading to an exodus of expats to the rest of the Gulf

Bahrain

- * Stringent implementation of nationalisation policy with penalties for non-compliant employers:
- * Cuts in government spending due to the slump oil revenues:
- * Minimum wage introduced for Bahrainis in private sector, subsidized by the government.



In spite all this, most women (> 60%) believe their country of residence to have reached the same level of workplace gender equality as Western countries, at least to some extent.

Kuwait

- * Increasing cost of living is making it difficult for employees to manage expenses;
- * The government has cut its budget in response to falling oil prices, likely to lead to some slowdown in the economy:
- * Visa restrictions on certain nationalities are pushing employers to explore alternative sources of talent.

UAE

- * Visa restrictions on nationals from war-torn countries have made it difficult to source talent from these countries:
- * Mandatory health insurance is forcing all firms to extend this benefit to employees:
- * Increasing cost of living, particularly housing, a growing concern for residents and their employers.

Qatar

- * Construction sector is expanding, with many government infrastructure projects finally starting in preparation for the World Cup;
- * Under pressure from international media, the government has increased enforcement of employee rights, launching a Wage Protection System, similar to the UAE;





CESYP @ Zagreb, May



WESYP @ Eindhoven, May



MESBC @ Amman, August

Coming soon!



UK&I SYP @ Kent, October



HSYP @ Thessaloniki, November



NSYP @ Stockholm, November



Web Summit @ Dublin, November



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