



# MBA Master Class

## “Entrepreneurship: The Secrets of New Business Ventures”

Thursday, Sept. 2, 2010  
18:30 - 21:30

**Marius GHENEA**  
Sr. Lecturer of Entrepreneurship  
Serial Entrepreneur & Business Angel  
Founder & President, FIT Distribution



### Schedule:

**18.30 - 19.00 – Registration**  
**19.00 - 21.00 – Marius Ghenea**  
**21.00 - 21.30 – Networking**

### “Entrepreneurship: The Secrets of New Business Ventures” - *Marius Ghenea*

Entrepreneurship is one of the most popular topics of today, and yet new business creation is still surrounded by myths and kept a secret by many a successful entrepreneurs. Let's bust those myths and reveal the few real “secret ingredients” for starting (or developing an existing) excellent entrepreneurial activity.

Marius Ghenea, serial entrepreneur and Adjunct Professor of Innovation and New Business Ventures at the Maastricht School of Management Romania will take you from the idea to the opportunity to the basic planning of the business and to the positioning of it on the market in a simple, practical and efficient entrepreneurial approach. En route, you will learn if entrepreneurs are born or made, what is the actual value of an idea, how you can access resources for growing your business or how you can act as an entrepreneur even when working in a corporate environment.

Marius started as an entrepreneur in 1993, after graduating the Bucharest Polytechnic University. He developed start-ups and existing companies into national and regional market leaders in Romania, former Yugoslavian countries, Bulgaria, Hungary, Poland and other CEE countries, over the past 16 years, and is included in the Romanian fortune surveys Capital Top 300 and Forbes Romania Top 500.

He currently acts as one of the investors in the Arena Leilor TV series, the Romanian format of the Sony Pictures Dragons' Den TV business-show. He teaches Entrepreneurship with CEU Business School EMBA program and will continue teaching Innovation and New Business Ventures with the Maastricht School of Management EMBA program in Romania.

**This event will take place at:**

**Putul lui Zamfir 36, 4th Floor, Bucharest, Romania**

There is no charge for this event, but we ask you to please confirm your participation by sending an email to: [event@msmro.org](mailto:event@msmro.org)

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