



PRESS RELEASE

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BEST MOBILE INNOVATION PAKISTAN TM AWARD; Annual contest to support and showcase new innovations and new entrepreneurs in Pakistan!

The Best Mobile Innovation Pakistan Award is an annual competition to promote innovations, new entrepreneurship as well as increase implementation of wireless related technology in Pakistan and in the world. The core of BMIP Award is to promote new entrepreneurs and entrepreneurship in Pakistan, encouraging young talented people in Pakistan to take their innovations further; to create new companies, delivering recognition for Pakistan based technology and innovations around the world; to show the world that Pakistan has plenty of talented young people who can deliver new innovations to the world.

Your idea = Your Company! Best Mobile Innovation Pakistan AwardTM is providing awards and professional resources including management, R&D, sales and marketing as well as funding to take the best innovation further into companies run by new entrepreneurs and furthermore creating new jobs.

BMIP 2010 is open for any "Made in Pakistan" innovation related to the mobile industry and technologies; it can be new technology, concept, product or business model; related to networks, devices, connectivity, software, hardware, content, applications, usage, mobile marketing, mobile payments, education or social issues.

Each winner will receive cash prize of \$10,000. Furthermore, the awarded innovations are taken further into an establishment process creating new company around the innovations, creating new telecommunication or information technology companies in Pakistan.

*"We have plenty of Pakistani and international professional people joining us to this process supporting young Pakistanis to show the world what they can do. We all know that this country has so many innovative people so we would just invite everyone in Pakistan to join BMIP; this is done for the Future of Pakistan, to see the New Rise of Entrepreneurship in Pakistan", says **Wille Eerola**, CEO of RIDDES CORPORATION, the Founder of BMIP Award.*

BMIP Award TM is organized by **CIIT Comsats, Institute of Technology** and is open for all individuals, groups of people, university research groups or other non-profit organizations in Pakistan. The contest is open for applications until 1st August 2010.

www.bmip.org