The Entrepreneurship Club at IDC Herzliya is cordially inviting you to the first guest lecture of the year:

**True Entrepreneurship in Real Estate**

**Guest lecturer: Mr. Alfred Akirov**

*Monday, November 23rd 2009 at 18:00
Chais Auditorium, Arazi-Ofer Building, IDC Herzliya Campus*

*the lecture will be conducted in Hebrew*

The Entrepreneurship club at IDC Herzliya was established for all IDC students who believe that entrepreneurship is a way of life. Our mission is to identify and enhance the deep pool of entrepreneurial talents that exists among our students and to encourage and support them. We assist students in developing their entrepreneurship abilities by connecting them with businesses, academic experts, and senior members of the business community. We offer a variety of networking and educational activities such as: Monthly keynote speaker events, On-site visits to high-tech companies and VC funds, IDC E-Class workshop, Annual IDC "Pitch Night" competition, Mentors Program and more.

This year, we are honored to have Mr. Alfred Akirov as our first guest lecturer. Mr. Akirov is the founder and chairman of the Board of Directors of Alrov Group, one of Israel's largest real-estate companies, which was founded by Akirov in 1978.

**When and where**

18:00 – Gathering at the Arazi-Ofer Lobby

18:30 – Lecture begins

For more information please contact us at: iec@idc.ac.il
or visit our website: [http://portal.idc.ac.il/en/ec/iec/Pages/IEC.aspx](http://portal.idc.ac.il/en/ec/iec/Pages/IEC.aspx)