



# youth

**CHALLENGE  
2018**

**8<sup>th</sup> 9<sup>th</sup> 10<sup>th</sup>**

**february**

at Dharubaaruge

16:00 - 18:00 to 20:00 - 22:00

**REGISTRATION OPEN**

Registration form available at  
Ministry of Youth and Sports , Mafannu Youth Centre  
Youth Ministry Website

For More information: 3323860 , 3313912 , 3319335  
Email: [challenge@youth.gov.mv](mailto:challenge@youth.gov.mv)



# Introduction

Youth Challenge is an event organized by the Ministry of Youth & Sports. Youth Challenge aims to provide youth an opportunity to have direct contact with training institutions, colleges, universities and other such organization that offers training and educational opportunities in various career fields. Local and foreign educational institutions and other key government and private organizations from various fields participate in this fair. The Ministry first brought up the idea of Youth Challenge in 1998 and the very first event was held in 1999, organized by the Youth Centre. For the past decade this event had been organized by the Youth Centre and also had been hosting at the premises of MCSE building and made her benchmark. After successfully having the vent in Male', in 2011 the event has been held at H.A. Kulhudufushi for the first time. 2012 the event was held at A.Dh Mahibadhoo. Now the Ministry has an intention to broaden the scope and provide different opportunities for the youth through this fair.

This year, Youth Challenge will provide information on:

1. Job opportunities
2. Further education and training
3. Business ventures
4. Internship and apprenticeship
5. Youth volunteer organizations

## Venue & Time

Youth Challenge 2018 event will be held from 8th, 9th and 10th February 2018 at Dharuba aruge (Ran'nabandeyri maalam and Faashanaamaalam)  
The event will be open to public from 1600-1800hrs and 2000-2200hrs everyday

The logo for Youth Challenge 2018 features the word 'youth' in a lowercase, sans-serif font. The letter 'o' is replaced by a circular emblem containing a stylized globe with various colored segments. Below 'youth', the words 'CHALLENGE' and '2018' are stacked in a smaller, uppercase, sans-serif font.

youth  
CHALLENGE  
2018



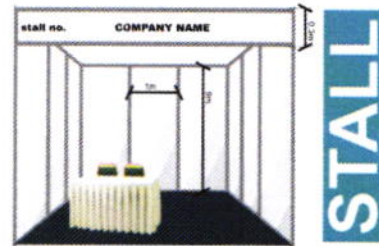
# Marketing

Youth Challenge 2016 will be marketed through a broadcasting partner. Social media, posters and billboards will be used as major marketing mediums for this event. The event organiser expects a minimum of 10,000 visitors for this event.

# Participation

All local training institutions, NGOs in the social sector and aspiring youth entrepreneurs, together with all large companies and government institutions will be invited to participate the Youth Challenge 2018 event. We'll also invite all the major resorts and other hospitality establishments to participate in this event.

**to participate please send the application from to the below address by 31st January 2018**



## Why should you participate at Youth Challenge event ?

- Raise your profile or establish a presence to enhance the image & reputation of your organization
- Strengthen partnerships with existing agents and establish relationships with new customers
- Ideal location to meet your audience face to face
- Promote or launch information about your organization & its new products/services to youth and parents
- Opportunities to meet & interact with leaders from Government, Public & Private sectors

## Standard Booth

3m x 3m booth OR 3m x 2m booth  
Company name (no alterations)  
1 table (4f x 2f) with skirting  
2 chairs  
1 power socket (5amps)  
2 lights (each 40v)  
2 delegate exhibition ID cards

**Size: 3m x 3m**

Booth no: A1-A40 & B41-B58

**Size: 3m x 2m**

Booth no: C59 - C73



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**Youth Centre**

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Email: [challenge@youth.gov.mv](mailto:challenge@youth.gov.mv)  
[www.youth.gov.mv](http://www.youth.gov.mv)

