



IBA IN THE MEDIA

NOVEMBER 17 – 25, 2025

IBA-CED CELEBRATES GLOBAL ENTREPRENEURSHIP WEEK 2025

TV MEDIA

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS
01	Nov 20, 2025	TV	City 21	IBA-CED Celebrates Entrepreneurship Week	Urdu	IBA Center for Entrepreneurship Development organizes Innovate for the Greater Good Challenge
02	Nov 20, 2025	TV	Aaj News	IBA-CED Celebrates Entrepreneurship Week	Urdu	IBA Center for Entrepreneurship Development organizes Innovate for the Greater Good Challenge
03	Nov 20, 2025	TV	ABN News	IBA-CED Celebrates Entrepreneurship Week	Urdu	IBA Center for Entrepreneurship Development organizes Innovate for the Greater Good Challenge
04	Nov 21, 2025	TV	GTV News	IBA-CED Celebrates Entrepreneurship Week	Urdu	IBA Center for Entrepreneurship Development organizes Innovate for the Greater Good Challenge
05	Nov 21, 2025	TV	Neo News	IBA-CED Celebrates Entrepreneurship Week	Urdu	IBA Center for Entrepreneurship Development organizes Innovate for the Greater Good Challenge
06	Nov 21, 2025	TV	City 21	IBA-CED Celebrates Entrepreneurship Week	Urdu	IBA Center for Entrepreneurship Development organizes Innovate for the Greater Good Challenge
07	Nov 21, 2025	TV	GTV News	IBA-CED Celebrates Entrepreneurship Week	Urdu	IBA Center for Entrepreneurship Development organizes Innovate for the Greater Good Challenge

TV MEDIA



[Aaj News](#)



[Neo News](#)



[GTV News](#)



[GTV News](#)



[ABN News](#)



[City 21](#)



[City 21](#)

PRINT - DIGITAL MEDIA

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS
01	Nov 22, 2025	Digital	Business Recorder	IBA-CED Celebrates Entrepreneurship Week	English	IBA-CED celebrates GEW 2025
02	Nov 23, 2025	Publication	Express Tribune	IBA-CED Celebrates Entrepreneurship Week	English	IBA-CED celebrates GEW 2025
03	Nov 23, 2025	Publication	Business Recorder	IBA-CED Celebrates Entrepreneurship Week	English	IBA-CED celebrates GEW 2025

THE EXPRESS TRIBUNE

IBA-CED celebrates GEW 2025

KARACHI. IBA Center for Entrepreneurial Development (IBA-CED) marked Global Entrepreneurship Week 2025 with a series of dynamic events celebrating Pakistan's young innovators. The festivities kicked off on November 7 with a reverse-pitching session led by VP Investments at Fatima Gobi Ventures Muhammad Taufiq. Flipping the traditional startup pitch model, he introduced founders to the investor mindset, emphasizing that vision, market understanding, and team conviction are as important as product ideas — showing that investors ultimately look for people with insight and passion.

On November 17, IBA-CED hosted I-Bazaar 2025, transforming the campus football ground into a bustling marketplace of ideas. Over 1,500 visitors explored 87 ventures led by students and young founders, including six startups from the I-Incubate programme. The event celebrated entrepreneurial ingenuity and community spirit, with one of IBA's first-ever pet shows adding a festival-like vibrancy to the day. OUR CORRESPONDENT

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BUSINESS RECORDER
Founded by M.A. Zuben

IBA-CED celebrates GEW 2025

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The festivities kicked off on November 7 with a reverse-pitching session led by Muhammad Ali Taufiq, VP Investments at Fatima Gobi Ventures. Flipping the traditional startup pitch model, Taufiq introduced founders to the investor mindset, emphasizing that vision, market understanding, and team conviction are as important as product ideas — showing that investors ultimately look for people with insight and passion.

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The excitement continued on November 20 with the event for the Greater Good Challenge 2025, Pakistan's debut of the global competition. Organized in collaboration with Heba Foundation and August Leadership, and sponsored by Unilever Pakistan, thirteen early-stage social ventures pitched before a distinguished panel of judges, competing for one of the country's largest prize pools for early-stage social ventures. Participants also gained mentorship and access to global networks, demonstrating the power of collaboration and cross-border support.

The month-long celebrations culminated on November 21 with the I-Incubate 1st Cohort Demo Day, which featured rigorous venture evaluations, a prototype showcase, two signature panel discussions, and the graduation ceremony of the first cohort of the I-Incubate program. The panels explored strengthening Pakistan's entrepreneurial ecosystem and translating ideas into sustainable ventures, while founders demonstrated their readiness to scale and create meaningful social impact.

Throughout Global Entrepreneurship Week 2025, IBA-CED reinforced the theme "Together We Build," showing that mentorship, collaboration, and opportunity can empower Pakistan's young innovators to transform ideas into solutions that drive social change, strengthen the entrepreneurial ecosystem, and inspire the next generation of change makers.

Dr. Ladanah Ejaz, Director of IBA-CED, summed up the spirit of the week: "With the right mentorship, resources, and global exposure, our young innovators can develop transformative solutions that reshape communities and advance Pakistan's entrepreneurial ecosystem." —PR


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IBA-CED celebrates GEW 2025

Press Release Published November 23, 2025

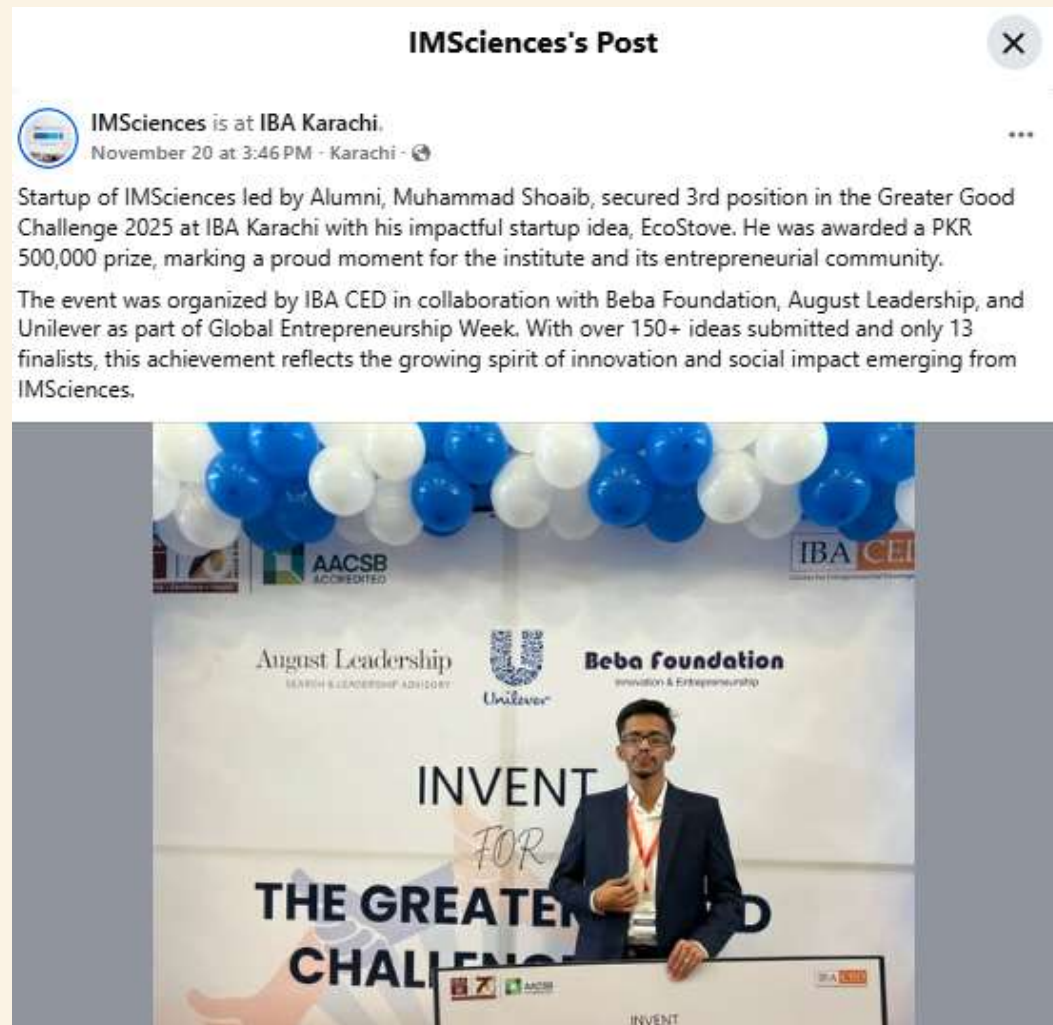
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SOCIAL MEDIA

#	DATE	MEDIUMS	NAME	KEYWORDS	LANGUAGE	SYNOPSIS
01	Nov 17, 2025	Instagram	August Leadership	IBA-CED Celebrates Entrepreneurship Week	English	A purpose-led initiative becomes truly powerful when aligned with purpose-led partners.
02	Nov 20, 2025	Facebook	IM Sciences	IBA-CED Celebrates Entrepreneurship Week	English	The event was organized by IBA CED in collaboration with Beba Foundation



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THANK YOU.