



World ORT together with HP launches new GET-IT training centres in Russia and Ukraine

Partners expand entrepreneurship education programme in Russia and Ukraine

London, 25 June 2009 – Today, World ORT together with HP announced the expansion of the HP Graduate Entrepreneurship Training through IT programme (GET-IT) with the opening of ten new training centres in Russia and Ukraine.

The GET-IT programme is part of HP's social investment strategy which aims at innovating teaching and learning to help future innovators and young entrepreneurs be successful in their future careers. HP supports various projects with young entrepreneurs, NGOs and educational institutions throughout Europe, Middle East and Africa (EMEA) by providing technology and cash donations as well as courses and by involving HP employees as local mentors. In 2008, approximately one million people benefitted from HP's social investment initiatives which have contributed to increase access to IT.

One of the aims of GET-IT is to address the high levels of unemployment among young people in underserved areas and emerging markets. Economic growth depends more than ever on the integration of young people in the labour market and successful entrepreneurship, especially in today's economic climate. Since the launch of the HP GET-IT programme in May 2007, World ORT has partnered with HP to provide the GET-IT training to young people in Russia and the Ukraine. The expansion announced today brings the total number of centres to 32 in five CIS countries (including Russia, Ukraine, Azerbaijan, Belarus and Kazakhstan).

Across EMEA, since 2007, HP and its partners have rolled out the GET-IT programme in 30 countries and have addressed more than 43,000 people through online and offline trainings. With this new expansion, GET-IT training will now be available in nearly 100 centres across EMEA. HP with its partners plans to grow GET-IT even further to reach over 500,000 students by 2010.

Innovative approach to developing entrepreneurs

The GET-IT programme provides training to unemployed youth and graduates between the ages of 16 and 25. The purpose of the programme is to help potential entrepreneurs acquire IT skills with the aim of becoming better placed to create and run their own businesses. GET-IT training courses teach practical IT solutions for daily business challenges faced in areas such as finance, management, marketing and technology management.

Dr. Sergey Gorinskiy, Deputy Director of the World ORT Representative Office which hosts the GET-IT centres in Moscow commented on the programme: "We provide the GET-IT programme as a social programme for underserved groups of the population. In fact, HP and ORT combined were the first organisations in Russia to address the issues of Information and Communication Technologies and business skills training for this particular audience."

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“HP believes that entrepreneurship is vital for the economy and that young people can play a major role in creating their own businesses and their own jobs,” said Gabriele Zedlmayer, vice president of Corporate Marketing and Global Citizenship, HP EMEA. “The GET-IT trainings combine entrepreneurship education with practical hands-on experience in using IT to enhance young people’s professional skills.”

To spread the reach of the GET-IT programme beyond the classroom, HP and its partner MEA-I (www.mea-i.org) have created a web portal – www.get-it-city.net – where young EMEA entrepreneurs can log on for training and advice. The portal allows young people who do not live close to a GET-IT training centre to access the GET-IT courses online.

New GET-IT centres in Russia and Ukraine

The following ten institutions have most recently joined the network of GET-IT centres in Russia and Ukraine:

Russia

- Moscow International Higher Business School MIRBIS (Institute)
- Moscow, Secondary School #1257
- Tula, ORT-KesherNet Training Centre For Women
- Kineshma, ORT- KesherNet Training Centre For Women
- Rybinsk, ORT- KesherNet Training Centre For Women
- Saransk, Vocational Lyceum #36, ORT Technology Centre
- Murmansk, Murmansk Regional Small & Medium Support Business Agency

Ukraine

- Slavutich, HP-ORT Digital Community Centre
- Kiev, ORT-Technology Lyceum
- Lviv, ORT-Career Centre

For more information on the HP GET-IT Programme please visit www.graduate-training-through-it.net/

About HP

HP, the world’s largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

About World ORT

The non-governmental organisation World ORT specialises on the realisation of the educational projects on the basis of modern information technologies. Founded in Russia in 1880, ORT has benefited more than three million people in more than 100 countries. More information about World ORT is available at www.ort.org .

⁽¹⁾ Source: The Millennium Development Goals Report 2007