

Falling Walls Lab Jordan 2023

Press release

Innovation and entrepreneurship at the centerstage of Falling Walls Lab Jordan 2023

How can we deal with oil spills effectively? What can be done to provide secondary school students with affordable mental health support? And how can medical students be trained for surgeries using artificial intelligence and virtual reality? The challenges that were addressed at this year's Falling Walls Lab Jordan last Saturday were manifold and highly relevant.

From dozens of applications, six contenders had been selected to present their solutions to pressing issues in a three-minute pitch to a top-class jury from the Jordanian entrepreneurial scene and an excited audience. All candidates were young entrepreneurs or students from various universities across Jordan. After a rigorous selection process and thorough deliberations, the decision was clear:

Yara Marei, a young entrepreneur and graduate from Jordan University of Science and Technology (JUST), won the first prize. She will be given the opportunity to present her breakthrough at the global Falling Walls Summit in the German capital Berlin in November, competing with many other Falling Walls Lab finalists from around the world. With her project Z-Enviroil, she intends to help tackling oil spills, using a special technology that retrieves spilled oil without affecting its quality so it can be reused.

The Falling Walls Lab Jordan was hosted by the German Jordanian University as academic partner and co-organized by the innovation and commercialization management platform Innosteps and the German Academic Exchange Service (DAAD). In their welcome speeches, the representatives of the three institutions underscored the high relevance of entrepreneurship for job creation in Jordan, and the important role of universities in providing entrepreneurial education and in facilitating start-ups based on scientific innovation and applied research. The event was also an opportunity to network with researchers, entrepreneurs, and potential investors.

Falling Walls was established in 2009 in Berlin, on the 20th anniversary of the fall of the Berlin Wall in 1989. Its core mission is to showcase breakthroughs and to network innovators, scientists as well as representatives of the private and the public sector to tackle great challenges and to make groundbreaking ideas available to society.

The entire event can be watched here:

<https://www.facebook.com/FWLJordan/videos/847610146704305>

For further information, please visit www.falling-walls.com.

Amman, July 23, 2023

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All finalists and the winner of the FW Lab Jordan, Yara Marei, with jury members and representatives of the partner organizations (© Falling Walls Lab Jordan)