**Alumni of JA Bulgaria - laureate of the World Business Hall of Fame**

Boris Kolev – alumni of JA Bulgaria, was awarded in one of the categories in the [World Business Hall of Fame](https://www.businesshalloffame.org/), presented by JA Worldwide. The ranking includes distinguished entrepreneurs and business leaders of the last two centuries – from the inventor of blue jeans to the co-founder of one of the world's leading biotech companies. Boris Kolev is honored in the category of Innovators, including entrepreneurs and people under the age of 40, focused on the communities, people who change the environment around them.

[Boris Kolev](https://www.businesshalloffame.org/boris-kolev) was born in Targovishte and grew up in Sofia. By eighth grade, he had joined JA (Junior Achievement) Bulgaria and participated in the JA Company Program, creating a real company that earned real profits. At just 13 years old, Boris and his team advanced to the Bulgarian national competition; by the time he reached high school, Boris and his teammates were earning awards at the national and regional levels, including third place in the 2005 JA Europe Company of the Year competition. In the same year, together with his classmates he laid the foundation of the web design studio – JT Design, and in the next school year he created - ForumsLeague – a football championship between internet forums, which to this day is among the biggest sports competitions for amateurs in Bulgaria. At the age of 18, Boris founded his first real company, together with his JA friends – marketing and public relations agency, JT International. In 2007, BusinessWeek identified Boris as one of the best young entrepreneurs in Europe and in 2013, Forbes ranked him on the "30 under 30" list. Over the years, Boris has worked on further projects, one of which CSR Bulgaria – a national business network for corporate-social responsibility, which brings together more than 300 companies, NGOs, media and public organizations focused on sustainable development. Today Boris is a co-founder and investor in many companies in the field of software and technology, education, health, environment and development human capital.

“One very important thing I learned from my JA experience—set big goals, and even if you don’t reach them you’ll be far ahead. It’s very motivating to know that if you work hard, success will come”, says Boris Kolev, about his experience in JA Bulgaria.

In the Global Business Hall of Fame, Boris is honored as an Innovator. The innovator must be an inspiration, full of energy and a conduit of change and innovation in the name of the global good. The other honored Innovator is [Ayah Bdeir](https://www.businesshalloffame.org/ayah-bdeir) – she has developed a methodology aimed at children for easy understanding and adoption of technology and helps them use their creative potential to realize ideas.

The other category in which entrepreneurs are awarded is Leaders. A high-level professional who is an inspiration to others and contributes to the development of the business, with a focus on improving the lives of others. The leader leads companies with a wide range of responsibility, resources and talents. Two people take honorary place in the Leader category – [Sheikha Hanadi bint Nasser Al Thani](https://www.businesshalloffame.org/sheikha-hanadi-bint-nasser-al-thani) – founder of Amwal, Qatar’s first regulated investment company which helped the country to develop stable economic and social presence in the Arab world, and [Strive Masiyiwa](https://www.businesshalloffame.org/strive-masiyiwa) – the founder of EcoCash – an app that has helped Zimbabwe maintain a functioning market economy – despite severe shortage of paper currency – by processing 80% of peer-to-peer transactions.

“We have halls of fame for athletes and entertainers, but we need more role models with diversity of background, gender, and geography to inspire young people with an interest in entrepreneurship and business. We need young people in the Middle East, Asia, Africa, Central and Eastern Europe, South America, and other historically underrepresented regions of the world to see themselves as future global business leaders. Our vision has been to bring the stories of business leaders and innovators to life by creating a digital exhibit that is truly global in scope. The Global Business Hall of Fame provides inspiration to young people as they develop an entrepreneurial mindset and begin to build their first businesses”, says Asheesh Advani, CEO of JA Worldwide.

From 1975 to 2009, the Business Hall of Fame inducted 247 laureates. Some were founders of successful companies. Others were CEOs, industry pioneers, or publishers. Each demonstrated a commitment to their communities, both locally and globally, and each inspired young people preparing for employment and entrepreneurship.

***About JA Worldwide***

As one of the world’s largest youth-serving NGOs, JA Worldwide prepares young people for employment and entrepreneurship. For 100 years, JA has delivered hands on, experiential learning in work readiness, financial literacy, and entrepreneurship. We create pathways for employability, job creation, and financial success. Each year, our network of over 450,000 volunteers serves more than 12 million students in over 100 countries. Visit us at [jaworldwide.org](https://jaworldwide.org/).

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***About JA Bulgaria:***

With over 20 years of experience Junior Achievement Bulgaria has become a leading international NGO in Bulgaria with a solid reputation in delivering innovative and up to date education from an early age to university students. The portfolio of educational modules encompasses three major fields: entrepreneurship, financial literacy and job readiness. JA uses a progressive and sustainable educational model – from A, B & C to PhD, that secures a sustainable development in competencies, entrepreneurial thinking and initiative. The educational philosophy of JA is based on the successful and engaging methods of blended learning in combination with digital interactive content and high technological solutions. The business module of JA is outstanding with its close connection with the active business society and experts who participate in the creation of the educational content, educational method and related services, as well as with its approach and development of educational policies and entrepreneurship. The JA team works in the spirit “From an entrepreneurial mindset to a happy nation”. JA Bulgaria is a member of JA Worldwide and JA Europe and annually reaches to more than 30,000 students within 450 locations within the country.

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