

For Immediate Release

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## TEDxBaghdad

“The Beginning Begins”

The Second TEDx Event in Baghdad, Iraq 22 October 2012

**October 22, 2012** – Building on its unprecedented success in 2011, TEDxBaghdad once more invites some of the country - and world's - brightest minds to Baghdad's Al-Rasheed Hotel to imagine the Iraq of the future. Through a series of talks and performances by a diverse array of talent under this year's theme “*The Beginning Begins*” TEDxBaghdad inspires a new Iraqi narrative in the wake of war while capitalizing on the rich cultural history of a region known as The Cradle of Civilization.

The goals of TEDxBaghdad are to connect Iraqi talents with one another, promote Iraqi innovators on an international level and rebuild Baghdad's reputation as an intellectual and cultural hub of the Middle East.

TEDxBaghdad was created with TED's mission statement in mind: Ideas Worth Spreading. The nonprofit TEDx program is designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level. TEDx events are planned and coordinated independently on a community-by-community basis. Over 4300 TEDx events have taken place around the world. Now it's Iraq's turn.

TEDxBaghdad's guest list is a powerful and dynamic mix of academics, inventors, artists, musicians, designers, innovators, scientists, historians, physicians and activists – some of whom live in Iraq, some of whom are flying in specifically to be part of this historical day.

As Iraq digs its way out of years of war and political unrest, newer and better ideas are essential to the country's recovery. TEDxBaghdad provides that platform and aims to keep the conversation going on TEDxBaghdad.com by posting videos from the conference, articles by more leading Iraqi voices and hosting live blogs.

Registration will be through the registration form on the website of [www.TEDxBaghdad.com](http://www.TEDxBaghdad.com).

### What is TED?

TED is a nonprofit devoted to Ideas Worth Spreading. It started out in 1984 as a conference bringing together people from three worlds: Technology, Entertainment, Design. Since then its scope has become ever broader. Along with two annual conferences - the TED Conference in Long Beach and Palm Springs each spring, and the TEDGlobal conference in Edinburgh, UK each summer - TED includes the award-winning TEDTalks video site, the Open Translation Project and TED Conversations, the inspiring TED Fellows and TEDx programs, and the annual TED Prize.

### What is TEDx? x = independently organized event

In the spirit of ideas worth spreading, TEDx is a program of local, self-organized events that brings people together to share a TED-like experience. At a TEDx event, TEDTalks, videos and live speakers combine to spark deep discussion and connection in small group settings. These local, self-organized events are branded TEDx, where x = independently organized TED event. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized, albeit subject to certain rules and regulations.

In 2012, 4300 TEDx events took place in 47 languages and 133 countries.

To keep up to date with the latest info on the event please check our website:  
[www.tedxbaghdad.com](http://www.tedxbaghdad.com)

For more information about the speakers at TEDxBaghdad 2012

<http://www.tedxbaghdad.com/speakers>

**Photo Album** <http://www.flickr.com/photos/tedxbaghdad/sets>

**Promotional Video** [http://youtu.be/yU\\_iD7u6G70](http://youtu.be/yU_iD7u6G70)

**Speakers Talks** <http://www.youtube.com/playlist?list=PL8CC096892EA36082>

**Facebook page** <https://www.facebook.com/TEDxBaghdad.Iraq>

And follow us on **Twitter**: @TEDxBaghdad