

The German Tech Entrepreneurship Center Becomes Startup Europe Ambassador

19 March 2018, Berlin - German Tech Entrepreneurship Center -- The German Tech Entrepreneurship Center (GTEC) proudly becomes "Startup Europe Ambassador" in Germany. The Startup Europe Ambassadors are a group of key influencers in the European startup ecosystems to provide information and advice about the European Commission's Startup Europe initiative. The objective is to democratise the startup phenomenon so that every citizen has a fair chance to become a successful entrepreneurs wherever they are located in Europe. The ambassadors will also help startups in their growth phase to have access to all the opportunities offered at European level. All Startup Europe Ambassadors are publicly presented today at the "Startup Europe Campfire" held in Paris.

Throughout the years, European Commission's Startup Europe initiative has become a top reference in the European startup related field, by supporting directly around 60 local ecosystems and over 750 startups to grow beyond borders. The mission of Startup Europe is to build a Startup Continent by connecting pools of talent. The initiative *encourages* entrepreneurship, startup creation and growth; and *connects* startups, investors, accelerators, corporates, universities and the media through an array of grassroots initiatives or networks.

GTEC is part of the new Startup Europe Horizon 2020 funded project Soft-Landing (<http://soft-landing.eu/>) which is publicly launched today during the Startup Europe Campfire in Paris. Soft-Landing connects startup ecosystems through numerous exchanges of ecosystem leaders and top startups, strengthening the knowledge of the EU, US, and Indian startup scene. It also provides softlanding and scaling support to European startups – meaning that the GTEC Lab will be bustling with even more international startups!

In an ever-changing European startup ecosystem the Startup Europe initiative has designed the group of its Ambassadors **to democratise the startup phenomenon** so that every citizen has a fair chance to become a successful entrepreneurs wherever they are located in Europe. The role of the ambassadors is to provide information and advice about the European Commission's Startup Europe initiative. In addition, the ambassadors will also help **startups in their growth phase** to have access to all the opportunities offered at European level.

The Startup Europe Ambassadors will actively contribute to the visibility of Startup Europe activities at the local level by acting as a key **information point** in their countries and also as **connector** for the local ecosystem with the other startups ecosystems across Europe. The first members of this group are the organisations who have been selected through the evaluation of proposals of European Commission's Horizon 2020 ICT 32 call, as well as partners of European funded projects WeP-UP or OpenMaker.

The complete list of Startup Europe Ambassadors is published here: <http://startupeuropeclub.eu/startup-europe-ambassadors/> and you can meet us during future Startup Europe events organised in 2018: [STARTUP OLÉ 2018](#) (17- 19 April, Salamanca, 2000 startup stakeholders, free registration), [EUROPEAN MAKER WEEK 2018](#) (18-27 May, 300 maker events in 28 countries), and Startup Europe Summit 2018 (European Commission's foremost technology policy conference for startups. 15 October, Sofia, BG).

About Startup Europe

Startup Europe is an initiative of the European Commission which falls under its priority of the “Digital Single Market”. Startup Europe’s goal is to *democratise* the startup phenomenon so that every citizen has a fair chance to become a successful entrepreneurs wherever they are located in Europe. In addition, Startup Europe helps startups in their growth phase to scale-up across Europe and internationalise worldwide. Startup Europe’s first priority is to develop *high quality ecosystems* based on talent and high level of *connectedness* among the players of the ecosystems at EU level.

The Startup Europe has mobilised the tech entrepreneurship ecosystem and helped them to have their voice heard at the EU institutions. It has helped to get a better understanding of this environment and has raised political awareness on the subject. Within the Horizon 2020 framework, 2018-2020 timeframe, 7 projects are working together in terms of financing, skills, entrepreneurial events and growth advice. Startup Europe’s programmes focus on helping startup communities, increase *collaborations between startup ecosystems*, encouraging entrepreneurship, startup creation and scaling business.

Learn more on the single point for startups (*One Stop Shop*) to access all the information they need to grow and thrive: <http://startupeuropeclub.eu/>

About GTEC

The German Tech Entrepreneurship Center (GTEC) is the first private-sector, open ecosystem for entrepreneurship in Europe and is unlocking the potential of entrepreneurship and technology to enable a desirable and sustainable future. Founded in 2015 in Berlin, GTEC is on a mission to inspire people, guide entrepreneurs, and grow sustainable companies with the support of Merck, Henkel, Globumbus, Innogy, Noerr, Tishman Speyer, Union Investment, WeWork, and the Sigmund Kiener Stiftung. As an independent and value-driven ecosystem, GTEC educates and brings together corporates, academia and entrepreneurs to jointly address challenges through the application of technology.

Since it was opened, GTEC has been home to over 60 startups from over 15 countries that moved to Berlin to grow their company in the Lab or refine their ideas in the Startup Academy. GTEC has also worked with over 3.000 founders, managers and experts from leading international corporations and institutions to learn more about the startup mentality. Among them are Bosch, Postbank, Airbus, Energy Australia, Statoil, Mercedes-Benz, the Herbert Quandt Foundation, and the European Union.

Learn more at www.gtec.center