



## EUROPEAN INNOVATION AGORA

SILICON VALLEY, USA

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Europe is open for business to innovators in deep-tech from sustainable energy to aerospace, automotive, health, security and bio-diversity.

### EUROPE LEADS THE NEW WAVE OF DEEP TECH INNOVATION



EU's leadership in science. Europe produces 20% of all top-quality publications in the world



Europe's talent base - 17.5 million students in higher education, over 1 million researchers



Europe's strong industrial base and vibrant startup ecosystem



Europe's democratic societies and stable institutions



Ambitious framework conditions supporting innovation in a large internal market

### THE NEW EUROPEAN INNOVATION AGENDA

- Improves access to finance for European startups and scale-ups, by mobilising €45 billion of private capital and simplifying rules for companies listing on the stock exchange
- Allows innovators experimenting with new ideas in testbeds, experimentation facilities and sandboxes in deep tech areas
- Helps create 100 "regional innovation valleys", and strengthen and better connect the innovation players throughout Europe, including in regions lagging behind
- Attracts and retains talent in Europe, for example by training 1 million deep tech talents, increasing support for women innovators and innovating with start-up employees' stock options
- Improves innovation policy making through clearer terminology, indicators and data sets, Offers policy support to Member States

## TODAY SHOWCASING EUROPEAN OPPORTUNITIES FOR INNOVATORS

**For the first time, Commissioner Mariya Gabriel will travel to the United States accompanied by over 40 high-level delegates: members of the European Parliament and the Committee of the Regions, university rectors, CEOs, investors, [European Innovation Council](#) and [European Institute of Innovation & Technology](#) Board members, Presidents of regional governments, and European Mayors.**

### What's In It for You?

At the European Innovation Agora, you will learn about the opportunities to create or expand your startup in the European Union (EU). You will be able to create valuable connections with decision makers in large EU corporates, with EU universities to identify appropriate talents, as well as with investors and local authorities to soft land in the EU. Besides, Mind the Bridge will launch and present its latest report "European Innovation Economy in Silicon Valley" providing data, insights, and trends about the presence of EU innovation stakeholders in the Bay Area.

### Destination Europe

The New European Innovation Agenda (NEIA) is designed to position Europe as the global powerhouse for deep-tech innovation and startups. The European Union wants to be the place where the best talents work hand-in-hand with the best companies and where deep tech innovation thrives. In addition to its excellent social welfare system including healthcare and housing, and its rich cultural history, Europe is the ideal place to launch and expand a company or a startup, thanks to the NEIA's Access to Finance initiative, the EIC and EIT funding opportunities, as well as the regional innovation ecosystems present across the EU.

### Opportunities for Startups

The EU offers several advantages for startups looking to scale up their businesses, including a large, diverse, and well-integrated single market with 440 million consumers. The diversity of the market allows startups to test their products or services in different arenas. The EU also provides Access to Funding for startups, including grants, loans, and equity investments. The EU has several supportive innovation ecosystems in all corners of Europe, with a range of incubators, accelerators, and other support services available. It also provides access to networks of investors, mentors, and a wide range of experts who can help startups expand their business.

### Access to Highly Skilled Workforce and Talent

The EU has a large pool of talented and skilled workers, with a strong focus on science, technology, engineering, and mathematics (STEM) education. This provides access to a top of the class workforce to develop and grow businesses notably on deep tech innovations. A well-established regulatory framework ensures a stable and predictable environment for businesses.

### Strong Research and Innovation Landscape

The EU is focused on innovation with a range of initiatives and programs designed to support research and development. This creates an environment that is conducive to innovation and provides startups with opportunities to develop and test new technologies. Local authorities and regions will showcase their initiatives to attract investment, bring talents to their regions, and accelerate innovation.

## EU Universities as an Asset to Make EU Innovation Ecosystems Attractive for Innovators

Universities play a central role in the innovation landscape, which is vital for tackling societal challenges, as well as offering opportunities to international talents. Both the new European Innovation Agenda and the European Strategy for Universities aim to reinforce the capacity of higher education institutions to attract talent to Europe from across the globe.

The launch of the [Deep-Tech Talent Platform](#) aims to attract talent to Europe from across the globe. It will promote EU initiatives supporting researchers and their careers, such as the [Marie Skłodowska-Curie Actions](#), the [European Research Council](#), [Erasmus+](#), and the [Fulbright-Schuman](#), to attract or reintegrate talent to the EU and work on any topic or at any level of research and innovation. These programs provide opportunities for US businesses and universities to collaborate on cutting-edge projects with EU partners, conducting research, hosting interns, and imparting knowledge on the state-of-the-art science and technology. Opportunities are not limited to students and researchers, but to innovators as well.

### Company Perspectives: What Makes EU attractive for Startups to Scale-up?

The European Innovation Council (EIC) and the European Institute for Innovation and Technology (EIT) offer US stakeholders opportunities to collaborate with EU companies and researchers on innovative projects. The EIC and the EIT provide a platform for networking and knowledge sharing between European and US stakeholders to foster new collaborations and partnerships.

The combination of a large and diverse market, access to funding, a supportive innovation ecosystem, a talented workforce, and a stable regulatory framework makes the EU an attractive destination for startups looking to scale up their businesses.

### Women Investors in the EU and the US

Women investors in the EU and US have made significant strides in recent years, but there is still a gender gap in the world of investing. Improving the position of women in the investment and financial sectors requires concerted efforts from various stakeholders, including governments, financial institutions, educational institutions, and individuals themselves.

The New European Innovation Agenda (NEIA) complements the new European Research Area policy agenda, in supporting women entrepreneurs under its talent pillar, and [Horizon Europe](#), the EU's €95 billion research and innovation programme, is a core contributor to this objective. A key action under NEIA is supporting women leading deep-tech innovation through the Women Entrepreneurship and Leadership scheme [Women TechEU](#). The scheme offers first-class coaching and mentoring to female founders, as well as targeted funding to help take their business to the next level. To further support innovation a gender and diversity index, to track progress of female participation across the innovation ecosystem, is now under development. Programmes such as the EIT's Women2Invest, support efforts to increase diversity by helping investors connect to, and recruit from a more diverse pool of talent. The European Innovation Council (EIC) seeks to actively promote and support women entrepreneurs to boost the European innovation capacity. This includes the gender dimension in all relevant EIC Challenges, Women Leadership Programme and Women Innovators Prize are examples of how the EIC is addressing system bias on gender in research and innovation.

## More information

[Event page](#) with latest programme and European Union delegation list

New European Innovation Agenda [factsheet in all European Union languages](#)

New European Innovation Agenda [website](#)