

STARTUP OLÉ 2018: 10.000 ATTENDEES AND AN UNPRECEDENTED LEVEL OF INNOVATION CONFIRM ITS CONSOLIDATION AS A BENCHMARK EUROPEAN EVENT

The fourth edition of Startup Olé has confirmed that this is now a benchmark event for the European and international tech entrepreneurial ecosystem.

Supported by the **European Commission-Startup Europe, University of Salamanca** and **Marca España**, Startup Olé gathered for the fourth time in Salamanca, Spain, the top-notch actors of the international ecosystem. This tech event is now one of the most important in Spain and Europe thanks to the presence of 10.000 attendees, 500 startups, 150+ corporations and institutions, 70 accelerators, 30+ media outlets, 20 universities and 80+ investors with an investment portfolio of over € 10 K million. In addition, Startup Olé has been supported by public and private corporates such as IBERDROLA, GAS NATURAL FENOSA, KPMG IMPULSA, SANTA LUCIA IMPULSA, RTVE IMPULSA VISIÓN, RENFE, CORREOS, EIT DIGITAL, ICE-JUNTA CASTILLA Y LEÓN AYUNTAMIENTO DE SALAMANCA and SEGITTUR.

The success of Startup Olé 2018 has also been confirmed by the **visit of Felipe VI, King of Spain**, and **Mr. Marcelo Rebelo de Sousa, President of the Portuguese Republic**. Both leaders wanted to show their support and commitment with entrepreneurship and innovation by visiting part of the Startup Fair, where they could get a first-hand glimpse of some of its most innovative and disruptive projects and attend several pitches delivered by Portuguese and Spanish startups. Also, both H.M. Felipe VI and Mr. Marcelo Rebelo de Sousa met with a group of investors and corporates to analyse latest trends in entrepreneurship and innovation.

The 10.000 attendees that have visited Startup Olé have enjoyed panel sessions and workshops delivered by top-notch experts, on top of visiting a startup fair full of disruptive projects. Attendees have also enjoyed local products thanks to the support of Salamanca's Provincial Council, the Designation of Origin Guijuelo and the Designation of Origin Ribera del Duero, and have tasted the best coffee from Costa Rica. In addition, Startup Olé has had the presence of many institutions and entrepreneurs from countries such as India and Panama (Invited Regions to the 2018 edition) as well as Brazil, Korea, Israel, Georgia, Dominican Republic Central America and Nordic countries. This year there has also been a section organised in collaboration with RTVE Impulsa Visión with exclusive contents in Spanish.

Startup Olé has been the launching pad of the European Startups Local Ecosystems Forum (with the participation of the city councils of Seville and Burgos, the investors Bal Partners and Ricari, the organisation València Activa and representatives from Málaga, Aviles and Granada). The goal of this forum, supported by Startup Europe-European Commission, Spain Startups and Startup Olé Accelerator is to boost democratization of local ecosystems. Startup Olé has also hosted meetings of Accelerator Assembly, the EU-wide network of accelerators; Startup Europe University Network and Startup Europe LATAM Assembly, whose goal is to close the gap between Latin American and European ecosystems. In addition, a report on the evolution of European ecosystems from the point of view of investment has been presented. This report has been developed by Tech.eu, the investment group Axon partners and Startup Olé, and has the support of the European Commission.

In the closing ceremony, which took place last Thursday, the winners of the Startup Olé 2018 Recognition Awards were announced. Santalucía Impulsa won the Best Acceleration Programme Award; El Economista won the Best Media Outlet Award; ICEX-Invest in Spain was awarded as the Best Public Institution; Fundación ONCE won the Startup 4Good Award on Social Entrepreneurship and Gas Natural Fenosa was awarded with the Best Corporate Award. In addition, Lazarus (accelerator part of Caja Rural), won the Best Accelerator Award, given by the members of Accelerator Assembly. Finally, during the closing ceremony the winners of the pitching competition were announced: the startup Faromatics won the Startup Europe Accelerator Award, Sensius won the Venture Cup Award and Trovant Technologies won the Gas Natural Fenosa Award.

All those activities, along with the fact that the most important actors of the European and international ecosystem have gathered in Salamanca for the fourth year in a row, have made Startup Olé a benchmark event for European entrepreneurship, as well as one of the most important for wealth and job creation.