

## **CUBE becomes Startup Europe Ambassador**

19 March 2018, Berlin - CUBE proudly becomes "Startup Europe Ambassador" in Germany and will be officially presented together with the other ambassadors of the European Commission's Startup Europe initiative at the "Startup Europe Campfire" in Paris today. The Startup Europe Ambassadors are a group of key opinion leaders in the European start-up ecosystem who contribute to the visibility of Startup Europe's activities at local level by acting as a central information point in their countries and as a link between the local ecosystem and the start-ups throughout Europe.

The goal of the Startup Europe initiative is to democratise startups, giving every citizen the chance to successfully start a business wherever they are in Europe. The initiative supports around 60 local ecosystems and more than 750 startups to grow beyond the borders. Startup Europe's mission is to build a startup continent by connecting talent pools. The initiative promotes entrepreneurship, business creation and growth and connects startups, investors, accelerators, companies, universities and the media through a range of initiatives and networks.

CUBE, as an ambassador of the Startup European initiative, is a global ecosystem dedicated to bridging the gap between top B2B startups and major industry leaders and is hosting the next edition of CUBE Tech Fair from 15th – 16th May 2018, welcoming more than 300 international startups for an exclusive invitation-only event. "We are honored to have been selected as ambassadors and to have the opportunity with CUBE to contribute to strengthening global visibility for the major industries in the field of startup innovation. Once again this year there will be great presentations and panel discussions as well as startup product demos in the areas of Artificial Intelligence, Blockchain, Cyber Security, IoT and Sustainability at the Cube Tech Fair. We are looking forward to it", says Dr. Torsten Oelke, Executive Chairman at CUBE.

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 [WEB UP](#) or [OpenMaker](#). The complete list of Startup Europe Ambassadors is published [here](#) and you can meet us during future Startup Europe events organised in 2018: [STARTUP OLÉ 2018](#) (17-19 April, Salamanca, 10000 startup stakeholders, free registration), [EUROPEAN MAKER WEEK 2018](#) (18-27 May, 300 maker

events in 28 countries), [Startup Europe Summit 2018](#) (European Commission's foremost technology policy conference for startups. 15 October, Sofia, BG), [CUBE Tech Fair](#) (15-16 May, Berlin, GER).

### **About Startup Europe**

Startup Europe is an initiative of the European Commission which falls under its priority of the “Digital Single Market”. 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.

### **About CUBE**

[CUBE](#) is a global ecosystem dedicated to bridging the gap between top B2B startups and major Industry leaders. With a deep understanding of startups and corporations and their vastly different cultures, CUBE connects these unlikely partners through a network of touchpoints worldwide, and acts as the most efficient B2B matchmaking service available.

After its premiere in 2017, the startup fair CUBE Tech Fair will enter its next round in 2018. More than 300 international startups present themselves to the experts audience, including numerous executives from companies from all over the world. CUBE was founded in June 2016 with Dr. Torsten Oelke as Executive Chairman and global founding partners like VW, Bayer and Messe Berlin.