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For immediate release

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## **EU-India InnoCenter starts a programme to bring European startups to India.**

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**Den Haag, Nederland – The EU-India Innovation Center announces the start of its operations. The project will select and prepare European startups to collaborate with Indian companies, stimulating bilateral cooperation between India and Europe.**

The project's coordinator Indre Kulikauskaite, from Civitta, declares that the initial target is to add 70 of the main ecosystem players from both regions to their network and offer internationalisation training for around 500 mature European startups.

With the ambition of exchanging knowledge and exploring collaborations among each other, ecosystem builders, corporates, and public entities will form a team of ambassadors with access to a leading Euro-Indian community of innovators.

Interested companies can register at: [www.euindiainnocenter.eu](http://www.euindiainnocenter.eu).

Juliane Frömmter, from German Entrepreneurship GmbH emphasized the importance of the exchange of knowledge and technologies between European and Indian innovators and added: "We bring together the top specialists in internationalisation, and the best local partners in each business sector, to offer European entrepreneurs a complete package guaranteeing a successful entry into the Indian market".

Jay Krishnan from Mantra Foundation said: "India is slated to be the [fastest economy in 2021](#) and thus provides an exciting opportunity for European innovations to find new markets. European innovations looking to play out the adage of 'Think global, act local' couldn't have found a better marriage than being discovered on this platform as the startups look at a buzzing India. As the global economy expands, the EU- India



Innocenter will be a tremendous platform for European innovations in creating an India- beachhead with a plethora of offerings ranging from internalisation, market immersion to scaling”.

Sudheer K. V. from 91springboard added: “Our country is a rising star, being one of the largest startup ecosystems in the world. This project brings together specialists in internationalisation and innovation for win-win partnerships and we are prepared to offer all the support needed in more than 20 locations in India”.

Prateek Jain from 91springboard said: “The EU-India InnoCenter platform will bring in 2 economies together to flourish the Startup Ecosystem Globally & this is the right time for the European Startups to explore Indian Market as the economy is growing at a very fast pace. We look forward to supporting in all possible ways from the beginning till the end and also in the future by creating the EU-India InnoCenter entity in India.”

About InnoCenter EU-India: The consortium is formed by 6 complementary companies with extensive experience and high credibility in programme development in Europe and abroad. The Indian representatives are [Mantra Foundation](#) and [91springboard](#) and the European partners are [Civitta](#), [German Entrepreneurship GmbH](#), [DutchBasecamp](#) and [uGlobally](#). The project has received funding from the European Union’s Horizon 2020 coordination and support action programme under grant agreement No. 101004815.

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