

Tel Aviv, 4 May 2023

EU International program supports Israeli startups in advanced industries to enter the European market

Registration for the BoostUp!, led by EIT Manufacturing South of the European Institute of Innovation and Technology (EIT) in collaboration with EIT Hub Israel, the Ministry of Economy, venture capital fund SIBF and II4, is open until 13 May.

The program's keynote event, a pitch competition in which winning startups will receive a cash prize worth up to 2,500 euros and an invitation to the roadshow in Italy for a series of meetings with potential clients from among the world's largest leading companies in various industries, will take place on 9 July in Beersheba.

Tel Aviv, 4 May 2023. [EIT Manufacturing](#), the largest innovation community in industry supported by the European Institute of Innovation and Technology ([EIT](#)), a body of the European Union, promoting the manufacturing industry for economic, social and environmental sustainability in Europe, is organising the first Israel Edition of BoostUp! 2023, a program for startups in advanced industries to help them penetrate the European market and work with leading corporations in the field. The program in Israel is founded in cooperation with EIT Hub Israel, the Israeli branch of the Institute of Innovation and Technology, the Ministry of Economy, venture capital fund SIBF and II4. Registration for the program closes on the **13 May** and targets leading Israeli start-ups engaged with manufacturing and advanced industries in the Scale phase in the fields of logistics technologies, maintenance, data analysis, smart sensors (Industrial IoT), connectivity and IoT infrastructures, advanced manufacturing solutions, industrial cyber-security and more.

BoostUp! Israel 2023 Grand Final Event

The highlight of the program will be held on **9 July** in Beersheva at the SIBF offices, the main event being a pitch competition held with investors and key players in the manufacturing industry from Europe and Israel, in front of a judging panel composed of senior experts. Six winning start-up companies will receive a cash prize worth up to 2,500 euros intended to jumpstart their entry into the European market, as well as an invitation to participate in a three-day roadshow in Italy, the second largest industrial market in Europe with 16% of the continent's industrial production sales. Part of the roadshow includes meetings with potential clients, where winners will meet with the associations of leading companies in the field of engines and packaging in Bologna, in the field of electronics, mechanics and metals in Bergamo and in the field of transport and space in Turin – among other benefits.

"The purpose of our BoostUp! competition is to build a bridge between Israel and Europe, a fast track to land in Italy and connect with up to 30 companies in 3 days and to access the network of industrial partners of EIT Manufacturing" said **Gianluca Grifi**, Business Creation Manager of EIT Manufacturing CLC South.



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Edan Dvir, Director at **EIT Hub Israel** commented: *“The BoostUp! program is an excellent opportunity for Israeli startups to get a significant boost and enter new markets in Europe, the world leader in advanced manufacturing. We believe that all the companies selected to participate will benefit from exposure to leading companies in the field, and we are happy to continue to support collaborations between Israeli and European technology companies.”*

BoostUp! 2023 is being held in Israel, while two simultaneous programs will be held in Ireland and Eastern Europe. As part of the program, all companies who are accepted will receive support and mentoring from EIT Manufacturing communities' top experts.

For more details and registration >> <https://lnkd.in/dvk6gtfS>

Background information

The [European Institute of Innovation and Technology](#) (EIT) is Europe’s largest innovation ecosystem bringing together over 3 400 partners from top business, research and education organisations across Europe in 200+ innovation hubs. The EIT is an EU body and an integral part of Horizon Europe, the EU Framework Programme for Research and Innovation. Through dynamic pan-European partnerships, called Knowledge and Innovation Communities (KICs) the EIT Community offers a wide range of innovation and entrepreneurship activities, strengthening Europe’s ability to innovate and powering solutions to pressing global challenges while nurturing entrepreneurial talent to create sustainable growth and skilled jobs in Europe.

[EIT Manufacturing](#) is one of the nine innovation communities supported by the European Institute of Innovation and Technology (EIT), a body of the European Union. EIT Manufacturing’s main goal is to bring European stakeholders focused on manufacturing together in innovation ecosystems that add unique value to European products, processes and services and inspire the creation of globally competitive and sustainable manufacturing. EIT Manufacturing brings together more than 80 members (universities, research institutes and companies).

EIT Manufacturing’s Co-Location Centre South ([CLC South](#)), with its headquarters in Milan, Italy is one of the six Co-Location Centres whose mission is fully aligned with the EIT Manufacturing one, that is to bring together leading manufacturing across Europe to integrate innovation and education for an entrepreneurial and sustainable Europe and to fulfill its vision: ‘Global Manufacturing Innovation is led by Europe’. CLC South currently covers the Southern-Europe region comprising: Italy, Malta, Switzerland, Bosnia and Herzegovina, Kosovo, Montenegro.

[EIT Hub Israel](#), the Israeli branch of the European Institute of Innovation and Technology (EIT), creates synergy between EIT communities and the Israeli ecosystem in order to support the growth of startups and increase the number of projects and collaborations between the EU and Israel. The Israeli hub is part of EIT’s international platform and includes parallel hubs in leading global ecosystems – such as Silicon Valley.

[EIT Manufacturing — Making Innovation Happen!](#)



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