

Press release

Third edition of the competition “Seedstars Expansion Program to Emerging Markets”

Seedstars and the Office for Economic Affairs and Innovation (SPEI) welcome Genilem on board together with Innovaud and CVCI for the launch of the third edition of Seedstars Expansion Program to Emerging Markets. This free 4-day program is an immersive bootcamp experience that enables startups based in Vaud to discover and implement their international expansion objectives in four key emerging regions (Latam, Africa, Asia & CEE).

The program is accessible by application-only and allows early-stage startups based in Vaud and with a focus on new technologies as well as a strong interest in reaching out to these markets, to expand, grow and discover emerging economies. A total of 10 selected startups will be invited on a fully-sponsored trip to attend one of the four Regional Seedstars Summits of their choice. This year's destinations are **Phnom Penh, Cambodia** (November 18-22, 2019), **Bogota, Colombia** (November 25-29, 2019), **Johannesburg, South Africa** (November 25-29, 2019), and **Nur-Sultan, Kazakhstan** (December 2-6, 2019) as the fourth and latest addition to the program.

Selected startups will then be able to engage in various activities such as a bootcamp, a pitching competition, an investor forum, the entire Summit and a day to explore the local startup ecosystem. In addition to the previous editions, startups will be offered the possibility to pitch on the Regional Summit's main stage in front of international investors, press and fellow entrepreneurs. Throughout those 4 days, selected startups will be in contact with the best entrepreneurs from each region. For Raphaël Conz, Economic Promotion Manager (SPEI), *“supporting Seedstars is a great way to share experiences with some of the brightest entrepreneurs from emerging markets. Taking our startups abroad to fast growing scenes is a relevant way to inspire them by learning from people who are successfully building ideas to tackle real life problems, and to expand their businesses to the most promising markets in the world, in terms of consumption and growth.”*

Applications are now open online [here](#).

September 15, 2019	Deadline for applications
September 18, 2019	Preselection
September 26, 2019	Finalists will pitch in Lausanne in front of a jury (with members of SPEI, Innovaud, CVCI, Genilem and Seedstars)
September 30, 2019	Winners announcement



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For the second edition in 2018, the SPEI and Seedstars had already joined forces and invited 8 startups based in Vaud as part of an immersive experience in emerging markets. The startups went to 3 Seedstars Regional Summits: in Bangkok, Thailand (Asia), in Mexico City, Mexico (LATAM) and in Dar Es Salam, Tanzania (Africa). According to Sergey Tatarchenko from Noisypeak, who participated in the Africa Seedstars Summit : *"It was a great event with great people brought together by Seedstars. We were able to share great inspirational ideas. The best tech event I've been to in my life!"*

"We are thrilled to partner yet again with SPEI, Innovaud, CVCI, and Genilem to foster innovation and change on a global scale. "Swiss made" is an affirmation that holds a lot of value in many of these markets and Swiss companies should leverage it more. Seedstars is the platform to connect these businesses with over 80+ markets and joining forces with SPEI is another opportunity to merge the best of both worlds." explains Alisée de Tonnac, CEO of Seedstars.

ABOUT SEEDSTARS

"They tried to bury us, they didn't know we were seeds." - Mexican proverb [Seedstars](#) is a Swiss-based investment group on a mission to impact people's lives in emerging markets through technology and entrepreneurship. The group covers over 80 emerging ecosystems through a variety of activities such as acceleration programs, events and workshops, coworking spaces, company building and venture capital investments.

ABOUT THE OFFICE FOR ECONOMIC AFFAIRS AND INNOVATION (SPEI)

The Office for Economic Affairs and Innovation (SPEI) supports companies that are located in the Canton of Vaud, especially those involved in the sectors of advanced technology and industry. SPEI advises entrepreneurs and puts them in contact with organizations that are appropriate to their specific needs. SPEI can also provide direct financial support. The Office for Economic Affairs and Innovation (SPEI) has contributed for about CHF 53 million since 2012 to support startups/SMEs in their growth.

www.invest-vaud.ch

OFFICIAL WEBSITE & REGISTRATION LINK :

<https://bit.ly/2R9kGWq>

Photos, logos, more information and interview options are available on demand.



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Bureau d'information et de communication de l'Etat de Vaud

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Supported by :



Office for Economic
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