



COMUNICATO STAMPA

ITALIA STARTUP – STARTUPBUSINESS AGREEMENT IN SUPPORT OF NEW INNOVATIVE COMPANIES

The association of reference for the Italian startup ecosystem signs a partnership agreement with the sector's most important community

Milan, June 13th 2013 – Italia Startup, the non-profit Association that represents the Italian startup ecosystem signs an agreement with Startupbusiness, a network that brings together more than 4.000 new innovative companies and institutional and market interlocutors, all belonging to this vast sector.

*"Italia Startup brings together all those who are geared towards revitalizing our country, through the development of new innovative entrepreneurship – says **Federico Barilli, Secretary General of the Association** – this is why we believe that the partnership with Startupbusiness is strategic: Startupbusiness is a community of reference for the Italian startup ecosystem and has been operating for over five years, starting when this sector was still in the shadows, to unite and bring to light those who truly believe in the will to embark in new ventures, which is spreading more and more throughout the national territory. The agreement signed with the network conceived and coordinated by Emil Abirascid allows us to expand our range and to consolidate our role as reference point, both at national and at an international level, for Italian startups."*

*"Italia Startup has chosen Startupbusiness as a valuable partner because of the activities that we've been conducting over the years to support and sustain the ecosystem of innovative startups – says **Emil Abirascid, creator of Startupbusiness** – and also for the in-depth and consolidated knowledge that we have acquired over the years in this sector. Transforming Italy into a "Startup Nation" is a goal for both of us. We're convinced that it already is in part and that therefore it is necessary to bring to light the many excellent enterprises that already exist in the country and that need above all to be valorized and organized. Who better than Italia Startup can do this? I am therefore pleased to be able to lend a hand in the development of the Association of reference for the sector, which today already brings together many people and excellent businesses and which, also thanks to us, will be able to take on an ever more consolidated role as guide and coordinator of a sector that is strategic for the economic and social development of the country."*

The agreement between the two organizations provides, among other things, that both organizations promote meetings and events with the common goal of valorizing recently-established entrepreneurial initiatives by bringing them in touch with the consolidated world of Italian industry (Made in Italy, but not only), as well as with national and international investors.

In this context, a very important role will be played by the joint collaboration with Smau, the event that has been following closely for years the startup world and that facilitates, on the national territory, the meeting between companies and entrepreneurial and innovative realities.

Who is Italia Startup
<http://www.italiastartup.it>

Italia Startup is the non-profit and non-partisan Association that represents the Italian startup ecosystem, and is extended to all entities, both private and public – new innovative companies, startup incubators and accelerators, investors, companies and institutions – that facilitate its valorization, visibility and growth, and that believe in the creation of a new Italian entrepreneurial network.

Italia Startup aims to spreading the passion for creating businesses and to promoting entrepreneurial culture. In particular, it aims to valorizing and raising awareness about recently-established entrepreneurial initiatives by bringing them in touch with the consolidated world of Italian industry, as well as with national and international investors, in order to strengthen and increase the competitiveness of the entire Italian ecosystem.

Who is Startupbusiness
<http://www.startupbusiness.it>

Startupbusiness, founded in 2008, is the first social network business dedicated to the startup world in Italy. Today it's a catalyst in the innovational ecosystem, it encourages and supports relations, meetings, collaboration and exchange of information among startups, investors, businesses, industries, incubators, accelerators, Universities, Science and Technology Centers.

Startupbusiness is also a platform offering services (communications, events, training, legal, business development) directly or through its network of partners.

The Startupbusiness world also includes the following publishing units: Startupbusiness News, Startupbusiness Review, Innov'Azione.

Digital Communication Italia Startup

Web www.italiastartup.it

Mail segreteria@italiastartup.it

Tel.: +39 02 23999252

Digital Communication

Laura Sicolo

Mail laura@italiastartup.it

Italia Startup Press Office

Mirandola Comunicazione

www.mirandola.net

Marisandra Lizzi - Simona Miele

marisandra@mirandola.net - simona.miele@mirandola.net

Tel.: 0524 574708

Mobile: + 39 348 3615042; + 39 348 2509895

Skype: marisandalizzi - simomiele

Startupbusiness Press Office

www.startupbusiness.it

Donatella Cambosu

donatella@startupbusiness.it

mobile: 348 2744693

skype: kambosu