



## **City of Boston, City of Strasbourg and Innouvo announce new Boston-Strasbourg Innovation Initiative**

**The City of Boston and the City of Strasbourg, France, in collaboration with Innouvo and several other partners, are pleased to announce the launch of the Boston-Strasbourg Innovation Initiative.** This new, custom international Preparation, Exploration and Expansion Program further strengthens the historic Sister City relationship between both cities, which began in 1960.

**A rapidly, ever-changing global economic landscape necessitates more collaborations and continuous efforts to drive innovation excellence.** This new initiative was designed to bridge gaps and to support French innovators in transforming their business ideas into bankable realities, and to successfully achieve their international ambitions in Boston's globally celebrated healthcare innovation and technology ecosystem. Such programs also provide a unique channel for the public and private sectors to learn from each other and drive more innovation outcomes.

**We are delighted about the opportunities this initiative offers to entrepreneurs and organizations in both cities.** In 2020, the two cities will be celebrating the 60th anniversary of their sister city relationship. By then this program and the ecosystem it represents will have helped several teams of entrepreneurs.

**Boston and its surrounding cities offer limitless possibilities to innovators.** Entrepreneurs can find some of the greatest accelerators, universities, and representations from around the world. Boston is a global hub where innovators find and acquire deep expertise, trail-blazing technologists, and one of the largest venture capital community in the world.

**Strasbourg is the constitutional European Capital,** where important decisions for Europe are made. Strasbourg is also a gateway to Europe and a healthcare center of excellence (#1 in France). Its rapidly growing entrepreneurial ecosystem means easy access, a supportive environment, and is pragmatic and forward-looking when it comes to innovation.

**In 2019, from September 25<sup>th</sup> until October 6<sup>th</sup>, Strasbourg will be represented in Boston** by a select group of companies and ecosystem leaders who will tour the Boston ecosystem and exchange, learn and brainstorm with their respective counterparts. Entrepreneurs who will have been through the 3-month preparation program prior to their trip to Boston, will pitch their business ideas on September 27<sup>th</sup>, 2019, receive additional feedback, solidify and decide on their expansion strategies. In addition, they will meet with potential business partners and stakeholders identified by them during this intense program.

**Further information is available to learn more about this initiative and its partners, who are committed to creating opportunities for entrepreneurs from both Boston and Strasbourg.**

[Initiative website](#)

[Initiative Partners](#)

### **About**

Innouvo works with private and public investors, as well as entrepreneurs, on strategies that help companies win in competitive global markets. Applied systematically and holistically, our impressive experience, skills, resources and expertise help entrepreneurs succeed. [Learn more.](#)

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