



"Good innovation is like lifting up the horizon and looking through to see the future."

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EUROPEAN YOUNG INNOVATORS FORUM



## InnoApps, Huawei Apps Developers European Challenge, Powered by Microsoft

*A competition that challenges young developers to design innovative mobile applications to foster social inclusion.*

The "InnoApps, Huawei Apps Developers European Challenge, Powered by Microsoft" is a joint initiative of European Young Innovators Forum (EYIF), Huawei and Microsoft, that aims to contribute to the development of a more socially inclusive society in Europe. InnoApps is a four-months pan-European challenge, open to young European students and professionals under 27 years old to fostering "e-skills," increasing "e-participation" and promoting entrepreneurship among young people. "Through the competition, we hope to attract young talent and empower young people to develop their ideas while also fostering more youth entrepreneurship in Europe," explained **Leo Sun, President of Huawei's European Public Affairs and Communications Office in Brussels.** "Technology is a vehicle of opportunity, moving beyond its everyday use and solving some of the world's toughest problems," said **Jan Muehlfeit, Chairman of Microsoft Europe.**



**INNOAPPS : GET EMPOWERED TO APP THE WORLD AROUND YOU**

"This competition challenges young people to make Europe a more inclusive society by creating technology-based solutions, whilst encouraging their entrepreneurial spirit and ingenuity." In contrast to other competitions, InnoApps provides long-term mentoring and commercialisation support for the winning app, to help launch their product in the global marketplace. The InnoApps Challenge features a Female Developer Prize, specifically designed to highlight female tech role models to attract more young women into technology.

The winner of **the first prize will be awarded €5000 and will enjoy full commercialisation support** to help them promote their app and to further foster youth entrepreneurship. The winners of the first and second prize and the top female developer will be taken by Huawei on a trip to China's innovation centres. These developers, along with the audience's selected winner, will all have their apps promoted in Microsoft's Windows store. The six finalists will receive technical and marketing mentoring at a Brussels workshop, as well as promotion on the organisers' websites. The finalists and six runners-up, will also each receive a Huawei phone.

The InnoApps Challenge runs in two phases, the deadline for the ideas phase is on 15 September and an apps development phase for the selected ideas that culminates in the live-pitching final on the 21 November in Brussels during the Global Entrepreneurship Week (GEW), as an official GEW event. The European Young Innovators Forum is the leading foundation for youth innovation in Europe. The **EYIF's Founder and President, Kumardev Chatterjee** explained, "It is vitally important for the



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future of Europe and to exit the current crises, that its youth are given concrete opportunities for self-empowerment and supported to take risks for innovation and entrepreneurship. EYIF remains committed to creating such opportunities alongside partners and supporters across all sectors of society, government and business."

Microsoft supports the European Commission's eSkills strategy and is working hard to partner with EU stakeholders on the development and implementation of the Digital Agenda for Europe. Huawei also supports a number of projects and programmes to promote ICT education in Europe. Its successful flagship initiative in this field, the Undergraduate Work Experience Scheme, provides students with the opportunity to get hands-on work experience at Huawei's headquarters in China. Find out more: [www.innoapps.eu](http://www.innoapps.eu)