



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

Building the Transatlantic Innovation Bridge

Brussels, 30 January 2012: Just a few days left until 10 European young innovators from 7 European countries (Belgium, Germany, Poland, Romania, Portugal, Spain, The Netherlands) embark on an exclusive innovation tour of the USA. In times when Europe is questioning its identity, a group of entrepreneurs from Europe coordinated by European Young Innovators Forum (EYIF) push forward the innovation agenda at a global scale and open dialogue with their counterparts in the U.S. The Innotour USA is an Exchange Program on U.S.

Innovation and Entrepreneurship (12-22 February 2012) and it is managed by the U.S. Department of State through the U.S Mission to the European Union in Brussels, in partnership with the European Young Innovators Forum. Mr. John C. Sullivan, Head of Public Affairs, at The U.S. Mission to the EU: "We are very happy to be doing the very first Innotour with EYIF. It's a great chance for 10 young European innovators to meet with innovators from the United States, see how we do things. I think there will be some learning both ways".

Itinerary

Starting from Washington DC, to Silicon Valley, Stanford, San Francisco and Boston areas, the delegation is expected to visit major American hubs of innovation, interact face-to-face with top innovation practitioners and experts, experiencing first-hand best practices of turning innovative ideas into successful projects and businesses. More than just a study tour, Innotour USA is a cultural exchange that will have a broad and lasting impact, building bridges between Europe and the U.S. on a common quest for innovation and development.

Visits will include: Tech Incubators, Coworking Spaces, Innovators Start-ups, Innovative Giants, Educational Hubs, Venture Capitalists and nevertheless meetings with Representatives of the U.S. Department of State.

Profile of Innotour Delegation

The selected delegation is an interesting mix of diverse interests, nationalities, ages. They represent seven different European nations (Belgium, Germany, Poland, Portugal, Romania, Spain, The Netherlands,) and range in age from 24 to 33 and their interests range from innovation as an educational topic, creating innovative companies, products and services, learning how to build and grow ventures into successful innovative companies, how the innovation funding ecosystem works including venture capital, the economic value of innovation and how to create and foster an environment, structures, policies, tools and platforms to encourage innovation.

Mihai Cosmin Rotaru (26) of Romania started his first entrepreneurial endeavor at the age of 12, editing and printing a magazine for his school. In 2008 he started a small web development company. He has successfully raised capital for his last two startups, has won several European competitions, and is always trying to take the world by storm. Now he is trying to revolutionize the taxi industry through technology, as CEO of CleverTaxi, a promising startup targeting the global market.



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Sofia Esteves (24) of Portugal is the founder of Flicks Systems, a startup dedicated to environmental monitoring which has become her favorite activity. The company is developing an advanced fire detection system, to minimize the environmental and economic losses caused by wildfires. Their solution has been recognized with several prizes, and they are truly committed to creating an innovative and successful business. The full list of young innovators participating in the Innotour Program is available on our [website](#).

US-EU Cultural Exchange

More than just a study tour on innovation, Innotour USA is a cultural exchange that will have a broad and lasting impact, building bridges between Europe and the U.S. on a common quest for innovation and development. The experience of the participants, serving as good will ambassadors from Europe, will be relayed throughout the trip using live videoblogs and social media posts, tweets and videos on [Facebook](#), [Twitter](#) and [YouTube](#). It's not only about what ten young European innovators learn individually but also what they are able to bring back to the European community and contribute to the changing of a mindset.

About European Young Innovators Forum (EYIF)

The European Young Innovators Forum (EYIF) is a non-profit, pan-European platform that was launched at the European Parliament on 12 July 2010 at a joint European Commission, European Parliament and Council of Europe event. EYIF today gives voice to a community of young innovators and experts that believe in taking risks and in the value of shared ideas and professional mentorship. The Innovators in the forum come from diverse, multidisciplinary, multinational backgrounds and are passionate about their common conviction that innovation is crucial for Europe's future and that it will fundamentally shape Europe's renewal of its way of life and social sustainability.

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