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## PRESS RELEASE

### **GEW Switzerland 2020: Let yourself be inspired to be an entrepreneur!**

**Bern, 30 October 2020 – From 16 to 22 November numerous events, workshops and other activities for prospective entrepreneurs will be held under the Global Entrepreneurship Week (GEW) Switzerland for the 10th time. Initiated by Swissparks.ch and supported by Innosuisse, GEW will host various start-up organizations (like Fongit, Business Parc Reinach, Startfeld, Business Angels Switzerland among others) nationwide. And again, the universities of Geneva and Lausanne are very engaged partners. Swissparks.ch itself will offer a virtual workshop together with the Swiss Entrepreneurs Foundation. Because of the Corona pandemic a majority of the events will be online.**

«2020 is a very special year, also for GEW Switzerland: entrepreneurs and innovators need extra support to manage the challenges related to the Corona pandemic. GEW provides them with a platform to inform and inspire, helping them to solve their problems and grow their start-ups», says James Miners, Senior Advisor at Fongit. The innovation incubator is one of the long-term Swiss GEW organisers together with over 30 other incubators, innovation and technology parks, impact hubs, universities and founder centres (like Business Parc Reinach, Startfeld Zurich, Business Angels Switzerland, USI Lugano and others).

GEW Switzerland is inspired by Global Entrepreneurship Week, a global and annual initiative each November, dedicated to entrepreneurship, ecosystems, networking and matchmaking. It takes place for the 10th time in Switzerland and is launched under this year's motto "Let yourself be inspired".

#### **2019: 80 events with nearly 3000 participants**

More than 80 local events and networking occasions with around 3000 participants across 10 cantons and 13 cities were held nationwide 2019. The variety of activities ranges from information events to conferences and interactive workshops to investors days. The campaign is initiated by Swissparks.ch and supported by Innosuisse, the Swiss Innovation Agency.

#### **Encouraging and supporting prospective entrepreneurs**

Raising more awareness for entrepreneurship is the main goal: "To draw the attention of the public to how important entrepreneurial people and start-ups are for the economy and prosperity, is exactly what we have been actively pursuing with the Global Entrepreneurship Week since 2012», affirms Rene Hausammann, Chairman of Swissparks.ch: "Encouraging, motivating and supporting prospective entrepreneurs and company founders is our mission for the year 2020", he adds.

#### **Swiss EF with start-up growth programme**

During the GEW week Swissparks.ch itself will offer a virtual workshop (webinar) together with the Swiss Entrepreneur Foundation. Swiss EF was established in late 2017, with Federal Councillor Guy Parmelin as its current patron, and focuses on improving the framework conditions for entrepreneurship. At the Swissparks.ch video conference on November 18 it will present its



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[“UpScaler Program”](#), a results-driven start-up growth program for companies in the internationalization phase, together with a show case.

#### Unil with 14 online events from the campus

Key partner is the University of Lausanne, [HUB Entrepreneuriat et Innovation UNIL \(Unil\)](#), for the second time. UNIL has organized 14 events for 15'000 students from 7 faculties. “This year the Global Entrepreneurship Week will take place at UNIL in Livestream. We have built up a studio in the Vortex building located at the heart of the campus where we will welcome our guests but without public. This challenging period is critical for innovation and creativity. During 4 days we will demystify the world of entrepreneurship around 4 topics: sustainability, health, digitalisation and sport & culture”, says Anne Headon, Director of the HUB Entrepreneurship and Innovation UNIL.

#### ‘Libérez vos idées’ with diverse e-activities

At the University of Geneva diverse activities are planned for six days under the title [‘Libérez vos idées’](#) also with the aim to let students discover the wide range of opportunities of entrepreneurship. They start the GEW with a new online concept too – containing e-conferences and -trainings, concours, pitching event, e-round tables and online-workshops.

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#### More information

about the initiative and a current list with events from different organizations from all over Switzerland can be found on the new website of GEW Switzerland [www.gew-switzerland.ch](http://www.gew-switzerland.ch).

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