

Press release

Barcelona meets the future of the energy sector

- A prominent European innovation and business event, the Business Booster organised by KIC InnoEnergy, returns to Barcelona on 23-24 October bringing together key players of the energy industry to network, showcase latest innovations and technologies, and share ideas and future trends in sustainable energy.
- The 2014 Business Booster will build on last year's success when over 200 participants from 10 European countries and from the 50 top European energy companies attended.

Barcelona, 5 August 2014 – Barcelona will become the European capital for innovation, entrepreneurship and discussions on the future of the energy sector on 23-24 October.

KIC InnoEnergy, the European company for innovation, business creation and education in sustainable energy, invites leading energy companies to attend the Business Booster event to meet the high-growth start-ups supported by the company, and to join dialogues with key actors of the sector including policy leaders, industry representatives and entrepreneurs.

The event will focus on the challenges of the energy sector, the importance of innovative solutions and creating new business – all key topics of the European energy sector.

Europe is the world's most important market for sustainable energy, accounting for 40% of global investments in energy efficiency⁽¹⁾. The European Union continues to highlight the importance of innovation in the sector. The EU's Horizon 2020 programme is making a decisive shift towards research and innovation investments, with an increased budget of 30% to be invested in this area. At the same time, Europe is increasingly dependent on importing energy from third countries – the demand to import oil and gas is set to reach 80% by 2035.

KIC InnoEnergy, as a leader in sustainable energy and innovation in Europe, aims to respond to these challenges by initiating dialogues at the Business Booster event with experts in the industry. It will also showcase a number of case studies from successful serial entrepreneurs to highlight how entrepreneurship contributes to the growth of the European economy. KIC InnoEnergy's impact on sustainability and its insight on the need of talent, innovation and new business models will be present amongst the event's discussion topics.

KIC InnoEnergy works to strengthen the culture of innovation in the European sustainable energy field. To do this, it accelerates the creation of high-growth companies and brings innovative products and services to life. The Business Booster will showcase all the 60+ ventures the company supports, creating a unique platform for the industry to get access to the latest technologies and innovations. According to industry experts, reaching the first client is the key for survival of 90% of start-ups. The first commercial transactions were initiated at last year's event, and this year KIC InnoEnergy sets to further increase the number of partnerships between start-ups and industry participants, bringing new innovative solutions and successful companies to the European sustainable energy field.

(1) According to the “*Energy challenges and policy of the European Commission 2013*” report.

About KIC InnoEnergy (www.kic-innoenergy.com)

KIC InnoEnergy is a European company dedicated to promoting innovation, entrepreneurship and education in the sustainable energy field by bringing together academics, business and research institutes. KIC InnoEnergy’s goal is to make a positive impact on sustainable energy in Europe, by creating future game changers with a different mind-set, and bringing innovative products, services and successful companies to life.

With its headquarters in the Netherlands, KIC InnoEnergy develops its activities across a network of offices located in Belgium, France, Germany, the Netherlands, Spain, Portugal, Poland and Sweden. More than 150 partners contribute to KIC InnoEnergy’s activities, forming a first class and dynamic network that is always open to new entrants. The company’s 27 shareholders are committed to a 7 year industrial plan in which they pledge to mobilise €700 million of resources during the period 2011-2015 alone.

KIC InnoEnergy is financially supported by the European Institute of Innovation and Technology (EIT) and, while a profit-oriented company, has a “not for dividend” financial strategy, reinvesting all its profits back into the organisation’s activities.

For more information

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