

## Erasmus for Young Entrepreneurs integrates UK, USA, Canada, and Singapore as business exchange destinations empowering European SMEs with global opportunities

Brussels, 1 February 2025

The Erasmus for Young Entrepreneurs (EYE) programme has reached an exciting milestone, announcing the expansion of its network to four global innovation markets: the United Kingdom, the United States, Canada, and Singapore. This step confirms EYE's commitment to driving internationalisation, fostering collaboration, and equipping European SMEs with the skills and networks needed to thrive in a competitive global market.

### Continuing to break ground for SME internationalisation

For over 15 years, EYE programme has been at the forefront of entrepreneurial exchange, connecting aspiring entrepreneurs with experienced business owners across Europe. With the inclusion of these 4 key international destinations, the programme offers its participants unparalleled access to global markets, cutting-edge business ecosystems, and invaluable mentorship opportunities. By fostering international partnerships, the programme will help European entrepreneurs unlock growth opportunities, navigate complex markets, and embrace innovative practices.

### Strategic hubs of innovation and growth

- **United Kingdom:** Close economic partner to the EU, the UK's inclusion to the EYE enhances longstanding collaboration.
- **United States:** Home to Silicon Valley and a global player in tech and innovation, the US offers opportunities for entrepreneurs seeking to grow and access diverse consumer markets.
- **Canada:** With its vibrant startup ecosystem and emphasis on inclusivity, Canada provides fertile ground for SMEs looking to innovate in various fields, including clean energy, AI, and life sciences.
- **Singapore:** As a gateway to Asia, Singapore's strategic location and business-friendly environment make it an ideal partner for entrepreneurs aiming to expand into dynamic and emerging markets.

### Upskilling European entrepreneurs

By tapping into these global markets, European entrepreneurs will not only gain access to new business opportunities but also develop critical skills in cross-cultural collaboration, international trade, and digital innovation. These experiences align with the EU's broader goal of creating a resilient and future-ready SME sector.

### Quote from leadership

"Establishing lasting collaborations with global markets is more than just a milestone for the EYE programme – it's a game-changer for starting entrepreneurs," said Mariella Masselink, European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and



# Erasmus for Young Entrepreneurs

SMEs, Head of Unit - Industrial Forum, Alliances, Clusters. “By opening doors to the UK, USA, Canada, and Singapore, we’re equipping European entrepreneurs with the tools, networks, perspectives and new know-how they need to excel here and on a global stage.”

## **A win-win collaboration**

The inclusion of these countries fosters mutual exchange and growth. Host Entrepreneurs in these new countries will get to see their businesses from different angles brought by European entrepreneurs and obtain direct contacts to access overseas markets, contributing to a dynamic and collaborative ecosystem.

## **Join the journey**

Entrepreneurs across Europe and beyond are invited to seize this opportunity to innovate, grow, and connect with global entrepreneurs. With close to 13,000 exchanges already completed, involving almost 26,000 entrepreneurs under the EYE programme, this expansion promises to bring emerging SMEs international success stories.

For more information on how to participate in the Erasmus for Young Entrepreneurs programme, visit [www.erasmus-entrepreneurs.eu](http://www.erasmus-entrepreneurs.eu)

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