



Press release for media

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The EYES (Emerging Young Entrepreneurs – Developing Entrepreneurial Spirit in Slovakia and Hungary) project implemented in the framework of the Interreg V-A Slovakia-Hungary Cooperation Programme (www.skhu.eu) in partnership with the Budapest Enterprise Agency, HEPA Hungarian Export Promotion Agency and the Institute of Management of the Slovak University of Technology (IM STU) in Bratislava is closing today.

The Slovak-Hungarian cooperation realised in the framework of the EYES project was an unambiguous success. Since the start of the project on 1st September 2017, numerous programmes and events have been implemented on a remarkably high level, all supporting the development of Hungarian and Slovak emerging enterprises and explicitly startups by enhancing both their competences and their visibility.

During the project the interested startups and emerging enterprises received theoretical and practical training in key topics such as business planning, international communications skills, online marketing tools (e-mail, Facebook, blogging), international marketing, master pitching, as well as intellectual property rights protection in Asian markets, to name a few. The study materials produced for the workshops and trainings are available on the e-learning platform of the project.

The Slovak and Hungarian startups participating in the project were presented at the Startup Night 2018, the most prominent event organised for the international startup ecosystem in Budapest with 50 exhibitors and 800 guests attending. The same participating startups had the opportunity to qualify for the 9th Be Smart startup competition and the three Slovak and three Hungarian winner startups were presented in the pitch sessions and in the exhibitions of the IV. Startup Budapest Forum and the Startup Expo, co-event of think.BDPST Festival.

The ultimate result of the EYES project was the promotion of innovative ideas into marketable business value which significantly enhances the economic growth of both Slovakia and Hungary. The participating startups and young entrepreneurs were provided with best practices in becoming successful in an international environment. There was mutually considerable interest among the Slovak and Hungarian startups towards the business opportunities of each other's market. Based on the positive feedback on the usefulness and efficiency of the project, the Partners are committed to sustain and further develop the achievements of the projects.