

International energy competition returns to Denmark

Following the success of last year, nearly 100 investors, experts and entrepreneurs will once again gather in Horsens, Denmark on October 10th to participate in the energy competition 'European Venture Contest Energy'. Here, entrepreneurs will see their business ideas put to the test, and the best ideas will proceed to a big European finale in Düsseldorf, Germany.

Horsens, Denmark, September 23rd 2013

Interesting investment opportunities, new networks and innovative business ideas - these were some of the visible results of the first 'European Venture Contest Energy', which took place in Horsens last year. Therefore, expectations are high this year, when investors and industry experts once again visit Horsens to meet with entrepreneurs from across Europe and review their business plans. The competition takes place on October 10th in Vitus Bering Innovation Park, and the primary goal is to find potential investors for the emerging companies. Besides the possibility of having an innovative idea financed, the participants - who all have share the dream of revolutionising the energy sector with their technologies - will have the chance to network and exchange ideas during the day.

- We are extremely proud that the people behind the concept were so satisfied with last year's event in Horsens that they wanted to come back this year. Furthermore, we see great value in the fact that the competition focuses on energy, as our region possesses some key competences in this field, explains Mogens Vig Pedersen, CEO at the investment foundation Insero, and continues:

- At Insero, we are convinced that one of the strongest sources of economic growth is knowledge, which is translated into business. The 'European Venture Contest Energy' creates a forum where investors and entrepreneurs are paired up - all of whom are ready to embark on new markets and offer unconventional products and services. This is an important step in becoming successful and that is why we are thrilled to host the competition.

Insero will host the competition in collaboration with the European network organisation Europe Unlimited, who is responsible for all 'Venture Contests' across Europe, Invest in Denmark, Horsens Municipality and Aarhus Municipality, who has decided to support the energy contest in Horsens again this year.

- In Aarhus, we host similar events in the food and health technology, because we know how important it is for entrepreneurs to establish contact with the right investors in the industry. This also applies to the field of energy, where it often costs millions to scale a good energy idea. The contest provides emerging Danish energy companies with an opportunity to establish international contacts, says Director of Business in Aarhus Municipality, Jan Beyer Schmidt-Sørensen.

Innovation and sustainability

Many entrepreneurs and investors have registered for the event, which will exclusively focus on energy in the following fields: energy production, energy distribution and energy efficiency. Right now, the organisers - along with a panel of experts - are selecting the final companies, who will be presenting their ideas in the competition, and judging from the number of qualified applications, we will see a very strong line-up. As a result, the panel of experts expect to see a lot of new and innovative business ideas, which can contribute to fulfilling e.g. the Danish political vision of basing a far greater part of the world's energy production on renewable energy sources.

To the Municipality of Horsens, there is a particular value in being able to attract an international business conference such as European Venture Contest to the city:

- Horsens is a municipality with rapid growth, and it is on the list of the fastest growing municipalities in Denmark – a position we want to keep improving. That is why we are so happy to host the European Venture Contest, which contributes with a large network and potential investments in the field of energy – a field where our region is a front-runner. And it's nice to see that EVC has chosen to come back to Horsens, says Mayor of Horsens, Peter Sørensen.

The evening before European Venture Contest Energy 2013, Horsens will host a reception at *Fængslet*, the old prison in Horsens. Here, the majority of investors and entrepreneurs taking part in the competition are expected to participate and network under different circumstances than usually – behind bars.

Programme for European Venture Contest Energy in Horsens:

October 9 th :	Participants arrive in Horsens
October 9 th , evening:	The Municipality of Horsens is hosting a reception at <i>Fængslet</i> , the old prison in Horsens.
October 10 th , day:	European Venture Contest Energy in Vitus Bering Innovation Park, Horsens

For more information about the programme or the list of participants, visit [this link](#).

Facts:

The semi-final of European Venture Contest Energy in Horsens will bring together 30 promising start-ups in the field of renewable energy. Through an 8 minute long presentation, the participants will showcase their ground-breaking technology in front of a jury consisting of business angels, venture capitalists, corporate investors and other industry experts, who will scrutinize their business ideas. Between the presentations, the participants will have a chance to network and exchange ideas.

The top 25% will get the opportunity to take part in the Nordic Venture Forum and the European Venture Summit, which is the finale for all European Venture Contests in Europe.

The start-ups have been selected within the following 3 areas:

- Energy production from sustainable sources (e.g. solar or geothermal)
- Energy infrastructure and distribution (e.g. electric vehicles or smart grids)
- Energy efficiency and storage (e.g. fuel cells and batteries or heat storage)

Put together, all the Venture Contests in 2012 resulted in more than 850 applications evaluated online by investors, more than 500 entrepreneurs presented their ideas from which 130 proceeded to the finale and the European Venture Summit 2012.

About Insero

Insero is a private equity that invests in businesses, entrepreneurs and projects in the fields of energy and ICT. This is done by offering venture capital, specialised consultancy and the proper network. Among other things, Insero Horsens has invested in nine start-up companies in the fields of energy and ICT, cluster companies in the fields of IT, e-mobility, energy (from the earth and the sun) and education as well as the consulting firm Insero Business Services. In addition, Insero Horsens also invests locally in education, culture and sports.

About Europe Unlimited:

Europe Unlimited is a strong European network platform with 15 years of experience in managing networks among Europe's leading venture stakeholders, investors, SMEs and start-up entrepreneurs, as well as representatives from national and regional cluster companies and incubator environments. Europe Unlimited hosts all 'European Venture Contests' across Europe and thus also the venture contest in Horsens on October 10th.

About Vitus Bering Innovation Park:

Vitus Bering Innovation Park will provide the settings for "European Venture Contest Energy 2013" on October 10th. The park is one of Denmark's largest innovation parks, targeting growth-oriented companies and start-ups and offering a professional environment in the fields of ICT, mechanical engineering, construction, energy, e-mobility, marketing and innovation.

About Invest in Denmark:

The Danish national investment promotion agency is rooted in the Ministry of Foreign Affairs as part of the Export Council and works to attract foreign investments and businesses to Denmark. The objective of Invest in Denmark is to create and preserve jobs in Denmark, in order to strengthen the globalisation of the industrial sector, create growth and enhance the competence- and knowledge-level in Denmark. Invest in Denmark has specialised employees in selected embassies, innovation centres and general consulates in Europe, Asia and North America. In order to strengthen the marketing of all of Denmark, Invest in Denmark also has a close and formalised cooperation with Danish regions about attracting foreign investments.

About the Municipality of Horsens:

Horsens is a rapidly expanding municipality located in the middle of the growth path of Eastern Jutland. According to Statistics Denmark, Horsens is one of the three fastest growing cities in Denmark in the next decades. This growth rate creates a significant possibility to attract more organisations and educations to the municipality. The business strategy of Horsens especially supports innovation, entrepreneurship and sustainability, however also the development of Horsens as an international meeting and conference city has top priority.

About the Municipality of Aarhus:

The Municipality of Aarhus is experiencing significant growth in new jobs, citizens – including new students – and the international workforce. Collaborations with organisations are important to Aarhus and for the fulfilment of their climate plan. Currently, 42 organisations are climate partners with Aarhus, among others Vestas, Rambøll, AVK and Kamstrup. With the help of these organisations, the aim is to develop solutions, which will make Aarhus reach the objectives on climate as well as strengthen the export. Furthermore, in 2014 Aarhus will be able to offer organisations, students and researchers 38.000 square metres of attractive environment with development facilities in the new centre for energy, innovation and education, Navitas.

About the Confederation of Danish Industry:

The Confederation of Danish Industry, DI, contributes to an open and wealthy society in growth and balance. Their mission is to make Denmark one of the world's most attractive countries to locate organisations – with the best working conditions to operate in and from. When an organisation in Denmark wins, everybody in Denmark wins.

Every day, DI helps organisations in Denmark to win. Among other things, they help on foreign markets, at political improvements and with services and qualifications, which will strengthen the competitiveness of each company member.