



- Press Release -

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HER Venture HUB Selected to Pitch at the 1st European Social Innovation Forum by NESEI and European Commission - Brussels

HER Venture HUB, an innovative social initiative driving women's empowerment in entrepreneurship, leadership and the workforce, is honored to announce its selection to pitch at the inaugural European Social Innovation Forum, to be held on April 16, 2024, at the Novotel Brussels City Centre.

Following a must awaited selection process, HER Venture HUB has emerged as an innovative initiative for women's empowerment, securing a distinguished spot to present at the 1st European Social Innovation Forum. The forum, hosted by NESEI and by the European Commission, showcases innovative projects designed to foster social innovation throughout Europe and features transformative ideas and projects aimed at tackling Europe's most pressing social challenges.

"Being selected to participate in this inaugural forum, which represents the significant focus of EU's future support to social economy, is not merely a recognition of our creative and innovative approach to global challenges but also a call to action to really and truly support social innovation including gender equality and women empowerment," states Luisa Baltazar, the Founder & CEO.

HER Venture HUB is a global ecosystem, a supportive initiative, and an online resources platform that fosters the growth of women in entrepreneurship, leadership, and the workforce. "For too long, women have faced systemic barriers to achieve their full potential in life, finances, and in business, and solutions that meet their specific need have to be created" said Rute Frade, the co-founder and COO.

The initiative's selection reaffirms its innovative social and business strategy, which is built on strategic pillars and a multifaceted approach that guarantees both a personalized and a far-reaching impact, supported by the commitment of international governments and organizations.

Luisa Baltazar, added that "having the backup of the embassies and global partners that we have is yet another advantage of high-level access to other markets and to cross-cultural exchange of insights and know-how at a global scale."

The HUB's online platform vision is the intersection of the HUB's intended impact and mission, providing resources and data-driven support for women's



multidimensional needs, whether in life, business, or financial areas. The paths generated to support women will be crafted to empower them having in mind the era of the Fourth Industrial Revolution. "It's a platform where strategies for success are conceived, leadership is fostered, and paths for growth are created," adds Rute Frade.

With a focus on skill and personal development, the HER Venture HUB adopts a holistic model that nurtures four critical dimensions: Personal Growth, Skills Development, Cross-Cultural Dialogue, and Global Market Access. It integrates established methodologies and theories into a practical framework, equipping and supporting women to shape and influence the global business environment, especially in pivotal markets like the EU, Middle East, USA, and Asia.

The team leading this initiative are seasoned experts, who have been active contributors to social causes for decades and with plenty of corporate, startup and governmental experience to back it up. As founders, and as women entrepreneurs who have walked the path themselves, they strongly believe that "organizations, science and tech, society, the world and our future generations have immensely to gain, directly and indirectly, from the valuable decision-making of women."

Event attendees in Brussels are invited to join HER Venture HUB at the forum to witness their pitch in person. For those unable to attend in person, HER Venture HUB will offer updates and insights through its LinkedIn channel.

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Useful Links:

To get involved or learn more, visit: <https://herventurehub.com/>

For updates follow us on LinkedIn at: <https://www.linkedin.com/company/her-venture-hub/>

In case of need for logos, please access: https://herventurehub.com/media_and_press

NESEI's FORUM webpage: <https://nesei.eu/events/>

EC DG for Internal Market Industry, Entrepreneurship and SMEs:
https://commission.europa.eu/about-european-commission/departments-and-executive-agencies/internal-market-industry-entrepreneurship-and-smes_en

EC Priorities: https://commission.europa.eu/strategy-and-policy/priorities-2019-2024_en