

# INNOVATION TOUR



## What's It All About?

The SIREUS Innovation tour has previously taken place in Texas where a delegation of Swedish Innovation offices from seven of the of the largest Swedish universities participated. The tour is about gaining profound insights into the vibrant startup ecosystem and innovation culture in the U.S. by engaging with key stakeholders and visiting prominent organizations in the field.

## What Can You Expect?

As Texas has undergone an impressive transformation by recognizing the need to diversify its economy and explore new areas of innovation, it was the perfect place for SIREUS to reach its goal of identifying opportunities for knowledge exchange and joint projects between Sweden and the U.S., nurturing international innovation partnerships.



## An Exclusive Opportunity

The Innovation Tour provides an exsulsive opportunity for university representatives to deepen their understanding of the similarities and differences between the Swedish and the innovation ecosystems in the U.S, facilitating the exchange of knowledge and best practices.

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## During the Innovation Tour

During the Innovation Tour, participants met up with universities in Texas and their innovation offices to learn more about how they work with innovation processes, and an introduction to how to take an idea to market, especially with research insights of a deep tech nature.



## Why Texas?

One of the most notable changes in Texas has been the emergence of technology and innovation. Cities like Austin have flourished as tech hubs, attracting a growing number of tech companies and startups. This has created a thriving ecosystem for technology and innovation, where companies within deep tech, software development, artificial intelligence, and renewable energy have been able to grow and thrive.

## More of what the tour offers

The tour provided a platform to establish meaningful connections and explore potential collaborations with Texas-based innovation hubs, universities, and startups, fostering relationships that may lead to mutually beneficial projects.



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2025

Location: TBA

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Last year, Swedish universities traveled to four cities in Texas and visited five universities, San Antonio: UTSA, Austin: UT Austin, College Station: A&M, Houston: Rice University, and University Houston.

We are excited to continue the Innovation Tour, exploring new locations across the U.S. to discover and learn from various innovation hubs, furthering the knowledge exchange between Sweden and the U.S.

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Participation fee: 2000 USD per university.

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To sign up for the event, or if you have any questions, please contact: [event@sireus.org](mailto:event@sireus.org)

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We look forward to seeing you on our next tour in another exciting area!



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