

SME INNOVATION

UNLOCKING EUROPE'S
ECONOMIC FUTURE



DIGITAL
IN PULSE
#BienÊtre



CÉRÉMONIE DE REMISE DE PRIX

30 000,00 €

1^{ER} PRIX *Trente mille euros*

À *AMK BIOTECH*



SME INNOVATION

UNLOCKING EUROPE'S ECONOMIC FUTURE

Small and medium-sized enterprises (SMEs) are the lifeblood of Europe's economy and the drivers of innovation. They represent 99% of all businesses in the European Union, account for 67% of its private sector jobs and deliver 58% of its GDP. For Europe's economy to thrive, its millions of startups have to thrive.

So, supporting SMEs supports all of our futures.

However, as many as two thirds of SMEs remain in their infancy in terms of digital maturity, lacking critical pieces of Information and Communications Technology (ICT) infrastructure. Now is the time to stride forward with confidence.

Huawei has accumulated deep experience in industry-specific transformation – from healthcare and finance to retail, education, and more – and we are eager to share our digital experience and capabilities.

We are committed to working with SMEs to provide the tailor-made and easy-to-deploy products and solutions that help accelerate and simplify their digital transformation. Together, we can unlock business growth, reinforce cyber resilience, kickstart energy efficiency and truly realize entrepreneurial potential. Fueling the dynamic enterprise engine of Europe and turning startups into

scale-ups by offering mentoring, technical support, technological resources and access to international insights and markets.

From Greece to Spain and Germany to Italy, we are side-by-side with our SME partners in Europe, listening and adapting to their needs and ambitions, and promoting and safeguarding their innovation.

The business spirit of startups alongside the supportive technological expertise of Huawei: a practical partnership with Europe, aiming to embed permanent prosperity for Europe.



SME INNOVATION: UNLOCKING EUROPE'S ECONOMIC FUTURE

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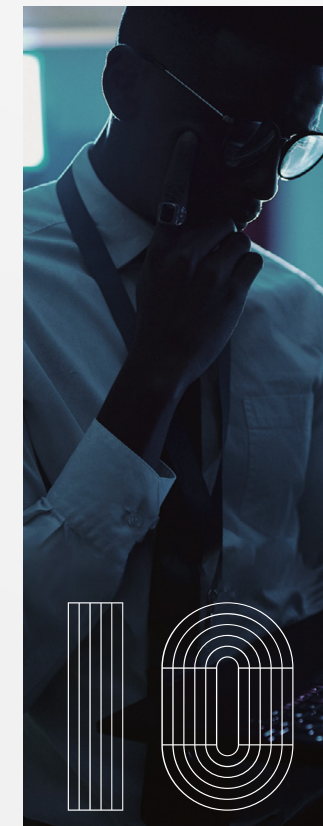


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Q&A Guide: Promoting Cybersecurity for SMEs in Europe

SUPPORTING DEVELOPERS IN EUROPE AND GLOBALLY WITH HUAWEI CLOUD

Huawei Cloud provides various initiatives to support SMEs in their digitalization and supply them with the tools they need to improve their competitiveness.

4.6M+
developers globally

41,000+
partners worldwide

3,000 European enterprises' digitalization accelerated



6



PRIZES & INCENTIVES

88

Huawei Developer Competition is our flagship event for ICT development, where we share our industry expertise with global developers. Themed Spark Infinity, the 2022 competition encouraged developers to find new solutions to real problems.

99

Grand Prize

Cash Prize: **15,000 EUR**
Certificate, HUAWEI CLOUD credits and Post-Contest Promotion

1 Team

1st Runner-Up

Cash Prize: **5,000 EUR**
Certificate, HUAWEI CLOUD credits and Post-Contest Promotion

2 Teams

2nd Runner-Up

Cash Prize: **3,000 EUR**
Certificate, HUAWEI CLOUD credits and Post-Contest Promotion

3 Teams

Honorable Student Award

Cash Prize: **1,500 EUR**
Certificate and Post-Contest Promotion

3 Teams

The Huawei Startup Challenge (HSC) program aims to invigorate, support and recognize young Polish innovators. Teams compete to create tech solutions tackling the biggest global challenges as identified in the UN's 17 Sustainable Development Goals (SDGs). The initiative promotes positive impact technologies and Polish startups. It is organized by Huawei Poland and a local NGO specializing in startup ecosystem development, with support from a network of innovation experts and public and academic representatives.



HSC I (2020-2021)

focused on promoting social, business and cultural diversity and creating solutions to combat exclusion in various areas;



HSC II (2021-2022)

focused on environmental technology solutions (#TechForBetterPlanet);



HSC III (2022-2023)

focused on technology solutions in healthcare (#TechForBetterHealth).

Created

648

applications

PLN

585k

investment

Accelerated
development for

30

startups

HUAWEI STARTUP CHALLENGE IN POLAND

WINNER OF THE FIRST EDITION – WHEELSTAIR

This groundbreaking innovation combines diverse scientific fields, including robotics, computing, mechanics and electronics. Wheelstair's primary objective is to develop a mechatronic attachment for wheelchairs, empowering those with mobility challenges to overcome once-insurmountable architectural obstacles. Thanks to Wheelstair, nearly 570,000 people in Poland can now experience a significantly enhanced level of social integration and independence.



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find out more



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3 HUAWEI ITALY 2 ACCELERATION FOR 0 CHANGE PROGRAM



Acceleration for Change 2023 is the 2nd edition of the technological acceleration program, promoted by Huawei Technologies Italia in collaboration with SPICI Business Incubator. The scheme is aimed at innovative startups and SMEs, interested in developing, testing and validating in the European Public Cloud Huawei environment, systems, products, processes and new digital solutions in the field of Cloud Computing, AI and Machine Learning.

The program offers mentoring, technical support, technological resources and access to international Market Place, accelerating business growth from start-up to scale-up.

The program seeks to discover the most innovative startups across Italy and to help them thrive. A roadshow across key Italian cities helps to publicize the scheme and attract participants. On Italy Enterprise Day in 2023, the roadshow awarded the A4C Trophy to 8 new startups, providing access to the new EU cloud startup voucher program.



• **Huawei Cloud training**
An in-depth workshop on Huawei Cloud solutions



• **Technical Support**
Specialist guidance on migration and developers' kit from Cloud experts



• **Cloud Voucher up to 150,000 USD**
Credit voucher for the use of EU public Cloud and extra rewards based on EU Developer Competition



• **Marketing Support**
Huawei Advertising tools to support solutions launch promotion



• **Go-To Market**
Business development support for product launch on international markets

ACCELERATING FINNISH STARTUPS AT SLUSH

In 2021, Huawei Finland participated in SLUSH, the world's leading startup event and the largest gathering of VCs – delivering actionable company-building advice and bringing together the who's who of the entrepreneurial ecosystem.

Huawei created its own Startup Awards competition and received 50+ applications – the startups presenting their innovative solutions to a judging panel and competing to benefit from Huawei Cloud's computing platform and to win 30,000 EUR support.

The winning startup, Walkbeat, provides the world's first easy-to-use tool to accurately analyse gait anytime, anywhere. Using sensors worn on the legs & gait analysis software as a mobile app, Walkbeat can be used to monitor rehabilitation and assess mobility disorders, treatment outcomes, interventions and more.

"Healthcare is rarely seen as the next unicorn in investment portfolios. Healthcare projects typically have long lifecycles, also the benefits are needed now rather than tomorrow. That's why investments in this area require a big heart", says Walkbeat CEO and founder Siddhartha Khandelwal.



HUAWEI FRANCE DIGITAL INPULSE

10^e édition
**DIGITAL
IN PULSE**
#TerritoiresConnectés

Since 2014, Huawei has been supporting French startups in their international development with Digital InPulse program. During this competition, organized each year around a different theme, 8 to 12 French startups are rewarded with a financial support and a business trip to South China to discover tech ecosystem.

2014
program start

20K-30K
EUR support

90
startups
supported to date



Digital InPulse has given us a more precise understanding of the expectations of the Chinese market. Being able to say that we're a winner in the program and supported by Huawei means that people are much more attentive and curious about the presentation of our solution, and many people have told us about this recognition from Huawei. This has enabled us to get past the stage of qualifying our solution as a truly innovative one. We were able to hold a large number of high-quality meetings that provided us with key information for our development.



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find out more

1. Financial support and a business trip to China to explore the tech ecosystem
2. Opening HW network to young French companies
3. Meetings with potential partners and clients in Asia
4. Identifying the solutions to the Chinese market

Dr David Chquiry, Founding President of Green Tech Innovations* (winner of Digital InPulse Strasbourg 2021)

*Green Tech Innovations has rethought outdoor street lighting by developing a concept of autonomous, connected lights that constitute the streetlights of tomorrow.



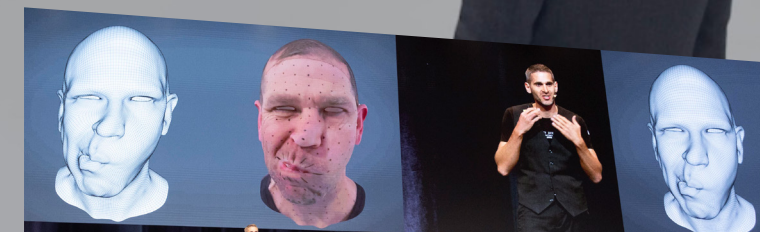
SUPPORTING SMEs' DIGITALIZATION IN GERMANY: VOLUCAP CASE

We are working with different startups and SMEs to support their digitalization and growth. One such case is in Germany, where Huawei cooperated with Volucap.

Volucap is the first company in Europe to capture VR/AR images with a lens array of more than 30 high resolution cameras. Utilizing an innovative wrap-around lens array, video is captured from multiple perspectives, resulting in Volumetric Video that can be played back and edited from any angle. Volumetric Video can be used for VR videos, games, and high-quality event broadcasting. The shooting and processing place extremely high requirements on network, storage and computation.

In October 2022 Huawei's storage team

in Berlin launched a PoC and re-engineered the data flow for Volucap using OceanStor products, upgrading the overall data transfer rate to 13Gb/s. This infrastructure update enabled Volucap to triple the capacity of its existing shooting solution, and to support further digitalization of the company in future.

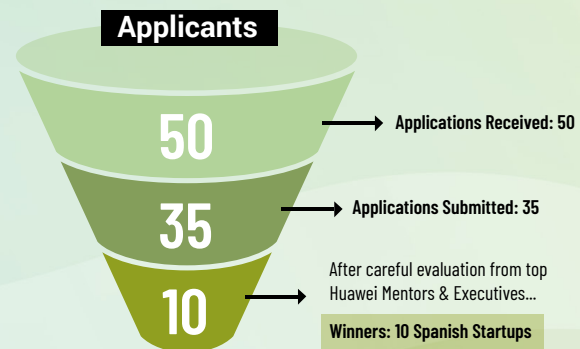


LDI FORUM 2023

HUAWEI CLOUD STARTUP PROGRAM, FOR SPAIN

At Barcelona MWC 2023, Huawei Spain – together with FundingBox – launched the Huawei Cloud Startup Program, dedicated to the digital transformation of the country's SMEs.

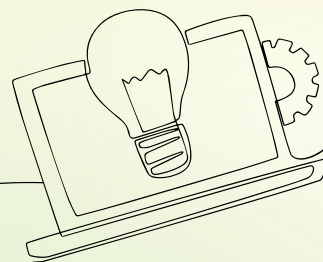
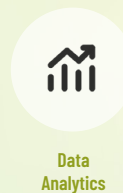
RESULTS OF STARTUP WINNERS



TIMELINE



Preparing Solutions on...



HUAWEI ACCELERATING TOP STARTUPS IN IRELAND



We all know the importance of our multinational sector, but startups are the dynamos of our economy and are also pivotal to job creation. The entrepreneurial spirit is ingrained in the DNA of Irish business and so it is imperative we continue to support startups by providing every support possible. And so, I welcome this latest programme from Dogpatch Labs and Huawei, which will give the companies taking part access to mentorship, insight, and guidance to scale their business effectively. I wish them every success on the programme.



Dara Calleary TD

Minister for Trade
Promotion, Digital, and
Company Regulation



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find out more

Huawei partnered with Dogpatch Labs – the biggest startup innovation hub in Ireland, with over 250 in-house startups, providing workspace, studio, webinars, pitching etc. Ten Irish startups were selected by Huawei and Dogpatch Labs to participate in the three-week scale-up bootcamp designed to help them grow their businesses internationally.

PROTECTING GREEK FORESTS FROM WILDFIRES – COOPERATION WITH PROBOTEK STARTUP



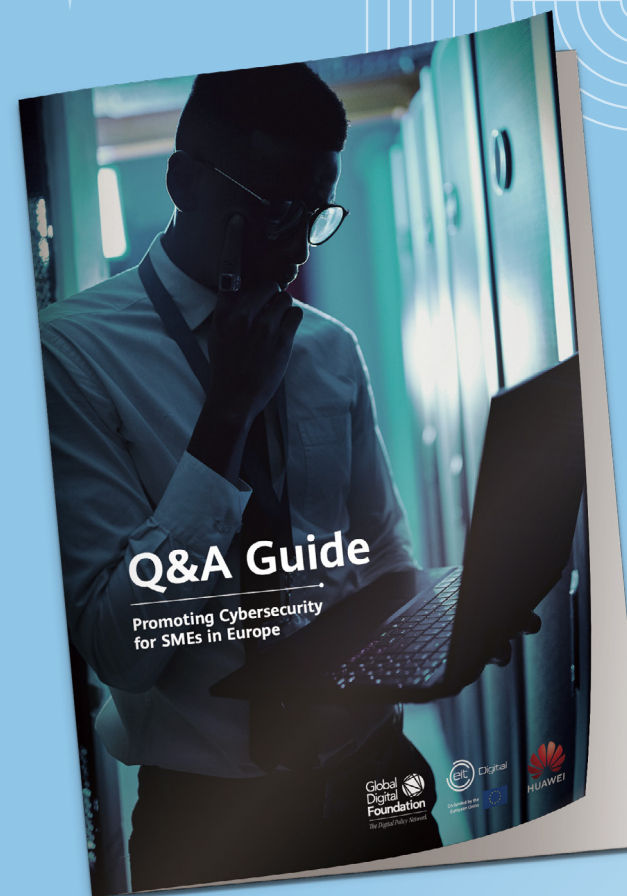
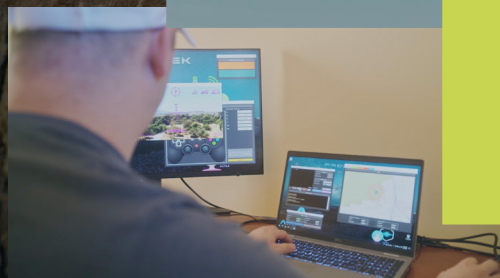
In 2021, Huawei Greece took part in the first “Elevate Greece National Youth Entrepreneurship Awards” ceremony. The awards, organized by the Ministry of Research and Development, had attracted more than 250 entries from startups. The ceremony marked the start of a long term collaboration with PROBOTEK, a startup providing a complete solution for the early detection of fires: Pyro Sense.

In 2022, Huawei collaborated with partners to pilot an early forest fire detection solution that has integrated cutting-edge technologies such as 5G, AI, and drones at Synggrou Forest in Greece. 200 acres were monitored throughout 1800 hours, triggering 2 alarms, with average system response within 1-5 seconds. This is particularly important as the first 15 seconds of a wildfire are crucial to achieve control over the fire and enable its prevention.

In 2023, in cooperation with our partners we expanded the project to Cyprus. This innovation provides the solution to the increasing number of wildfires which cause serious damage in many Mediterranean countries.



Pyro Sense is the first platform and ecosystem of solutions, designed to assist in the early detection of forest fires.



Q&A GUIDE PROMOTING CYBERSECURITY FOR SMES IN EUROPE

PREPARED
IN
PARTNERSHIP
WITH

- Global Digital Foundation.
- EIT Digital.

• *How to mitigate common types of cyber threats?*

• *How to improve cybersecurity within the workplace?*

• *Includes useful information and resources for SMEs on how to reduce cyber risk.*



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find out more

A comprehensive cybersecurity guide, launched in March 2023 at Mobile World Congress in Barcelona, answering the key challenges for SMEs in building higher cybersecurity standards and cyber skills.

SOME INNOVATION



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