

Desafía



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ICEX España
Exportación
e Inversiones

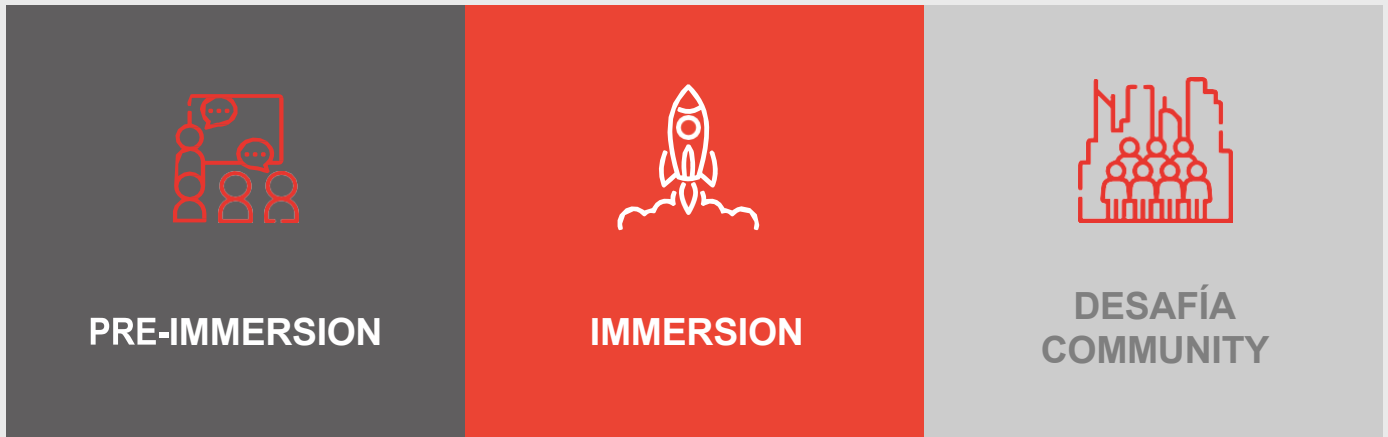


Desafía is an initiative launched in 2011 by Red.es and ICEX Spain Export and Investment to help Spanish startups access the world's most innovative technology ecosystems. Through **expert guidance, strategic connections, and hands-on mentorship**, Desafía enables companies to scale internationally and integrate into dynamic global markets. More than just a program, Desafía is a **thriving community of entrepreneurs, mentors, and established companies**.

By immersing startups in leading global innovation hubs, Desafía **accelerates their growth and international expansion**. Each program is carefully designed and delivered by experts with deep knowledge of the target ecosystem, ensuring a tailored and impactful experience for participants.

The initiative is aimed at founders and senior executives of growth-stage startups with proprietary technological solutions.

Each Desafía program is divided into three key phases::



PRE-IMMERSION

Preparation sessions in which the selected startups take part in a workshop in Madrid prior to the immersion phase. During this session, participants receive a detailed overview of the program content, meet the team that will accompany them throughout the immersion, and connect with the cohort of participating companies. Objectives and expectations are defined for each startup, preparatory hands-on workshops are delivered, and the tasks to be completed before the immersion are established.

IMMERSION

A two-week schedule of in-person activities within the target ecosystem, including training sessions, practical workshops, networking events, visits to key ecosystem stakeholders, seminars, mentoring, workshops, and a demo day. Throughout the immersion, participants delve into strategic areas such as investment, finance, marketing, legal advisory, talent acquisition, and more. Startups also receive individualised support to craft their own tailored meeting agenda.

DESAFÍA COMMUNITY

Strengthening and expanding alliances through events, activities, and dedicated sessions organised specifically for members of the alumni network.

This project is part of the Recovery, Transformation and Resilience Plan, funded by the European Union through the NextGenerationEU instrument.

	SECTOR	PARTNERS
<u>Desafía San Francisco</u>	Multisector	Red.es / ICEX
<u>Desafía Tel Aviv</u>	Digital transformation solutions	Red.es / ICEX
<u>Desafía Berlin</u>	Transportation and mobility	Red.es / ICEX
<u>Desafía Netherlands</u>	Food technologies	ICEX
<u>Desafía London</u>	Clean technologies	Red.es / ICEX
<u>Desafía Nordic</u>	Digital health	Red.es / ICEX
<u>Desafía New York</u>	Cybersecurity	Red.es / ICEX / INCIBE
<u>Desafía Singapore</u>	Medical technologies, digital health and biotechnology	ICEX
<u>Desafía Boston</u>	Biotechnology	ICEX
<u>Desafía Foodtech United Kingdom</u>	Food technology	ICEX
<u>Desafía Foodtech Germany</u>	Food technology	ICEX
<u>Desafía Switzerland</u>	Sustainability	Red.es / ICEX
<u>Desafía Canada</u>	Artificial Intelligence	ICEX
<u>Desafía Mexico</u>	Impact	Red.es / ICEX
<u>Desafía AgTech Germany</u>	Agri-food technologies	Red.es / ICEX

Desafía San Francisco

Desafía San Francisco, the first Desafía program ever launched, is aimed at Spanish startups with innovative technologies across any sector. Immersion in Silicon Valley—the world’s leading tech ecosystem—provides participants with the experience and knowledge needed to scale their business models with greater chances of success and supports their entry into the U.S. market. It is also the only Desafía program featuring a dedicated edition exclusively for women-led or women-founded startups.

Desafía Tel Aviv

Desafía Tel Aviv targets Spanish startups offering technological products or services applicable to sectors such as mobility, energy, logistics, agri-food, finance, health, gaming, or sports. The goal is to enhance the scalability and growth of participating startups, enabling them to compete globally and become industry benchmarks while strengthening Spain’s position in technological leadership.

Desafía Berlín

Desafía Berlin is designed for startups with technological products or services in the mobility or automotive sectors, including electric mobility, clean and sustainable transport technologies, and smart cities. As Berlin is one of Europe’s leading innovation and entrepreneurship ecosystems—and given that the German automotive industry is the nation’s most important manufacturing sector—the program offers participating companies the opportunity to connect with key industry stakeholders.



Desafía Países Bajos

Desafía Netherlands focuses on startups in the foodtech sector. Its goal is to strengthen their scalability and growth so they can compete globally and become industry benchmarks, positioning Spain as a technological leader in food-related innovations.

Desafía Londres

Desafía London targets clean technologies, including renewable energy, energy efficiency, energy storage, clean and sustainable transport technologies, carbon capture, circular economy, water management, and sustainable construction. Participating startups gain facilitated access to London's digital, financial, and creative power, as well as to two of the UK's main innovation and technology clusters: Oxford and Cambridge.

Desafía Nórdicos

Desafía Nordics supports Spanish startups in the digital health sector as they enter the markets of Denmark, Sweden, and Finland. The program connects participants with these cutting-edge healthcare innovation ecosystems and integrates them into the networks that will drive their scalability.

Desafía Nueva York

Desafía New York is aimed at Spanish tech SMEs and startups offering cybersecurity solutions. The program helps participating companies establish their initial connections with corporations, investors, and other key players in the New York ecosystem, supporting their entry into the U.S. East Coast market.

Desafía Singapur

Desafía Singapore focuses on supporting Spanish startups and scaleups in the medtech (advanced medical devices and healthcare technologies), digital health, and biotech sectors, with an emphasis on health biotechnology. The program covers Singapore and Southeast Asia, with an additional extension to Australia (Melbourne).



Desafía Boston

Desafía Boston focuses on Spanish companies in the biotechnology sector. The goal of the program is to introduce participating companies to Boston's biotech ecosystem, enabling them to learn directly from one of the world's leading hubs of biotechnological innovation.

Desafía Foodtech Reino Unido

Desafía Foodtech United Kingdom supports Spanish companies developing highly innovative and technology-driven foodtech solutions. The UK's food technology ecosystem is the most dynamic in Europe, and its food and beverage industry is the country's largest manufacturing sector.

Desafía Foodtech Alemania

Desafía Foodtech Germany helps Spanish companies immerse themselves in the German food technology ecosystem. Germany offers highly favorable conditions—both in terms of technological maturity and consumption trends—for the development of foodtech products and solutions.

Desafía Suiza

Desafía Switzerland aims to support startups developing solutions that enhance sustainability within large corporations. The program provides tailored support to participating companies to drive their international expansion through Switzerland, home to major open innovation hubs seeking new technologies to tackle the global sustainability challenge.

Desafía Canadá

Desafía Canada supports Spanish artificial intelligence startups within one of the world's most dynamic technology ecosystems. With immersion in Montreal and Toronto—two major AI hubs—the program enables participants to connect with potential clients, investors, corporations, and innovation centers. Through personalised mentoring, training sessions, and strategic networking, participating companies accelerate their growth and explore expansion opportunities in the Canadian and North American markets.

Desafía México

Desafía Mexico is aimed at Spanish technology startups with a positive social and/or environmental impact that are ready to scale their business model internationally. The program provides strategic support for market entry, growth, and financing in the Mexican ecosystem.

Desafía AgTech Germany

Desafía AgTech Germany is an intensive market-entry program for Spanish startups in the AgTech sector, including applied biotechnology, circularity and carbon solutions, robotics and smart machinery, advanced analytics software, and emerging technologies that enhance agricultural and livestock production.

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