Invitation to ESNA Forum, 26th of November 2025, Brussels

Brussels, 13 June 2025

Minister Erkki Keldo

Minister of Economy and Industry

Your Excellency, Minister,

It is my great honour to extend you a formal invitation to the Europe Startup Nations Alliance (ESNA) Annual Forum, taking place on 26 November 2025 in Brussels. The ministerial meeting is scheduled from 09:00 to 13:00, in a central venue in Brussels.

Established in December 2021, through a ministerial declaration signed by 27 countries (26 EU Member States), including your own, ESNA serves as the implementation body for the EU Startup Nations Standard of Excellence and a supporting organisation for startup policy to its member countries. Our shared mission is clear: to make Europe the best place in the world to launch, grow, and scale a startup, while contributing to our collective competitiveness

This year's Forum will convene high-level representatives from national governments, the European Commission, and key ecosystem stakeholders. It will provide a valuable platform for strategic dialogue, mutual learning, and enhanced cooperation among Member States working to build more dynamic, interconnected, and globally competitive startup environments.

The Forum will pursue three core objectives:

1. To gather ministerial perspectives on the state and evolution of national startup ecosystems.

2. To present a comprehensive update on ESNA's achievements, its institutional evolution and its contribution to the EU Startup and Scaleup Strategy.
3. To outline the strategic priorities and ambitions for the year ahead.

We kindly request confirmation of your attendance, including the names of the members of your delegation (high-level political representative plus up to two accompanying persons), by 1st September 2025. Please respond to the email sender and copy forum@esnalliance.eu so we can proceed with the necessary arrangements.

Yours sincerely,
On behalf of the Belgian Government

Minister Eléonore Simonet
Minister for the Self-Employed and SMEs