**Coming to New York: Italy Seeks to Gain Global Recognition**

**for Digital Startup Scene**

*i-Starter to Bring Italy’s Best Startups to NYC to Showcase Innovation Among International Investors*

[**iStarter**](https://www.istarter.it/), the Italian accelerator based in London, officially announces the first American edition of its world tour, [Made in Italy 2.0.2.0](https://madeinitaly2020.com/), an event designed to link Italian digital excellence with international investors.

Conceived as a single event in 2016, Made in Italy 2.0.2.0 has become a world tour. The first edition began at the London Stock Exchange. Following London and Beijing, iStarter arrives to New York where, at the [**Grand Central Tech**](https://grandcentraltech.com/), pole of excellence of the Big Apple's technological and innovative sector onFebruary 26 where a group of selected Italian startups will present their projects in front of an audience of sought-after international and American investors.

Commenting on the event, Antonio Chiarello, CEOof iStarter SpA, stated, “Italy is not just food, fashion, and design. Italy is quietly becoming a hotbed for technology innovation as shown by the array of startups selected for New York from Digital Health to Fintech to Gamification.”

Chiarello continued, “Italy provides a favorable environment for the establishment and the development of innovative companies. The challenge startups face in Italy is the availability of capital and local financial resources to support their creativity and innovation. The startup ecosystem in Italy is widespread, early stage and vast, making it ripe to invest in its digital market. Our mission with Italy 2.0.2.0 is simple – we are bringing our amazing local talent to meet with international investors in the markets they reside so they can realize their vision and accelerate growth.”

The Made in Italy 2.0.2.0 will feature 10 startups. The event agenda includes demonstrations from the startups and one-to-one meetings between investors and startups. The evening will conclude with a gala aperitif served by Eataly to have a perfect Italian touch.

For an invitation to the event, please email melody@dbraymedia.com

**About iStarter**

iStarter is the Italian angel-led startup Accelerator and investment company based in London that supports local champions to scale-up globally. Born in 2012, iStarter is based on a network of 100+ investors called “equity partners”. They are successful entrepreneurs and managers willing to give back to the new generations of entrepreneurs.

Out of the 1000 projects receive every year, iStarter selects only the best (less than 1% acceptance rate). We provide them extensive mentorship, capital and connections, acting as a bridge between Italy and the most developed international markets (UK, China and now the USA).