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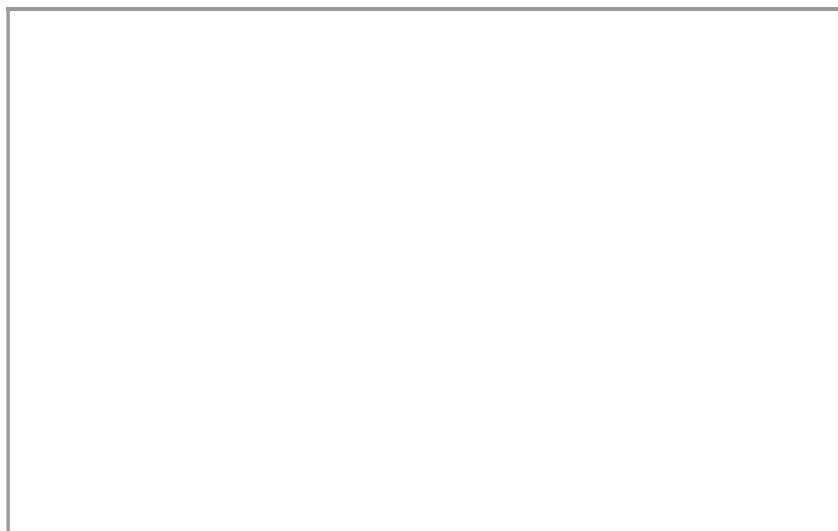
25 years of EUREKA: A new ERA of European Innovation

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Under the German (July 2009 - June 2010) and Israeli EUREKA Chairmanship years (July 2010 - June 2011), EUREKA marked its 25 years of European innovation. Founded in 1985, the EUREKA intergovernmental initiative aims at promoting international, market-oriented research and innovation by supporting small and medium-sized enterprises, large industry, universities and research institutes.

Since its foundation, EUREKA has endorsed over 4,000 projects for a total cost of approximately 30 billion euros, 10 billion of which were from public funds. Through EUREKA, these organisations are introducing new products, processes and services to the market, helping make Europe economically strong and socially sound.

EUREKA members and EU high-level officials explain the strengths and achievements of EUREKA in [this video](#).



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