

## Uruguayan entrepreneurs participate in the 3rd Elevator Day

For more than 10 years now, Banco Santander has supported entrepreneurial centres at Uruguay universities and organised events such as *Elevator Day*, where the centre's best projects are presented to Bank management.

**27/08/2019** The six best universities in Uruguay participated again this year in *Elevator Day*, an event organised by Santander Universities to discover the best projects from the institutions' entrepreneurial centres and promote *networking* and the exchange of best practices between participants.

Six teams from the University of the Republic (Udelar), the Technological University of Uruguay (UTEC), the University of Montevideo (UM), ORT and the Catholic University of Uruguay (UCU) presented their projects to a team of Bank executives, headed up by the Bank's country head in Uruguay, Gustavo Trelles, who was accompanied by Pablo Gaudio, the head of sales and marketing; María de la Paz Goldaracena, the head of Santander Universities and Universia in Uruguay; Patricia Dopazo, the head of T&O; and Federico Lamaison, the manager of Communication and Marketing. Gustavo Trelles emphasised that "entrepreneurs are the main players in building a sustainable, prosperous future. As points of reference in the financial sector, our role is to accompany them from the outset and provide them with the tools we have within our reach."

María de la Paz Goldaracena underlined that "we have been supporting university entrepreneurial centres for more than a decade and we have forged a solid partnership. Through this initiative, we are opening the doors of our home to create a space for dialogue and exchange."

The projects presented range from smart digital replicas of real objects to an app that helps us to manage training and improve performance for athletes, and include the country's first online platform for comparing and taking out insurance.