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Allied for Startups Expands Network to Asia, Bringing the Voice of Entrepreneurs to APAC Policymakers

Advocacy network to harness the full potential of Asia's growing innovation ecosystem — starting with the growing startup community in India — by advocating for digital policy solutions that enable growth for entrepreneurs

Brussels, 26 September 2018 — Today, [Allied for Startups](#), a worldwide network creating consensus on policies that positively impact startups, announced its plans to expand into Asia, the home of a thriving ecosystem of developers and startups, starting with the growing startup community in India. With the launch of #Allied4Apps, the organisation's APAC campaign, Allied for Startups aims to bring together entrepreneurs to ensure their voice is heard by APAC policymakers and to create digital policy solutions that help startups grow and thrive in today's global economy.

"Asia is home to an entire ecosystem of developers and entrepreneurs who enrich every inch of our society and economy, yet they face several current and proposed digital policy solutions that will stiffen their growth," said Melissa Blaustein, Founder & CEO, Allied for Startups. "That is why Allied for Startups is ready to bring their voices to APAC governments and advocate for policies that enable innovation and spur economic growth."

Next week, Blaustein and Lenard Koschwitz, Director, Allied for Startups, will jumpstart these advocacy efforts by connecting with Indian decision makers at [The Indian Conference on Technology, Security and Society: CyFy 2018](#). At the conference, Allied for Startups will speak to digital policy experts and government officials about the draft Personal Data Protection Bill 2018 and the implications of data localisation measures on startups.

"Data protection is of paramount importance to startups, however, the current draft of the Personal Data Protection Bill 2018 falsely identifies data localisation, which will severely impact startups," said Blaustein. "Cross border data flows are critical to the Indian economy and any hindrances of these flows will adversely impact innovation, economic competitiveness, foreign investment and the availability of affordable technology to users across the country. Rather than

adding protection, data localisation will have an adverse effect on personal data protections and stunt the growth of startups.”

While it may be too early to see the impact the General Data Protection Regulation has on startups in the European Union, technical measures outlined in the data privacy law have significantly impacted the way startups do business. Allied for Startups has seen this shift first hand and is eager to work with policymakers in India to ensure future data privacy regulations address APAC’s specific need and culture of data privacy, while also protecting the developers and entrepreneurs that are growing the global economy.

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About Allied for Startups

Allied for Startups is a worldwide network of over 40 advocacy organisations focused on improving the policy environment for startups. The organisation works together to create a consensus on policies that can positively impact startups and grow digital entrepreneurship and digital economy at large. Allied for Startups mission is to ensure that the voices of startups are heard in government. For more information on Allied for Startups including a full list of our network, visit the website at www.alliedforstartups.org.