

Ion Celebrates Hispanic Heritage Month with Line-Up of Public Events

Events for Houstonians of all backgrounds aim to recognize and bolster achievements of Hispanic entrepreneurs and innovators

In Houston, the number of Hispanic entrepreneurs outnumbers all other demographic groups [2 to 1](#), according to the Houston Hispanic Chamber of Commerce. Even more, Hispanics are [two times more likely](#) to start a business in Houston than other demographic groups.

Committed to supporting this dramatic growth in Hispanic-owned businesses, the [Ion](#), Houston's innovation hub, provides the resources needed for startups and entrepreneurs of all backgrounds to be successful, from educational events on topics such as how to secure capital or how to successfully pitch an idea, to networking opportunities aimed to develop ones' professional network.

With this, the Ion is excited to announce its line-up of events for Hispanic Heritage Month, taking place September 15 to October 15. Houstonians and visitors of all backgrounds will have the opportunity to experience business, networking, and cultural programming that highlights and celebrates Houston's vibrant Hispanic community.

Hispanic Heritage Month events will take place at the Ion and the first event to kick-off the month is the [Hispanic Small Business Summit](#) on September 15. Open to the Greater Houston-Galveston area, the event will take place in Spanish and feature a networking session, local entrepreneurs telling their small business success stories, and a panel of lenders for tips on accessing business capital. To sign-up, please visit [this link](#).

The full line-up of events can be found below. To register for an event, please visit the Ion's event page [here](#).

- [Hispanic Small Business Summit \(September 15 at 9:00 am to 12:00 pm\)](#): Hosted by the U.S. Small Business Administration in cooperation with Houston Baptist University, Baker Ripley, Impact Hub and the Ion, this event will feature small business success stories, information about the impact of Latino entrepreneurship, and a panel of lenders for tips on accessing business capital. To note, this event will be held in Spanish.
- [Fiesta Mexicana, presented by Que Onda Magazine \(September 15 at 5:30 pm to 9:30 pm\)](#): All are welcome to this outdoor family-friendly festival celebrating Mexican Independence Day. In partnership with the Mayor's Hispanic Advisory Board, the event will feature Mexican food trucks, live Mariachi performances, ballet folklórico dance performances, and more.
- [LatinTech Pitch 2022 Competition \(September 20 at 6:00 pm - 8:00 pm\)](#): Presented by the Consulate General of Israel to the Southwest along with Latinx Startup Alliance and Texas Business Association, this event will feature a pitch competition, where Latinx-led startups have the opportunity to win cash prizes.

- [Plaza Tec: Latinx Super Meetup/Mixer](#) (September 30 at 5:30 pm - 7:30 pm): Meet Houston's Latinx startup community and community organizations at this public exposition event. The event features networking, libations, and entertainment, where attendees can meet startups, community organizations, and professional associations.
- [Hispanic Professionals Roundtable: Innovations in Real Estate, Architecture and Construction](#) (October 11 at 10:00 am - 11:30 am): Facilitated by Hector Moreno, Founder of ProjectUS, this roundtable of leading Hispanic professionals from real estate, architecture, engineering, construction, and property management will discuss their pathway into the industry and elaborate on their current positions.
- **Tejano Tech Summit (October 14 - 15)**: Hosted by the Latinx Startup Alliance in partnership with the Ion, this two-day event will feature resources for starting, funding, and scaling a tech startup business on Day 1, and careers in technology on Day 2.

“Hispanic Heritage Month is intended to not only celebrate our community’s Hispanic entrepreneurs, but also to create connections within the community and beyond,” said Deanea LeFlore, Senior Director, Partnerships at the Ion. “Hispanic-owned small businesses represent more than [42%](#) of the small businesses owned in the region. The Ion is committed to providing business owners with more tools to succeed, advancing Houston’s technology ecosystem and bolstering our local economy.”