

## 1. PUBLISHABLE SUMMARY

### **Summary of the context and overall objectives of the project (For the final period, include the conclusions of the action)**

The PERES project aims to give answer to the need - also expressed by the European Parliament in its “Resolution on the competitiveness of the European rail supply industry” adopted in June 2016(\*) - (point 24) “to exploit further the existing support programmes for SME internationalisation and to give them more visibility among European RSI(\*\*) SMEs in the context of synergies between different EU funds; calls on the Commission to further develop training programmes on accessing specific foreign markets and to communicate such programmes widely to RSI SMEs”; (point 43) to provide “a coherent EU trade strategy which ensures compliance with the principle of reciprocity, particularly in relation to Japan, China and the USA, and support for further internationalisation of RSI, especially SMEs”.

The project has reached all its objectives, that were to realise all necessary preparatory activities to launch a long-term European Partnership aiming to support internationalization of SMEs of the Rail Supply Industry outside EU, namely - to start - in the USA and in India, according to the PERES Joint Internationalization Strategy and Implementation Roadmap adopted.

A "PERES Partnership Agreement" was signed by all the 5 Partners will remain open to new Clusters sharing the same vision, mission and approach to internationalization in groups.

The preparatory activities realised to the scope have included: SWOT(\*\*\*) analysis of the Partners and their members; cross-analysis of the Smart Specialisation Strategies of the Partners' territories; desk-analysis of market researches; enquiries to Partners' members (both SMEs and Large companies); meetings and talks with third countries' stakeholders during the main world railway fair to create relationships and to gather relevant information; a networking event among its members as Dissemination event / Pre-departure meeting / Business-to-business meetings; the test of the internationalization methodology developed by the Partners through a pilot study trip organised in the USA (working days: March 31st - April 6th).

(\*) See <http://www.europarl.europa.eu/sides/getDoc.do?type=TA&reference=P8-TA-2016-0280&language=EN&ring=B8-2016-0677>

(\*\*) RSI-Rail Supply Industry.

(\*\*\*) SWOT-Strengths-Weaknesses-Opportunities-Threats.

### **Work performed from the beginning of the project to the end of the period covered by the report and main results achieved so far (For the final period please include an overview of the results and their exploitation and dissemination)**

The work performed during the project implementation include:

D2.1 SWOT Analysis Report (Task 2.1.1)

D2.2 Analysis Report of market segments identification (Task 2.1.2)

D2.3 Analysis Report of Smart Specialisation Strategies for possible opportunities identification (Task 2.1.3)

D2.4 Summary of Enquiry about SMEs and internationalization (Task 2.2.1)

D2.5 Summary of Enquiries to Large companies about needs of competences abroad (Task 2.2.2)

D2.6 Report on International Collaborations and Good Practices (Task 2.2.3)

D2.7 2 Cross-sectoral analysis (Task 2.3)

D3.1 Inventory of the best Clusters and ESCPs methodologies and tools at European and national level dedicated to the internationalization of SMEs (Task 3.1) (published on the PERES website and on ECCP)

D3.2 Training Programs (Task 3.2) (published on the PERES website and on ECCP)

Milestone 6 - Pilot Study Trip to the USA as one of the identified target markets

D4.1 ESCP Model (Task 4.1)

D4.2 ESCP Visual identity proposal (Task 4.2)

D4.3 Joint communication strategy and tools (Task 4.2)

D4.4 Internationalization Strategy Plan (Task 4.3)

D4.5 Internationalization Strategy Implementation Roadmap (Task 4.1 and 4.3)

D5.1 Dissemination & Communication Strategy (Task 5.1)

D5.2 PERES website (Task 5.1)

D5.4 Public document shared

D5.6 Event with SME

D5.7 Closure Event

The exploitation of the project results will be guaranteed through the “PERES Partnership Agreement” into force, defining all organisation, operational and financial aspects until the establishment (by March 2022 at the latest) of a legal entity.

To such purpose, the PERES Coordinator - with some PERES Partners and new partners – has applied for the COSME Call “Cluster Excellence” with the proposal “EXXTRA”, that has been selected for funding. This will represent a further great opportunity to consolidate the managerial skills to deliver high-quality and added-value internationalization services long-term.

**Progress beyond the state of the art, expected results until the end of the project and potential impacts (including the socio-economic impact and the wider societal implications of the project so far)**

Today the work performed by the PERES project is entered in the text of the draft "Report of the Expert group on competitiveness of the EU Rail supply industry" of the European Commission that will be finally adopted on October 2019: "8.2 Access of SMEs to international markets: (...) In the field of strategic and long-term internationalization support to SMEs through Clusters, the main EU tool is the “European Strategic Clusters Partnerships for Internationalization” (ESCP-4i). In the field of RSI, a dedicated ESCP-4i “PERES Promoting European Rail Excellence outside EU” is promoted by clusters in Italy, France, Germany, United Kingdom and South-Eastern Europe countries. Its preparatory actions are funded under the COSME programme; this includes the development of the Business and Organisation model of a to-be-established European legal entity whose mission will be the delivery of internationalization support services to European SMEs following a joint internationalization strategy. PERES will address USA and India markets in its start-up phase".

The Partners' commitment to deliver on this challenge is really strong. For such reason, the implementation of the PERES Roadmap has started. Among the first activities under realisation as PERES Partnership there is the participation at the railway exhibition “TRAKO” (Gdansk, September 24th-27th - <http://www.trakofair.com>). Here the PERES Partnership will be hosted at the

booth of “ERCI European Railway Clusters Initiative” of which all Partners are members (<https://eurailclusters.com>) and “EEN Berlin Brandenburg”. At the booth the PERES brochures will be distributed. A “PERES Business Session” is planned on September 26th from 11 to 12 in the framework of the “International Business Days @ TRAKO 2019” (<https://trako2019.b2match.io>). Here the “PERES Show-Case” (the PERES Value Proposition) will be presented by Team PERES. The organisation of a “PERES related “Business Meeting” (Matchmaking event among SMEs and Team PERES) in the afternoon is under feasibility assessment.

**Address (URL) of the project's public website**

[www.peresinfo.com](http://www.peresinfo.com)

PERES Closure Event in Brussels - The Partners





**PERES Study Visit in the USA - Chicago, Entering the first meeting at World Business Chicago**





PERES Study Visit in the USA - LaGrange, EMD-Progress Rail





PERES Study Visit in the USA - Cleveland, Round Table on Railways and Mobility





PERES Study Visit in the USA - Chicago, METRA

