ANALYSIS OF THE CONSULTATION LAUNCHED BY THE ECCP AMONGST THE ESCP-4i PARTNERSHIPS IN JUNE 2016

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Table of content

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Introduction and respondents

The European Strategic Cluster Partnerships – Going International (ESCPs-4i) were labelled by the European Commission, DG Growth and the Executive Agency for SMEs of the European Commission following the COSME call COS-CLUSTER-2014-3-03 – Cluster Go International. Their activities started as ESCP-4i labelled partnerships at the beginning of 2016.

The ESCP-4i are transnational cluster partnerships that develop and implement a joint internationalisation strategy and support SME internationalisation towards third countries beyond Europe. They aim to develop common actions and an implementation roadmap as part of a long-term cooperation agenda. The projects labelled in 2016 were at different stages of their development.

At the request of the European Commission and EASME, the European Cluster Collaboration Platform (ECCP) invited the European Strategic Cluster Partnerships – Going International to a survey related to their activities and the interactions with the ECCP. The main aim of this survey was to enable the ECCP to put in place services and activities to support the ESCP-4i projects to fulfil their objectives.

The survey was shared with the 24 ESCP-4i projects' coordinators[1]. **19 projects** responded to the questionnaire. Survey and invitations were launched on 10 June and the survey initially open until 22 June, then prolonged until 23 June 2016.

An analysis of the results to the survey was made and shared with the Executive Agency for SMEs and DG Growth of the European Commission. The present document provides an overview of the analysis, aimed for public consultation.

More information about each ESCP-4i project can be found on the ECCP were the projects have a profile: **http://www.clustercollaboration.eu/escp-list**

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[1] In June 2016, when the survey was launched and analysed, there were 24 partnerships which had received the label ESCP-4i, whereas in September 2016, two additional partnerships received the label ESCP-4i, increasing the number of ESCP-4i to 26 in total.

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I. ESCP-4i profiles on the ECCP

From the survey it appears that **all ESCP-4i project coordinators consider their project profile on ECCP as kept up-to-date**, but only 10 (53%) ESCP-4i have published a news item on the platform. Efforts will be intensified to encourage ESCP-4i projects to regularly publish news items on the ECCP.

II. ESCP-4i: targets, activities

A. Target Countries and challenges

The United States of America was chosen as a target for international cooperation by the majority (47.37%) of the ESCP-4i. Amongst other countries that are ranked highly as a target for international cooperation are Brazil, Canada, China, Japan and Mexico which all have 5 or more ESCP-4i having identified these countries as a target. The countries that were not selected by any ESCP-4i are not found in the diagram below.

The survey also gave them the choice to select a region. As shown in the diagram below the region that most ESCP-4i would like to cooperate with internationally is Latin America with North America closely behind.

The main difficulties mentioned by the ESCP-4i coordinators in accessing third markets were:

o the **difficulty to identify counterparts (clusters) and other business networks in third countries**;
o the **lack of market knowledge**;
o or the **characteristics of the market itself** that could hinder the **ability of SMEs to reach the market** e.g. "the Brazilian market is very protective so for small companies it might be difficult to enter the market and develop proper collaborations"; as well as the difficulty to **find companies in the countries that would be interested in and are interesting for cooperation** with European SMEs;
o and sectoral concerns were also mentioned such as the different levels of development of one sector from a country to another, or the necessity to first analyse the project value chain before going international.

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B. International trade fairs, cluster conferences, events, visits and activities

All the ESCP-4i that answered this survey were planning to attend or organise international / European events within the next year, apart from one project.

Events in Europe and dedicated to European cooperation

The partnerships have given a list of events they attended or plan to attend before August 2017, of two types:

- European cluster events: notably the European Cluster Conference taking place in Autumn 2016, the TCI Global Conference 2016 and the 4th BSR Stars Cluster - to -Cluster Matchmaking event in Warsaw, September 2016.
- Sectoral events in Europe according to their fields of activity.

The table below contains a selection of responses, organised per project:

ESCP-4i	Year	Events
SPACE2ID	2016	✓ EU Space Conference in Brussels, in January 2016 ✓ SEEDS&CHIPS fair in Milan in the second half of March 2016 ✓ ITS Polish Congress in Warsaw, May 2016 ✓ European Space Solutions show in La Haye, The Netherlands (June 5, 2016) ✓ Toulouse Space Show, international space congress, in June 2016 ✓ General Assembly for Logistics in Wallonia, in June 2016 ✓ Athens Flying Week, in Athens Greece in September 2016
	2017	✓ Paris Bourget Airshow (June 2017)
EACP ABROAD	2016	✓ Farnborough airshow, UK, July 2016 ✓ EACP general assembly, October 2016 ✓ Aeromart business convention, Toulouse, Dec 2016
	2017	✓ Paris Bourget Airshow (June 2017)
AdPack	2016	✓ Top Packaging Summit, Sweden 18-19.10.2016
GIVE	2016	✓ European Cluster Conference, 2016
MOVE	2016	✓ Study Visits: Saint Etienne, 29/06/16
	2017	✓ I MOVE brokerage event: Brussels, January 2017 ✓ II MOVE brokerage event: Brussels, August 2017
CROSSCUT	-2016	✓ European cluster conference 2016
SeaMICI	2016	✓ Blue Economy Business and Science Forum – Hamburg Summit on the 12th & 13th September, 2016
New Frontier in Food	2016	✓ IFAMA conference, Aarhus - DK, June 2016 ✓ Wagralim Event, Belgium, September 2016 ✓ Food Valley Expo, The Netherlands, October 2016 ✓ Food Matters, London, November 2016

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MobiGoIn	2016	✓ Heidelberg Innovation Forum: 22nd June 2016 at Heidelberg, Germany. ✓ Imagine Global Mobility: 5th April 2016 - Paris. ✓ Mobility-in-Italy: 28/29 April 2016, Milan, Italy.
NATUREEF	2016	✓ Netherlands: TCI Conference 7-10/11/2016 ✓ NETHERLAND: GREENTECH 14-16/06/2016 ✓ CHEC REP. MSP BRNO 3-7/09/2016 ✓ GERMANY: FACH PACK 27-29/09/2016 ✓ POLAND: CHEMIKA 20-21/10/2016 ✓ FRANCE: POLLUTECH 29/11/2016 ✓ ITALY: EIMA 9-13/11/2106
	2017	✓ GERMANY: IFAT 30/05/2017 ✓ FRANCE: SIVAL 17-19/01/2017 ✓ GERMANY FRUIT LOGISTICA 8-1/02/2017 ✓ FRANCE: SALON DE L'AGRICULTURE INTERFAC 4-10/05/2017
ECCA	2016	✓ Conference of Innovation on Sustainable Construction - CINCOS'16, Lisbon (Portugal), 3 and 4 of November 2016
	2017	✓ ECCA conference, January 2017, Ljubljana
REINA PLUS	2016	✓ 4th Cluster - to -Cluster Matchmaking event (Warsaw, September 2016) ✓ European Cluster Conference, 2016
EU4SPORTSALL	2017	✓ EPSI Conference 2017 – Brussels (Probably in June).
EnW	2016	✓ TCI Global Conference 2016 ✓ Pollutec 2016 ✓ SMAGUA 2016 ✓ WATEC 2016
Silicon Europe Worldwide	2016	✓ Semicon Europe 2016 (Oct 25-27)
SmartCityTech	2016	✓ Smart City Tech expo (ES) ✓ Smart Systems Industry Summit (BE)

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Events dedicated to cooperation with third countries (countries beyond Europe)

The partnerships have given an indicative list of events they attended or plan to attend before August 2017. The table below contains a selection of the list, per project:

Project	Year	Events
SPACE2ID	2016	✓ EU-Taiwan ICT event (Taipei, May 30, 2016) ✓ EU-Mexico Cooperation event (Mexico, October 27, 2016) ✓ ITS World Congress, Melbourne (October 2016)
EACP ABROAD	2016	✓ Japan Aerospace Exhibition, Tokyo, October 2016
	2017	✓ PNAA conference, Seattle, Febr 2017 ✓ Abu Dhabi aerospace convention, March 2017 ✓ Aeromart Montreal, April 2017
LASER-GO	2016	✓ Life Science Baltics 2016, http://www.lsb2016.com, 14-15 Sept, Vilnius, 2016; ✓ AdvaMed 2016, Micro Photonics International Congress and Exhibition, Berlin, 11-13 Oct., 2016, and Minneapolis, 17-19 October 2016. http://advamed2016.com
AdPack	2017	✓ Interpack Trade fair, Germany 4-10.05.2017
GIVE	2016	✓ Infofest, in cooperation with the Montenegro ICT Cluster in Budva, Montenegro (September 25- October 1) ✓ KosICT, in cooperation with STIKK (Kosovo ICT Association), in Pristina
MOVE	2017	✓ II MOVE brokerage event: Brussels, August 2017
CROSSCUT	2017	✓ Ecobuild fair in London (March 2017)
New Frontier in Food	2016	**Joint trade missions in:** ✓ Canada (Benefiq), October 2016 ✓ Brazil, November 2016 ✓ Japan November 2016 ✓ Taiwan…
	2017	✓ South Korea 2017 ✓ China + Taiwan 2017 ✓ US (at CES show, Las Vegas) -January 2017
MobiGoIn	2016	✓ European-Asian Cluster Matchmaking Event for ICT Clusters in Taiwan
NATUREEF	2016	✓ MEXICO: Feria de Guanajuato 7-11/11/ 2016 ✓ CHINA: IPM 11-13/05/2016
ECCA	2016	✓ Low Carbon (LBCA) mission to Brazil, August 2016
bioXclusters plus	2016	✓ BIO Convention - San Francisco (US) - June 2016 ✓ BioJapan - Yokohama (Japan) - Oct. 12 to 14, 2016 ✓ Bio Europe Convention - Nov. 2016 / Koln
	2017	✓ Bio Europe Spring - March 2017, Barcelona ✓ BIO Convention, San Diego (US) - June 2017
REINA PLUS	2016	✓ Brazil Solar Power conference and exhibition - Rio, June-July 2016

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		✓ Green Expo 2016 - Mexico, October 2016
		✓ European Utility Week - Barcelona, November 2016
		✓ Power For Africa - Tunisia, November 2016
		✓ Green Solutions - Mexico, December 2016
EU4SPORTSALL	2017	✓ ISPO - Beijing - February 2017
		✓ ALPITEC - Beijing - February 2017
EnW	2016	✓ EU-Mexico Cluster & Business event, October 2016
SmartCityTech	2016	✓ World Cities Summit Singapore - July 2016
		✓ Inspiration field visit to Silicon Valley, Latin America

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Key activities for the next 6 months

The table below contains a selection of key activities planned by the ESCP-4i for the next 6 months, per project. All information provided in the table are quotes.

Project	Planned key activities
SPACE2ID	Regional workshops and SMEs surveys
EACP ABROAD	Organisation of infodays & webinars on the market opportunities of our respective target countries
CROSSCUT	Organizing joint projects (COSME or H2020 support)
MobiGoIn	Regional Focus Groups with the SMEs interested in Mobility (within September 15. 2016). Deliverable: MobiGoIn's "Map of Competences and Scenario Design" (before 1/10/16). To build and enhance the MobiGoIn collaboration Partnership, both among clusters and among its members (SMEs), by promoting cross-cluster and networking activities.
NATUREEF	Natureef missions. The SMEs will start participating January 2017.
ECCA	In the following months the identified clusters of the ECCA partnership will be invited to present their ambitions and competences for particular thematic areas of the circular economy in the construction sector, to identify products, services, technologies they have and might be competitive for third markets, and their interest for a particular market. We will officially set-up the ECCA partnership on the ECCA conference in Ljubljana, in January 2017.
bioXclusters	Organisation of a mission to Japan (Oct. 2016) in the framework of bioJapan + B2B and C2C event in Osaka organised by bioXclusters PLUS. Training sessions and information packages provided to SMEs about target markets (in particular Japan - before the mission). Signature of several MoUs and implementation of Gateways (under discussion with Japan, Canadian partners).
REINA PLUS	Mission to MEXICO City (25th-28th October 2016, Mexico City) in collaboration with LCBA in MX and ECCP Mission to CANCUN (5th-8th December 2016, Cancun) in collaboration with LCBA in MX Target Market Group Meeting Brazil (12th July 2016, Lisbon) Exploratory trip to Brazil (Rio Janeiro, 30/06-01/07) Mission to BRAZIL (10th-11th November 2016, Brazil) in collaboration with ELAN and LCBA in Brazil Target Market Group Meeting Chile, Brazil, others in the frame of the EUW (15th-17th November, Barcelona) TMGM North of Africa (10th June 2016, Bilbao) Exploratory trip to USA (28th-30th June 2016, Washington) Power for Africa Forum (22th-23th November, Tunisia)
EU4SPORTSALL	Fact-finding actions in 3 destination markets Explore the feasibility of establishing ambassadors abroad

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	Internationalization Standard Actions in 2 target markets (1 market in 2016 and another one in 2017) with the participation of SMEs Launch of Joint Internationalization Groups: transnational export groups made of SMEs Reverse missions to Europe (to be aligned with EPSI major events and with the participation of SMEs) Explore the feasibility of a permanent representation of the partnership in Europe Assistance to 2 Cluster to Cluster Matchmaking events Elaboration of a guide on EU funding for sports industry 2014-2020 Training sessions about alternative funding
EnW	Developing ENW portal and showcasing SME technologies and best practices on online portalDeveloping ICA with US organisationCoordinating challenge response workshops with SME involvement
Silicon Europe Worldwide	Organise event in Europe to receive Taiwanese delegation Organise fact finding mission to USA
SmartCityTech	Elaborate the SmartCityTech strategy, action plan and partnership structure

C. Achievements and success stories

The table below proposes a selection of main achievements and success stories that were mentioned by the ESCP-4i in the survey. All information provided in the table are quotes.
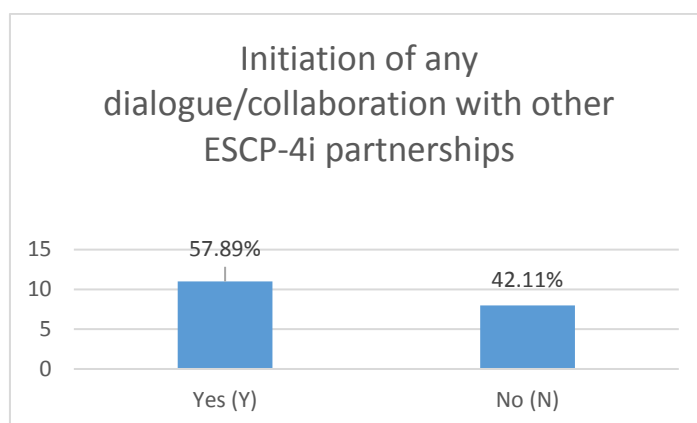
Project	
SPACE2ID	Achievement of the 5 SME workshops on internationalisation (Space4Mobility in Poland, Space4Energy in Spain, Space4Logistics in Belgium, Space4Creative Industries in Greece and Space4Agriculture in Italy). In total, over 100 participants.
EACP ABROAD	Excellent exchange of information and cooperation between the project partners; successful fact-finding mission to Seattle, USA.
LASER-GO	Opened up an access to the market in Iran (the first such exploratory mission from the EU); created the framework for collaboration through the agreed joint goal statement and the adopted methodology for the technology application assessment process to be used in the partnership.
AdPack	- 8 partnership agreements with other European clusters - 1 Memorandum of Understanding with an institute - 1 very detailed communication and marketing strategy - 1 meaningful pocket guide - 1 very successful working mission in Prague
MOVE	B2B meetings at with companies from different sectors (transport, ICT and telecommunication) involved to create new business opportunities.
CROSSCUT	The members have put together two H2020 INNOSUP applications and 1 COSME proposal.
New Frontier in Food	In terms of communication: the development of an identity and newsletters for our SMEs.
MobiGoIn	The success of the events organised until now.The opportunities to participate to events organised abroad by the different organisations and entities linked to the ECCP (i.e. Taiwan).The interest generated to other clusters, companies and entities regarding MobiGoIn's objectives and scope.
ECCA	We have been active in communication activities and have directly informed and invited to collaboration in Circular construction more than 300 experts in cluster, other organisation and public sector. We have identified approx. 180 cluster in EU which show potential to be involved in ECCA ESCP4i.
bioXclusters plus	Signature of Strategic MoUsCollaborations strengthened with outside Europe partners.Organisation of dedicated missions with B2B opportunities for SMEs. Common projects built up between European SMEs and outside Europe Partners.
REINA PLUS	Organization of Target Market Group Meetings in which we have collected information of the internationalization interests and challenges from SMEs of all four regions. This is the basis for the Action Plan we are building for each target market.The in-depth exercise and discussion on the competitive advantages of Reina PLUS ESCP-4i that we are currently carrying out to identify further opportunities of integrating value chains across sectors and regions.

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	This exercise is indeed very helpful for the various internationalization activities that will be undertaken not only throughout the life of the project, but long after its completion.
EnW	Hosted project kick-off meeting with local policy-makers Developed SME EnW portal - with over 175 members from multiple countries Invited to attend prestigious US-EU matchmaking mission (in Hannover, 2016).
Silicon Europe Worldwide	European Innovation Week, Taiwan.
SmartCityTech	Joint selection of target countries: Latum, USA, India and Taiwan.

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III. Collaboration activities between ESCP-4i projects and the role of the ECCP

Collaboration activities between ESCP-4i projects

Out of the 19 projects, 11 (58%) indicated that they have initiated a collaboration with another ESCP-4i partnership, at least.

Initiation of any dialogue/collaboration with other ESCP-4i partnerships

Some projects have indicated a **cooperation with 2 or more other projects**, e.g.:

► **EACP ABROAD** with SPACE2ID and EECA
► **EnW** with FoodPackLab, New Frontiers for Food, REINA PLUS and EU4FOOD.
► **REINA PLUS** with EU4SPORTSALL and MobiGoIn
► **SPACE2ID** with EACP ABROAD and EU4FOOD

Other projects have indicated a cooperation with one project:

► **AdPack** with Natureef
► **bioXclusters Plus** with Silicon Europe Worldwide
► **CROSSCUT** with EECA
► **FoodPackLab** with LASER-GO
► **LASER-GO** with SmartCityTech
► **MobiGoIN** with MOVE
► **NATUREEF** with EU4SPORTSALL

Amongst the 11 projects which have indicated a cooperation with other ESCP-4is, the reasons indicated for cooperating or objectives of cooperation were:
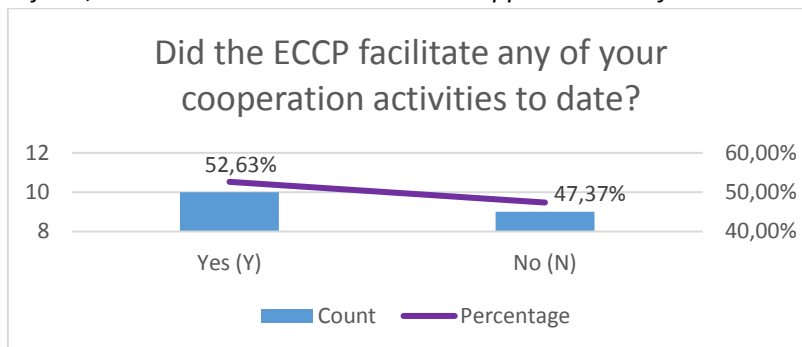
▢ **Learn from the experience of other ESCP-4i,** *by promoting the **dissemination and exchange of information** and the **sharing of knowledge and best practices** with them and other cluster organizations;*

▢ **Collaboration in events, notably International events and mission;**

▢ **Broaden the business scope for the SMEs;**

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□ **Collaboration on building new European projects (COSME, H2020).**

The ECCP as facilitator and support for the ESCP-4i success

Amongst the 19 projects, 10 indicated that the ECCP had supported them for their cooperation activities.

Amongst the 10 projects which indicated that the ECCP had supported their cooperation activities, the help provided by the ECCP was described as follows:

□ **Support provided at the ESCP-4i launch event (March 2016)**: *for example, international target countries workshops were animated by the ECCP team there.*

□ **Information provided:** *information about the events, trade missions and activities organised by the EC, other clusters and ESCP-4i, notably international opportunities; information on relevant calls for clusters and SMEs; information on EC policies directed to internationalisation…*

□ **Cluster matchmaking events:** *the ECCP organises matchmaking missions in Europe and international missions beyond Europe. The ECCP organised the EU-US cluster matchmaking mission in the frame of the Hannover Messe 2016 for example, which was perceived as a really useful event by several ESCP-4i projects.*

□ **Promotion:** *the ECCP newsletters give visibility to the ESCP-4i activities as well as the activities of the cluster organisations.*

□ **Facilitation of collaboration:** *it allows the ESCP-4i to follow the activities of the other partnerships for example.*

This report has presented the results of the first survey amongst the ESCP-4i projects. Follow-up surveys are planned within the upcoming year for which the analysis report shall equally be published on the ECCP.

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