



EUROPEAN CLUSTER
COLLABORATION PLATFORM

EU-Singapore Matchmaking Event 2022



Contents

1. Event Overview	4
1.1 Preparatory Webinar	5
1.2 Technical Webinar	6
1.3 Agenda of the on-site mission	6
1.4 Participants	10
1.5 Meetings	12
1.6 Marketplace	13
2. Event Feedback	17
2.1 Event feedback: cooperation opportunities	17
2.2 Event feedback: relevance of the event towards individual objectives	22
2.3 Event feedback: event content and structure	24
2.4 Event feedback: testimonials	29
Annex 1. Lists of participants	32

Tables

Table 1 Agenda of the matchmaking day, 19 October 2022	9
Table 2 Distribution of European delegation (participants and organisations) per country of origin and type	10
Table 3 Marketplace product opportunities	14
Table 4 Marketplace services opportunities	14
Table 5 Marketplace partnership opportunities	15
Table 6 Marketplace project cooperation opportunities	15
Table 7 Marketplace expertise opportunities	15
Table 8 Marketplace investment opportunities	15
Table 9 Relevance of the event towards individual objectives (average score) ..	24



Table 10 Overall event quality (average score) 26

Table 11 Testimonials..... 31

Table 12 EU Delegation participants 33

Table 13 Singapore Delegation participants..... 36

Figures

Figure 1 EU delegation members by sector 11

Figure 2 Geographical coverage of the EU delegation 12

Figure 3 B2Match meetings status extract 13

Figure 4 Is it the first time that your organisation attends a Matchmaking Event organised by ECCP?..... 18

Figure 5 Number of partnerships initiated or established (0 to more than 5) by the participants 19

Figure 6 Distribution of cooperation cases by origin and type of organisation 20

Figure 7 Distribution of cooperation cases by their type 20

Figure 8 Distribution of cooperation cases by sector..... 21

Figure 9 Cooperation cases achieved in the event per European country..... 22

Figure 10 Relevance of the event towards individual objectives (scoring distribution) 23

Figure 11 Overall event quality (scoring distribution)..... 25

Figure 12 Did you consider the presentations suitable to the event? 26

Figure 13 Is 20 minutes per meeting a proper time for you in these kinds of events? 27

Figure 14 Did the event meet your expectations? 27

Figure 15 Countries of interest for the EU respondents..... 28



1. Event Overview



On the 18-20 October 2022, the European Commission (DG GROW and EISMEA) and Enterprise Singapore (Enterprise SG) jointly organised the EU-Singapore matchmaking event for cluster organisations and SMEs from the European Union (EU) and Singapore. The mission was supported by the EU Delegation to Singapore and the Singapore Ministry of Trade and Industry, which was facilitated by the European Cluster Collaboration Platform (ECCP) and the Enterprise Europe Network (EEN).

The event sought to support cluster cooperation for strategic business partnerships taking advantage of the provisions of the Free Trade Agreement (EUSFTA) signed between the European Union and Singapore in October 2018 and was implemented in November 2019. The participants were able to schedule their own meetings through the B2Match Platform. Also, selected European cluster organisations received financial support for travel from the European Commission.

The event encompassed the following activities:

- Preparatory webinar: "Market access information for the EU-Singapore Matchmaking Event", 16 September 2022;
- Technical Webinar: a webinar to help future participants with the practical aspects of the event, 30 September;
- Participation at the Industrial Transformation ASIA-PACIFIC (ITAP) event;
- Seminar on knowledge exchange to foster EU-Singapore cooperation;
- Matchmaking meetings between cluster organisations and SMEs from EU (and COSME) countries and Singapore;
- Local site visits;
- Debriefing session to collect feedback from cluster participants.



The two-day official agenda of the event took part on-site in the frame of the 5th edition of [Industrial Transformation Asia-PACIFIC \(ITAP\) Forum](#), a Hannover Messe event. The focus areas of the mission were aligned with the ITAP forum and were as follows: Aerospace, Automotive, Chemical, Consumer Goods Manufacturing, Electrical & Electronics, Energy, Food & Beverage, Infrastructure & Facilities, Logistics & Supply Chain Management, Oil & Gas, Pharmaceutical & Biotechnology, Semiconductor, and Urban Solutions.

The European delegation in the mission consisted of 24 participants, representing 19 clusters and 3 SMEs, while the Singaporean delegation consisted of 53 participants, representing 52 SMEs and 1 cluster, **leading to a total of 77 participants in the event.**

During the booking phase of the meetings (16 September 2022 – 19 October 2022), the participants made 280 meeting requests, of which 161 were accepted and scheduled. Finally, **a total of 176 meetings took place in person at the event venue**, with 148 out of those 161 scheduled before the event and 28 ad-hoc meetings. In addition to the 176 formal meetings that took place in the event, a total of **351 informal meetings** were also reported, leading to **a total of 83 cooperation cases.**

1.1 Preparatory Webinar

On the 16th of September 2022, a Preparatory Webinar: **“Market access information for the EU-Singapore Matchmaking Event”** - was held in order to offer guidance on how to participate successfully in the planned event and inform participants with the theme and business environment. The webinar recorded a total of 35 attendees, from the European and Singaporean selected participants.

The moderator of the Preparatory Webinar was Teodora Jilkova, Member of European Cluster Collaboration Platform. The agenda of the webinar was as follows:

1) Opening remarks

- Christophe Guichard, Policy officer – Cluster internationalisation, DG for Internal Market, Industry, Entrepreneurship and SMEs
- Valerie Yuen, Deputy Director | Europe, Enterprise Singapore

2) Market access information and presentation of the [Input paper](#):

- Ian Lee, Country Head (Europe), Singapore Business Federation
- Jean-Pierre De Meerleer Sanchez, Trade Officer, EU Delegation to Singapore
- Dr Jan-Philipp Kramer, Team Leader ‘Data & Policy’, ECCP

3) Presentation of the South East Asia IP SME Helpdesk

- Benoit Tardy, IP Business Advisor

4) Presentation of ITAP, industrial transformation forum and International Connect

- Emily Chua, Head of Channel Development, Constellar (ITAP organiser)



5) Q&A session, moderated by Antonio Novo, President of the European Clusters Alliance

6) Next steps and closing

The recording of the preparatory webinar has been shared with all participants and has been displayed on the event page on the [European Cluster Collaboration Platform](#).

1.2 Technical Webinar

Following the Preparatory Webinar, on the 30th of September 2022, a Technical Webinar was held to help future participants with the practical aspects of the event.

The moderator of the Technical Webinar was Daniel Cosnita, Member of European Cluster Collaboration Platform. The agenda of the webinar was as follows:

- 1) Welcoming and presentation: Introduction of the moderator
- 2) How to fully utilise the B2match tool to achieve successful meetings: a detailed explanation of the registration steps, creation of the profile, search of marketplace opportunities, proposal and acceptance of bookings, explanation of the hybrid event, technical requirements for virtual meetings.
- 3) Agenda of the Event: a go-through of the agenda of the day of the Matchmaking event.
- 4) Antitrust compliance: some principles to remember, based on competition rules and confidential information.
- 5) Q&A session
- 6) Next steps
- 7) Practical example and closing

The recording of the technical webinar has been shared with all participants and has been displayed on the event page on the [European Cluster Collaboration Platform](#).

1.3 Agenda of the on-site mission

On day 1, 18 October 2022, the EU-Singapore mission started with attending the opening ceremony of the ITAP event taking place in Singapore Expo. The tailor-made agenda of the EU delegation continued with customised specific guided tours on the exhibition floor to introduce the key Expo highlights, uplifting innovation, and readily accessible solutions. Delegates, separated into two groups visited nine shortlisted booths (Getaway to I4.0, Microsoft, Starhub, HP Enterprise, ZEIS, Smartmore, Azbil, Jaka Robotics and Jungheinrich), which featured relevant showcases to address the delegation's needs.



Another personalised networking opportunity for the EU delegation was the *International Connect* zone, which offered industry networking and chance to explore the creation of potential cross-border business opportunities. The EU delegation has been invited to meet with business partners from Malaysia and India to discuss initiatives for business growth and capability building. It was a good experience to open unexpected relations.

The afternoon agenda continued with more visits on the exhibition floor, as well as attending the Industrial Transformation Forum (ITF) aimed to tackle today's challenges of implementing technologies to: Stay Agile, Stay Efficient, Empower the Workforce to Innovate and add Value and Practice low-impact Industrialisation for the Green Economy.

The **EU-Singapore Matchmaking** itself took place on-site, in Singapore Expo, on the 19th of October 2022.



The agenda of the day is provided in Table 1 below.



19 October 2022	
Time	Programme
8:30 – 9:00	Registration Check-in to Peridot Room No. 204 & 205 (Singapore Expo)
09:00 – 09:10	Opening Remarks <ul style="list-style-type: none"> Mr. Clarence HOE, Executive Director, Americas & Europe, Enterprise Singapore Ms. NEMETH Eszter, Chargé d'affaires a.i., EU Delegation to Singapore
09:10 – 09:30	Speeches on EU-Singapore business cooperation <ul style="list-style-type: none"> Mr. SOO Wei-Chieh, Executive Director, Global Division, Singapore Business Federation Mr. Christophe Guichard, Policy officer – Cluster internationalisation, DG for Internal Market, Industry, Entrepreneurship and SMEs, European Commission
09:30 – 09:40	Testimonial from a Singaporean business organisation with existing collaboration with the EU
09:40 – 09:50	Testimonial from an EU cluster with existing collaboration with Singapore
09:50 – 10:00	Set up for matchmaking sessions, light refreshments
10:00 – 12:00	Bilateral matchmaking sessions between participants (Part I)
12:00 – 13:00	Networking Lunch
13:00 – 14:20	Continuation of bilateral matchmaking sessions (Part II)
14:20 – 14:50	Debriefing Session & Survey Mr. Zoran Stamencic, Project Adviser, EISMEA - European Innovation Council and SMEs Executive Agency, European Commission
15:00 – 19:00	<p>SITE Visits</p> <p>Track A Factory of Future and/Innovation centre (min. 20 pax and up to 30pax)</p> <p>1st Stop Jurong Innovation District (JID) is our answer to the emergence of Industry 4.0. Designed for the challenges—and rewards—of the new industrial revolution, the</p>



	<p>advanced manufacturing hub prepares our nation for a new era, giving both businesses and our nation a powerful springboard to stay one step ahead.</p> <p><u>2nd Stop</u></p> <p>Advanced Remanufacturing and Technology Centre (ARTC) is a contemporary platform built upon strong public-private partnerships to translate research to industry applications. The center provides a collaborative platform which brings together industry players, public sector research institutes and academia to bridge technological gaps in the adoption of advanced manufacturing and remanufacturing processes.</p> <p>Get to see “Supply Chain 4.0 Control Tower” which helps businesses to integrate technological innovations into their operations, to deal with the additional diverse challenges posed by growing supply chains.</p> <p>And Hyper-Personalisation Line Programme (NGHPL) is targeted for the Fast-Moving Consumer Goods (FMCG) industry. The HPL is focused on personalised filling of products and customisation of orders in brownfield plants or in-house distribution centres equipped with digital connectivity capabilities.</p> <p>Track B Factory of Future and/Innovation centre</p> <p><u>1st Stop</u></p> <p>Singapore Polytechnic - Advanced Manufacturing Learning Journey (AMLJ) is based on the SG’s Smart Industry Readiness Index, which allows companies to identify the different milestones in the adoption of i4.0 technology and processes. The learning journey has three zones: digitalization, integration, and smart, to debunk the misconception that high-cost, innovative technologies are required for digital transformation. These zones represent the different industry stages in i4.0, from digitalizing the shop floor to integrating machining cells to improve workflow connectivity and optimizing data in the smart assembly line.</p> <p><u>2nd Stop</u></p> <p>Singapore Polytechnic - 5G & AIoT (Artificial Intelligence of Things) Centre is set up by Singapore Polytechnic (SP) to assist and enable enterprises to prototype and adopt 5G & AIoT innovation solutions. It is part of the 5G innovation ecosystem in SP, which aims to foster innovations in enterprises through 5G, enabling them to be more competitive in the market.</p> <p>The Centre develops 5G & AIoT applications that achieve ultra-low latency, high speed wireless connectivity, centralised real-time monitoring, intelligent control, and data analysis. This involves the integration of embedded hardware like sensors or devices and gateways to connections with software cloud platforms and application developments to create a complete end-to-end system.</p>
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Table 1 Agenda of the matchmaking day, 19 October 2022



1.4 Participants

77 total participants engaged in the matchmaking event, that took place on 19 October 2022. The **European delegation consisted of 24 participants, representing 19 clusters and 3 SMEs from 10 EU countries:** Bulgaria, Czech Republic, France, Germany, Lithuania, Poland, Portugal, Romania, Spain and Sweden, **with Spain being the most represented country.** The European participants were selected based on a Call of Expressions of Interest published on the European Cluster Collaboration Platform (open from 10.06.2022 until 17.07.2022). Following the selection process, which included the verification of the eligibility criteria and the assessment of qualitative aspects, out of the 53 cluster applications and 11 SMEs applications received, 20 clusters and 4 SMEs were accepted. It should be noted that, in the end, 19 clusters and 3 SMEs participated in the event, with 2 absent organisations due to objective personal reasons of their representatives. Travel and accommodation were reimbursed for the European delegates attending.

Country	Clusters	SMEs	Total delegates
Bulgaria	1	2	3
Czech Republic	2		2
France	3		3
Germany	1		1
Lithuania	2		2
Poland	1 (2 people)		2
Portugal	1		1
Romania	2		2
Spain	4	1	5
Sweden	2 (3 people)		3
Total	19 clusters	3 SMEs	24 participants

Table 2 Distribution of European delegation (participants and organisations) per country of origin and type

The main sectors covered by the European delegation were:

- ICT and/or Industry 4.0



- Mechanical Engineering and/or Advanced Manufacturing
- Healthcare
- Renewable Energies
- Packaging
- Biotechnologies
- Optics and/or Photonics.

Their presence is described in the graphic below:

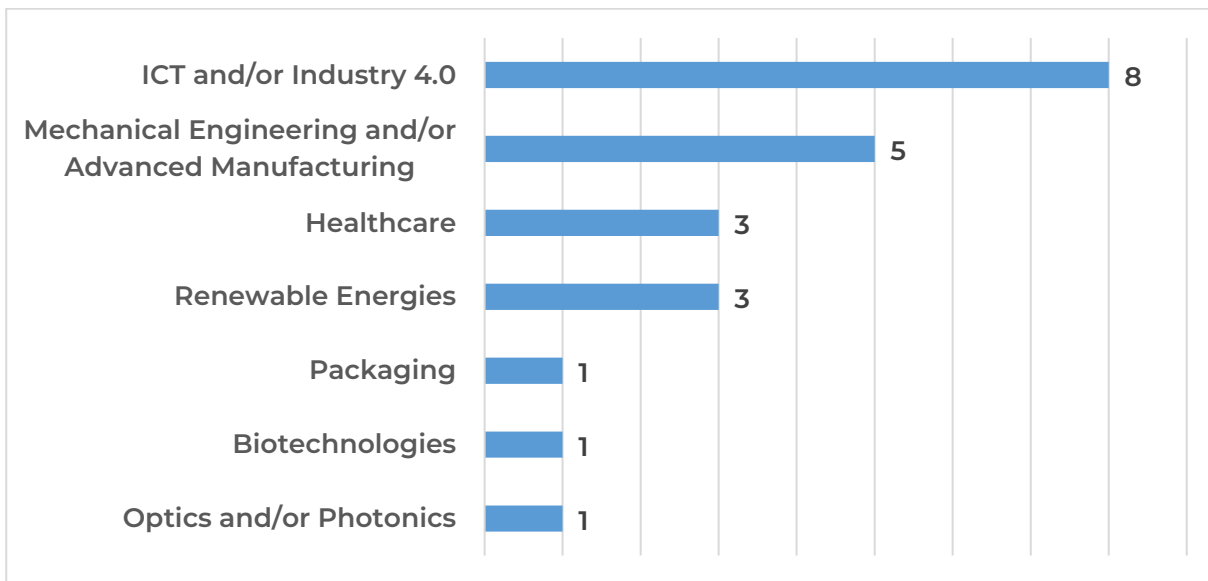


Figure 1 EU delegation members by sector

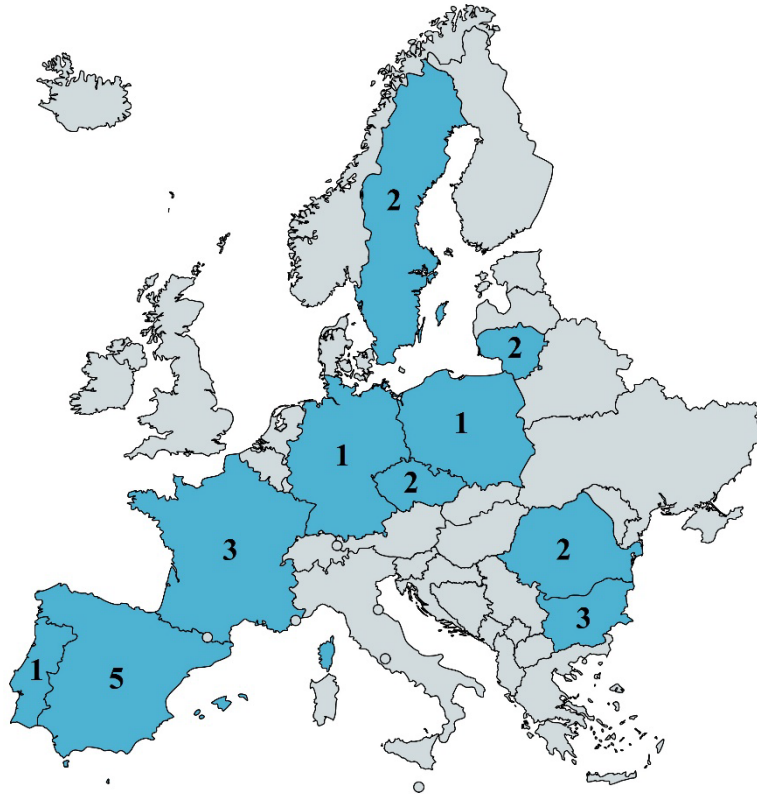


Figure 2 Geographical coverage of the EU delegation

On the other side, the **Singaporean delegation consisted of 53 participants, representing 52 SMEs and 1 cluster.**

In addition to this, a total of **23 organisers and embassies representatives participated in the event.** Participants list for each delegation are attached in Annex 1.

1.5 Meetings

During the booking phase of the meetings (16 September 2022 – 19 October 2022), participants sent a total of 280 meetings requests, out of which 161 were accepted and scheduled.

On the day of the event, **a total of 176 bilateral meetings took place**, with 148 out of those (161 meetings) scheduled before the event (**92% success rate**) and 28 ad-hoc meetings. The time slot for each meeting was 20 minutes. In addition to the formal meetings in the matchmaking, the participants also reported a **total of 351 informal meetings** (i.e. networking during breaks, lunches, etc.).

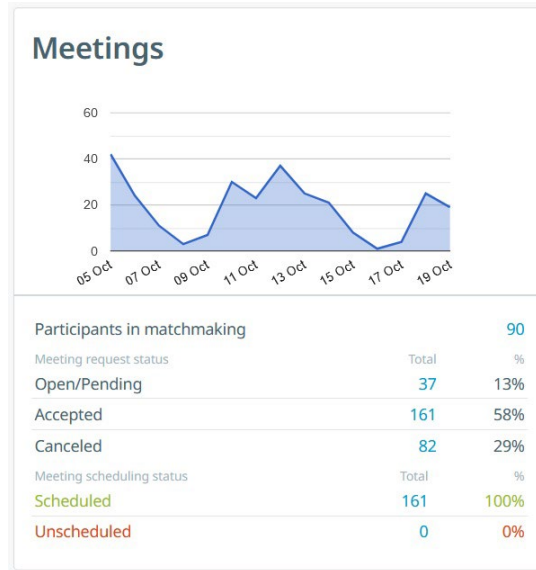


Figure 3 B2Match meetings status extract

1.6 Marketplace

The Marketplace section in B2Match enabled participants to upload their products, services, or anything that might showcase what they have to offer or what they are looking for. For the EU-Singapore Matchmaking Event 2022, **a total of 81 opportunities were listed in the Marketplace**, 55 offers and 26 requests (68-32%). The main sectors envisaged were ICT and/or Industry 4.0, renewable energies, healthcare, optics and/or photonics and mechanical engineering and/or advanced manufacturing. Judging by the origin of the opportunities listed in the Marketplace, 34 were listed by European participants while 47 by Singaporean participants (42-58%).

From the European organisations point of view, the large number of offers (products and services) combined with the representation requests in foreign markets indicates the current need of European companies and clusters for new markets and new clients. This outlines again the current local market disruptions due to Covid19 pandemic, war in Ukraine, economic instability, and energy crisis.

A detailed overview of the Marketplace opportunities is presented in the tables below.



Product opportunities	
Offers	32
Following sectors covered: Cyber-security Technology Power & energy Medical & health Optics & photonics Plastics & Metal Injection Moulding Manufacturing Food	
Requests	2
Raw material supplier for solar panels Solution providers for flexible automated manufacturing line	
Total product opportunities	34 (11 EU, 23 Singaporean)

Table 3 Marketplace product opportunities

Services opportunities	
Offers	16
Covered sectors: Preventive Maintenance Services Manufacturing services Precision processing (glass, plastics, metal) Technology development Data management Optics	
Total services opportunities	16 (8 EU, 8 Singaporean)

Table 4 Marketplace services opportunities

Partnership opportunities	
Requests	13



12 out of 13 partnership opportunities were requests for cross-border representation of European delegates to the Singaporean / Asian markets and vice-versa. The targeted sectors were mainly technology, business services, energy, or healthcare. The other cooperation request envisaged collaboration for plant-based meats, milk, and feed product development.

Total partnership opportunities	13 (8 EU, 5 Singaporean)
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Table 5 Marketplace partnership opportunities

Project cooperation opportunities	
Requests	3
All project cooperation opportunities were partner requests for participation in projects (European and international public funded projects).	
Total project cooperation opportunities	3 (EU)

Table 6 Marketplace project cooperation opportunities

Expertise opportunities	
Offers	7
Following offered expertise was identified:	
<ul style="list-style-type: none"> - internationalisation in Asian markets - digital carbon footprint assessment and environmental impact - cable management for critical facilities - collaboration between private and public sectors - technology expertise 	
Total expertise opportunities	7 (3 EU, 4 Singaporean)

Table 7 Marketplace expertise opportunities

Investment opportunities	
Offers	8
All investment opportunities expressed request for investors, particularly in businesses in following sectors:	
<ul style="list-style-type: none"> - health and medicine (product development and distribution) - technology (product development) 	
Total investment opportunities	8 (1 EU, 7 Singaporean)

Table 8 Marketplace investment opportunities



02

Event feedback



2. Event Feedback

After the event, the European delegation was asked to answer a survey to measure participants' satisfaction with the event and their perspectives on implementing collaboration activities with other clusters. The feedback of the event was collected through the Event Survey section integrated in B2Match. The survey was open since the end of the matchmaking event until the 30th of November, 2022, and it was divided in three main sections: impact of the event (cooperation opportunities), relevance of the event towards individual objectives and overall quality of the event content and structure.

The survey also included participants' suggestions and general comments on the event and collected testimonials. The feedback received highlights the clusters strong interest in the matchmaking events organised by the ECCP, with both European partners, and especially with partners outside the EU. Furthermore, the survey collected the results of the event in terms of future perspectives and initiated cooperation activities.

One representative from each organisation that participated in the matchmaking (19 clusters and 3 SMEs) responded to the survey, **leading to a 100% percent response rate.**

The survey results are presented in detail in the following sections.

2.1 Event feedback: cooperation opportunities

For 27% of the participants, this was their first participation in a matchmaking event organised by the ECCP, while 73% of the participants were returning to an ECCP event.

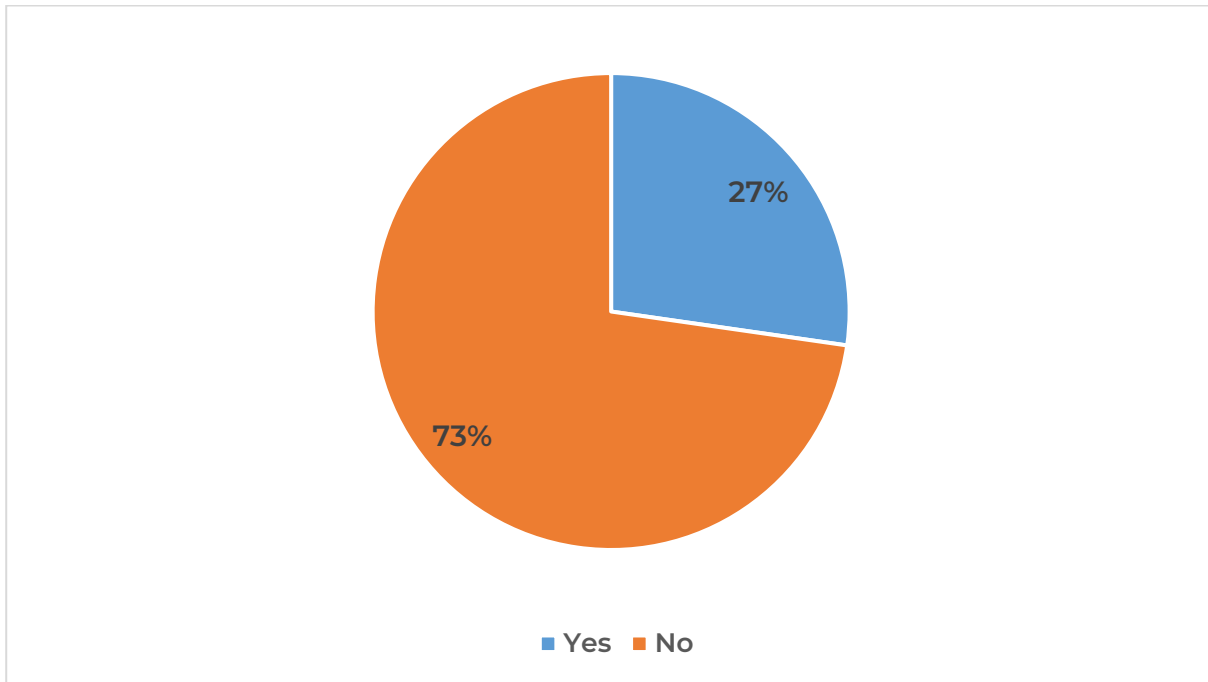


Figure 4 Is it the first time that your organisation attends a Matchmaking Event organised by ECCP?

In addition to the **176 formal meetings** that took place in the event, the 22 respondents also reported a **total of 351 informal meetings** (i.e. networking during breaks, lunches, etc.), 213 with Singaporean organisations and 138 with fellow European organisations. Almost 30% of the respondents suggested that it would have been welcomed if the matchmaking was open for meetings within the European delegation as well. With the event allowing only meetings with the Singaporean counterparts, the European delegation members met with each other only via informal meetings. This suggestion will be taken into account and its opportunity for future events will be discussed within the ECCP team.

As a result of all partnering activities that took place with the occasion of the event, 21 out of 22 participants stated that they already have initiated or established cooperation activities during or following the matchmaking, leading to a **total of 83 cooperation cases** (total result based on the figures provided by the respondents in the survey).

The respondents were asked to present the results of the event regarding their cooperation objectives and activities to be developed with other participants. They were asked to provide information regarding the nature of the organisation with which the cooperation was initiated; its name and country; the type of the collaboration and to briefly describe the objectives of such cooperation. The comments are taken directly from the feedback forms.



Several aggregated statistics of the cooperation cases are summarised and described in the section below. **On average, each European organisation was involved in 8 formal meetings, 16 informal meetings, with a result of 4 cooperation cases initiated or established.**

The figure below provides a detailed distribution of the number of cooperation cases initiated or established per participant.

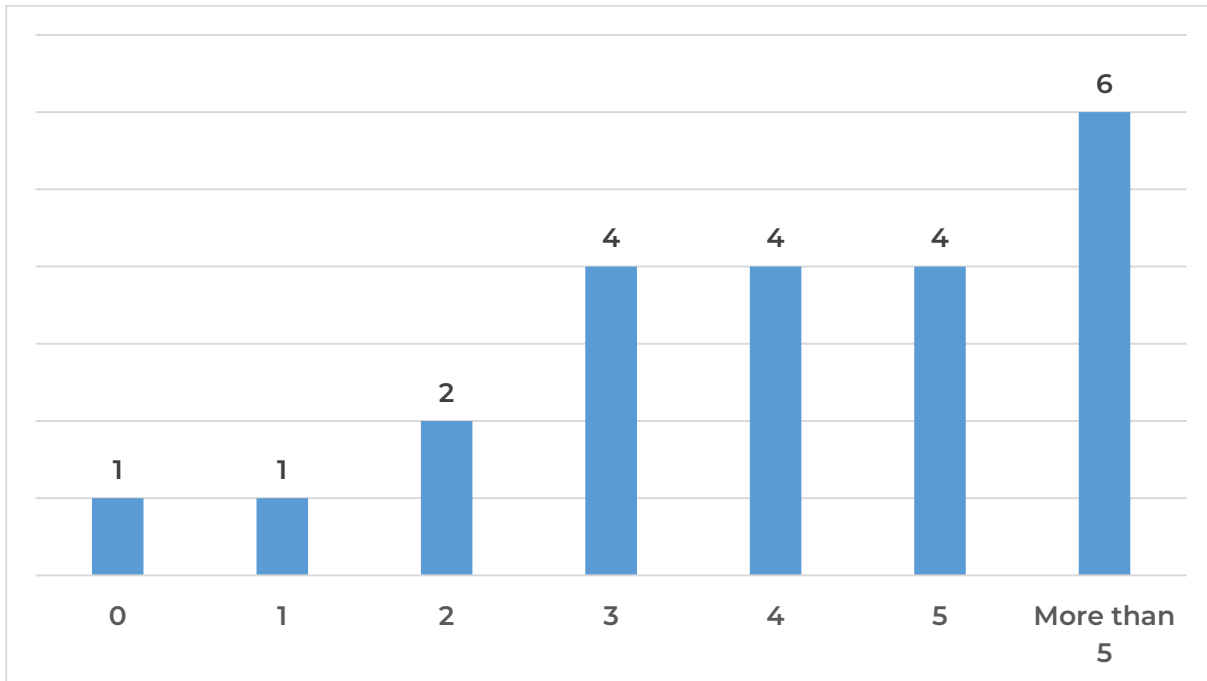


Figure 5 Number of partnerships initiated or established (0 to more than 5) by the participants

In regard to the origin of the partner organisations, **78% of the total cooperation cases were established with Singaporean organisations** (clusters or SMEs), while the rest of the cooperation cases were established with European organisation. The figure below shows the distribution of partner organisations:

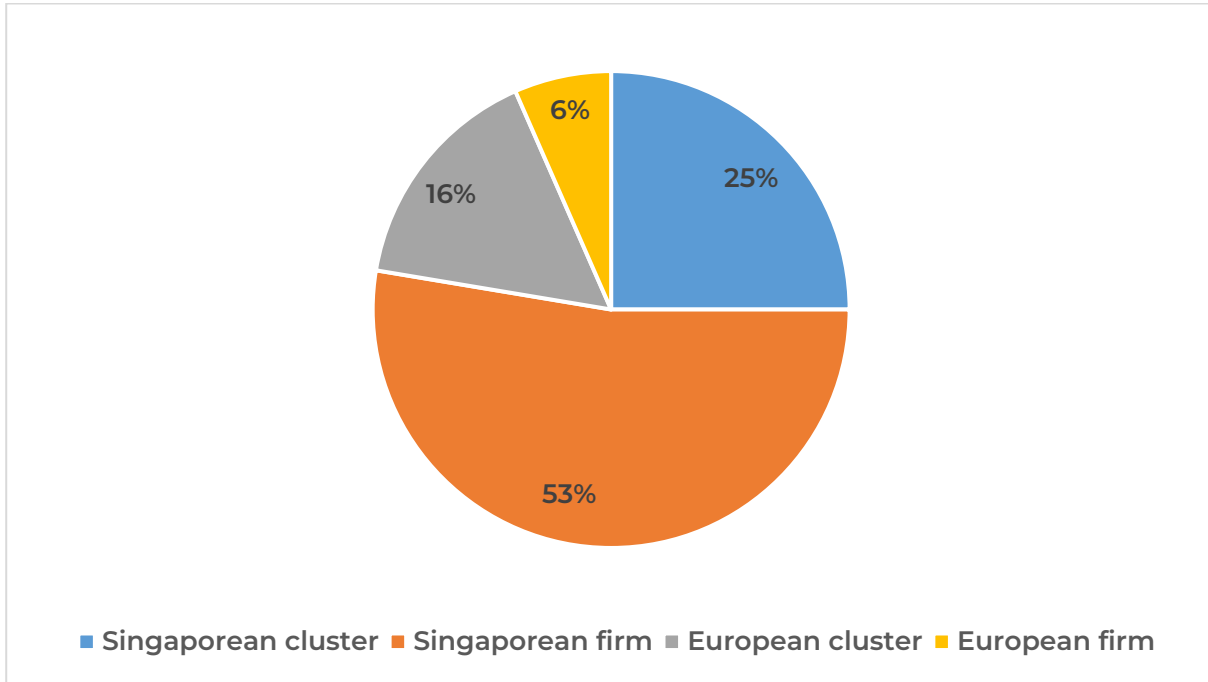


Figure 6 Distribution of cooperation cases by origin and type of organisation

Considering the type of cooperation cases established, the following distribution was identified based on the feedback survey:

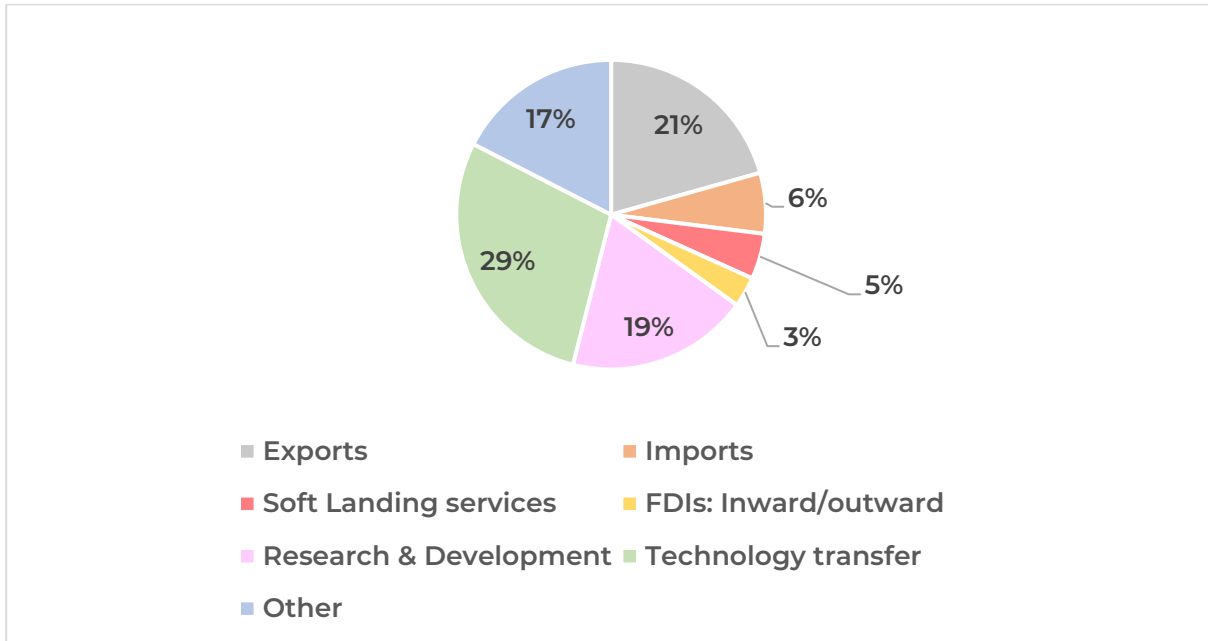


Figure 7 Distribution of cooperation cases by their type



By analysing the sector of partner organisations reported for each cooperation case, the next figure captures the distribution of cooperation cases by sector, with **energy, technology and business sectors leading**:

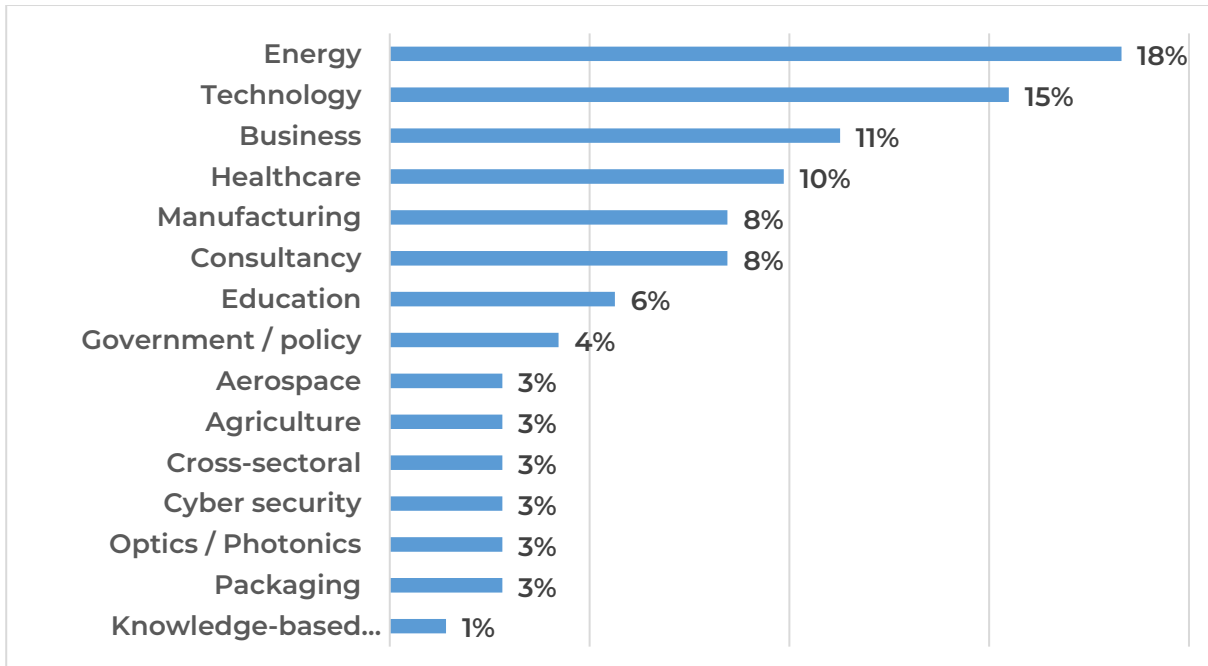


Figure 8 Distribution of cooperation cases by sector

Last but not least, by mapping the answers provided in the feedback survey, the figure below summarises the number of cooperation cases achieved per European participating country with Spain leading the statistics. This comes natural since Spain was the most represented country with 5 participating organisations.

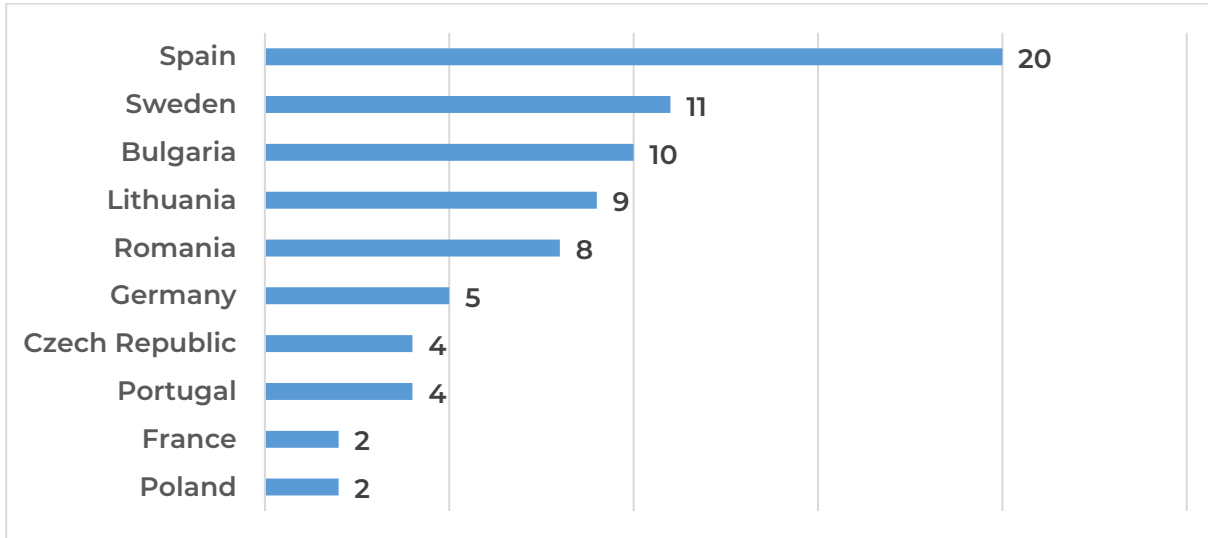


Figure 9 Cooperation cases achieved in the event per European country

2.2 Event feedback: relevance of the event towards individual objectives

The respondents were asked to rate the event's relevance to the achievement of their own goals on a scale of 0 to 5, with 0 being the lowest value and 5 being the highest value. In this regard, they scored the following: vision and knowledge they acquired regarding new markets and technology trends; the knowledge acquired regarding the geographical market for cluster organisation/ members; the signature of cooperation agreements between companies and/or laboratories within participating clusters and the development of new business activities. Finally, they rated the opportunity of increased visibility and market penetration, focusing on how the event facilitated the search for strategic alliances/ partners and the access to new research and innovation competences and the development of concrete projects. The figure below provides an overview of each objective's rating:

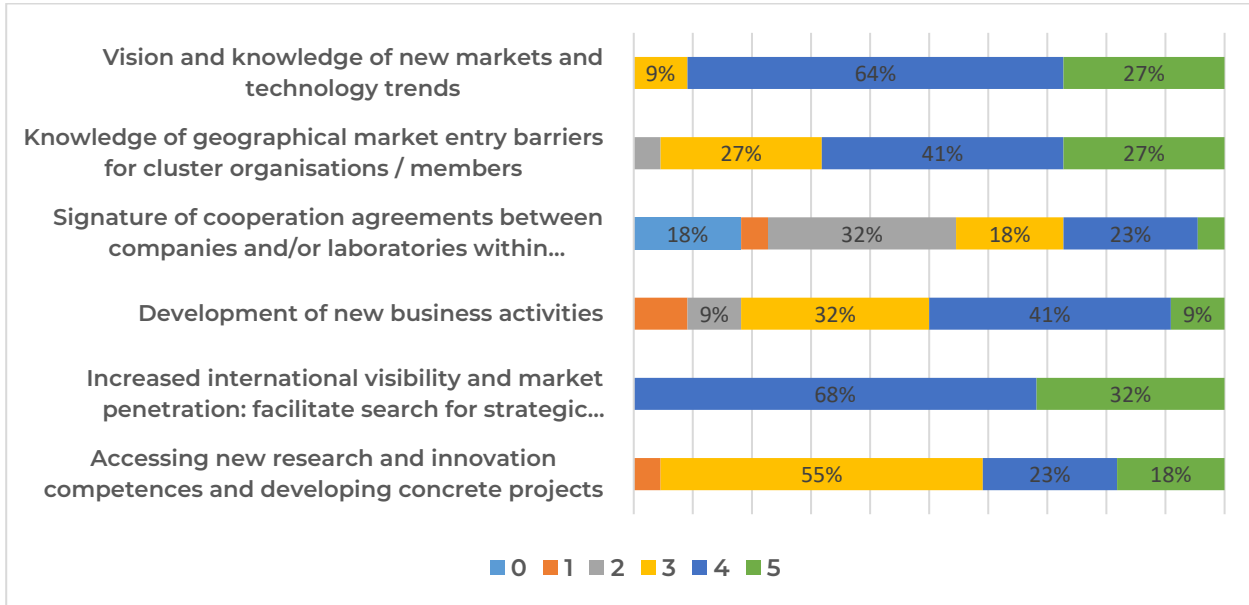


Figure 10 Relevance of the event towards individual objectives (scoring distribution)

From the answers provided, the event seems to have been especially relevant for participants regarding the achievement of the following goals:

- Vision and knowledge of new markets and technology trends (91% of the respondents noted 4 or 5);
- Increased international visibility and market penetration (100% of the respondents noted 4 or 5).

According to the feedback provided, for most of the organisations in the EU delegation, this event was a great opportunity and a real success in taking a first look at the Southeast Asian market, gaining knowledge about the Singaporean market and business culture, and boosting bilateral cooperation, and competitiveness by building solid links with innovation rich ecosystems.

Thus, high scores were also achieved in Knowledge of geographical market entry barriers for cluster organisations / members (68% of the respondents noted 4 or 5), Development of new business activities (50% of the respondents noted 4 or 5) and accessing new research and innovation competences and developing concrete projects (41% of the respondents noted 4 or 5).

The Signature of cooperation agreements was the lowest scored indicator, with 54% ratings between 0 and 3. Considering the feedback provided by the participants, although a great deal of cooperation cases were already identified and materialised, the fact that the European delegation was 86% clusters, while the Singaporean delegation was 98% SMEs, constituted a barrier in signing direct cooperation agreements, since clusters and SMEs are pursuing slightly different objectives. In this regard, the feedback strongly suggested that in the future, either the host delegation should be also constituted of clusters (or associations of SMEs like Singapore Business Federation), or that the clusters in the European



delegation could bring along several selected SMEs in order to better achieve direct partnerships. This will be counted as lessons learnt for the future ECCP events.

Overall, the event is considered very relevant for the EU participants, who achieved, in their majority, the main goals of the event, with room for improvement in future events. The table below displays the average note scored by each objective:

Objective	Average score
Vision and knowledge of new markets and technology trends	4.18
Knowledge of geographical market entry barriers for cluster organisations / members	3.91
Signature of cooperation agreements between companies and/or laboratories within participating clusters	2.36
Development of new business activities	3.32
Increased international visibility and market penetration: facilitate search for strategic alliances/partners	4.32
Accessing new research and innovation competences and developing concrete projects	3.50

Table 9 Relevance of the event towards individual objectives (average score)

2.3 Event feedback: event content and structure

Participants were asked to rate several indicators related to the overall quality of the event through a 0 to 5 score (0 being the lowest quality and 5 being the highest quality). The participants were also asked to express feedback on several general aspects of the event. The questions were formulated in a “Yes/No” manner. All results are detailed in the section below.

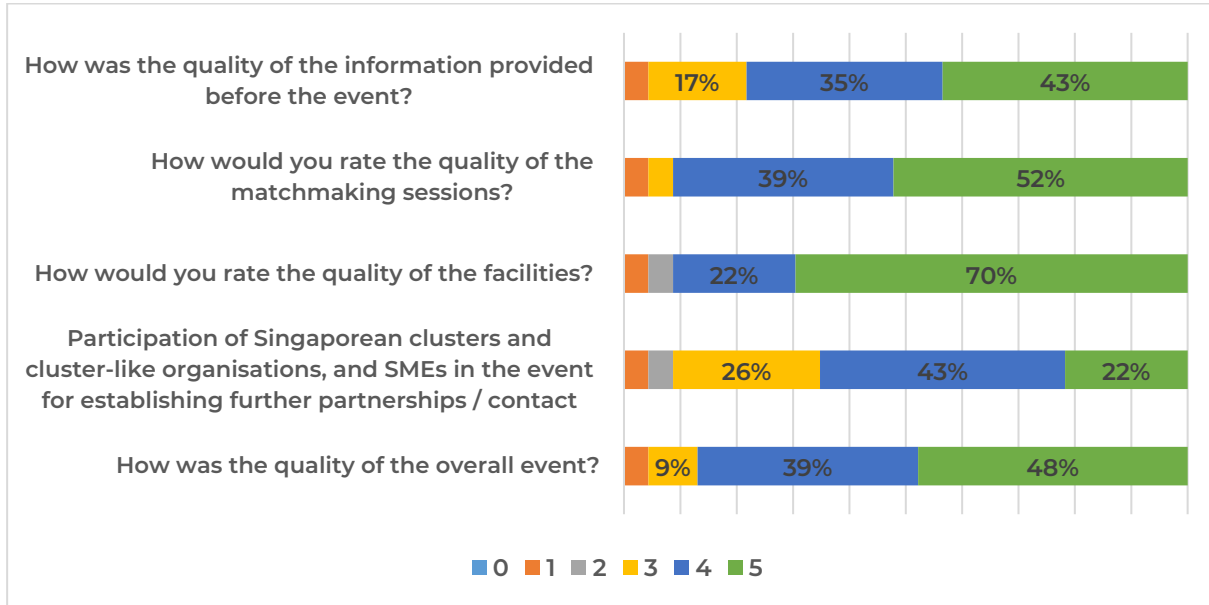


Figure 11 Overall event quality (scoring distribution)

The respondents showed a great level of satisfaction regarding the information provided before the event, the quality of the matchmaking sessions and the facilities of the event. Respondents gave marks of either 4 or 5 to these questions in respectively 78%, 91%, and 92% of times (see figure below), with an average satisfaction of 85% regarding the overall organisation and logistics of the event.

In regard to the Singaporean organisations participation in the event (in light of establishing future partnerships), respondents scored a bit lower, with only 65% notes of 4 or 5. Although the EU delegation was satisfied with the Singaporean counterpart and the matchmaking was described as successful in light of market expansions and future collaborations, the same aspect outlined in the individual objectives section was mentioned again (EU delegation of mostly clusters while Singaporean delegation of mostly SMEs).

In summary, the table below displays the average note scored by each indicator:

Indicator	Average score
How was the quality of the preparation webinars?	4.09
How was the quality of the information provided before the event?	4.13
How would you rate the quality of the matchmaking sessions?	4.35
How would you rate the quality of the facilities?	4.48
Participation of Singaporean clusters and SMEs in the event for establishing further partnerships / contact	3.74
How was the quality of the overall event?	4.26



Table 10 Overall event quality (average score)

In regard to the event presentations (opening remarks, speeches on EU-Singapore business cooperation, testimonials from a Singaporean business organisation with existing collaboration with the EU and testimonials from an EU cluster with existing collaboration with Singapore), 100% of the participants considered that the presentations were suitable for the event.

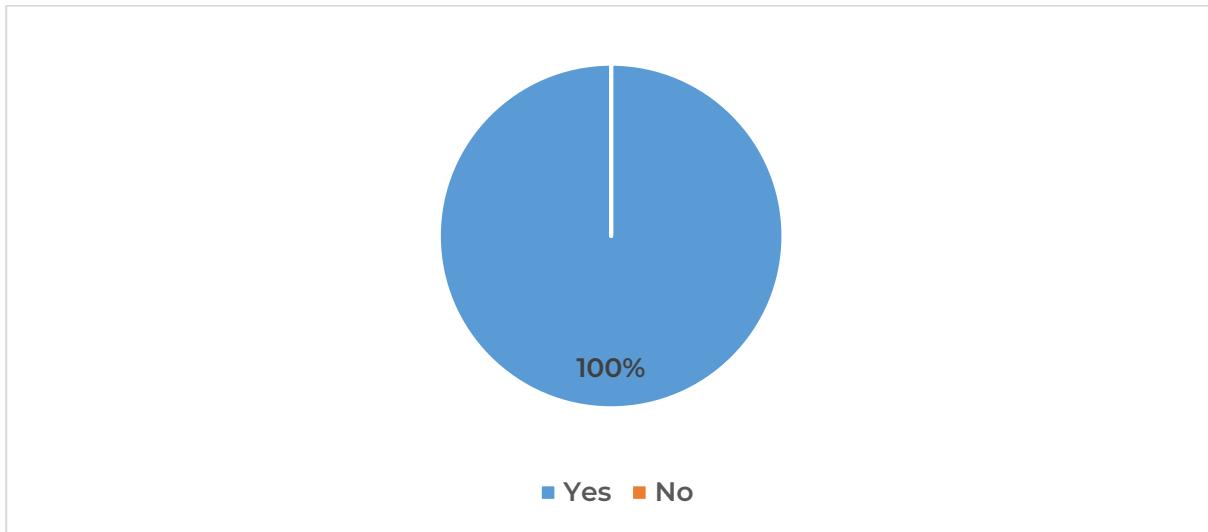


Figure 12 Did you consider the presentations suitable to the event?

Regarding the duration and time slots used for the meetings, 100% of the participants considered that 20 minutes was a proper meeting time to use in the matchmaking session. Nonetheless, respondents made additional comments (4 written in the feedback section, as well other collected at the time of the event) suggesting that longer time-slots could be better (25 minutes e.g.) in case of events taking place in rather new markets and cultures. Understanding the Singaporean market, business culture and the entire ecosystem was a significant part of the meetings, leaving less time for discussing concrete business or cooperation aspects.

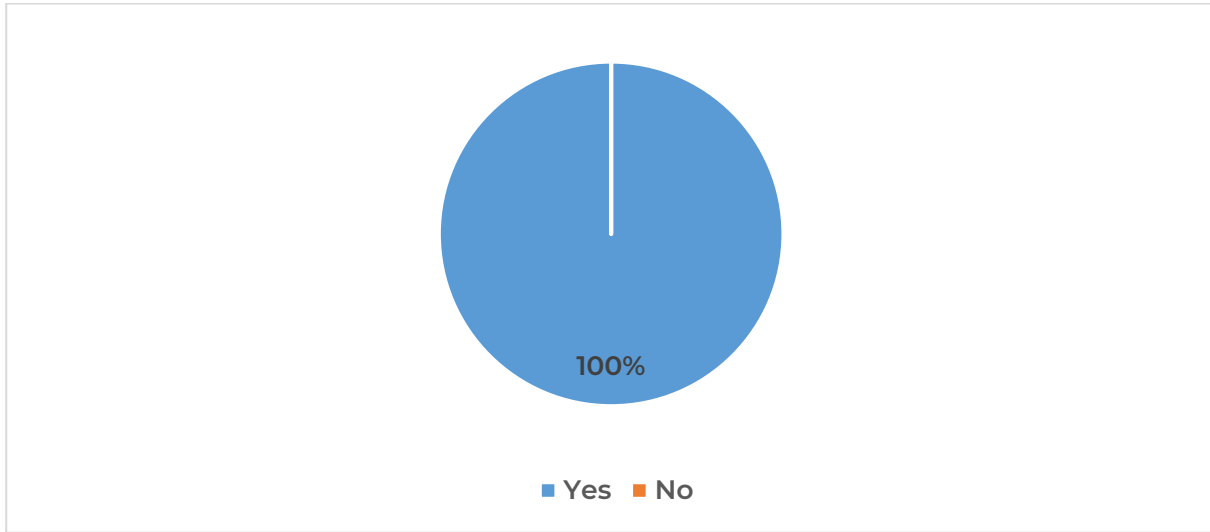


Figure 13 Is 20 minutes per meeting a proper time for you in these kinds of events?

Finally, **100% of the survey respondents considered that the event met their expectations.** Positive feedback and testimonials were collected from both the European and Singaporean delegations. The good organisation of the whole event, the possibility to access and understand new markets, and the partnership opportunities established were the most highlighted aspects.

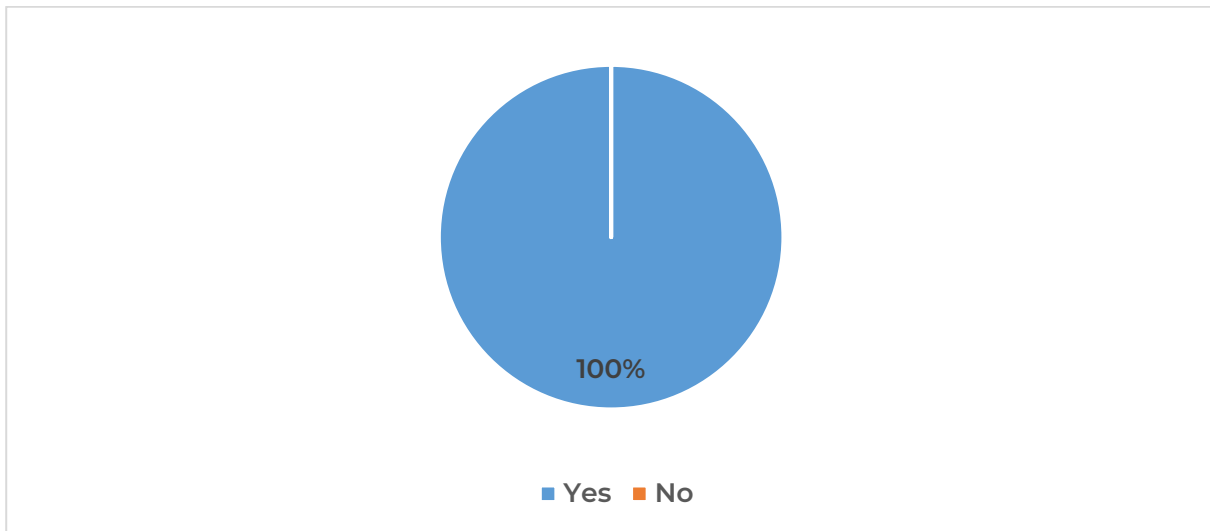


Figure 14 Did the event meet your expectations?

When asked in the survey with what countries are they interested in partnering with in the future, the respondents showed **strong interest in cooperating with non-European countries.** The **most desired continent was Asia**, with Japan mentioned 7 times, South-Korea 5 times, Singapore 4 times, Thailand 2



times, Malaysia 2 times, Taiwan 2 times, China, Vietnam, Indonesia, Israel and India 1 time. Also, 2 respondents expressed interest in the Gulf Cooperation Council countries. **North-America was also one of the top picks** with Canada mentioned 9 times, USA 8 times, Mexico 2 times and Panama 1 time. Moderate interest was expressed in regard to Europe (Nordic countries being mentioned 3 times, Spain, Lithuania, Germany twice, France, the Netherlands and UK 1 time, and the entire EU mentioned 2 times). Some interest was also expressed for South-America (Colombia mentioned 3 times and Brazil 1 time), Africa (Kenya and Rwanda mentioned 1 time) and Australia, mentioned 1 time. Considering individual destinations, the top five partnering countries preferred by the respondents were:

1. Canada, 9 times
2. USA, 8 times
3. Japan, 7 times
4. South-Korea, 5 times
5. Singapore, 4 times

An overview of the countries of interest for the EU delegation is presented in the figure below:

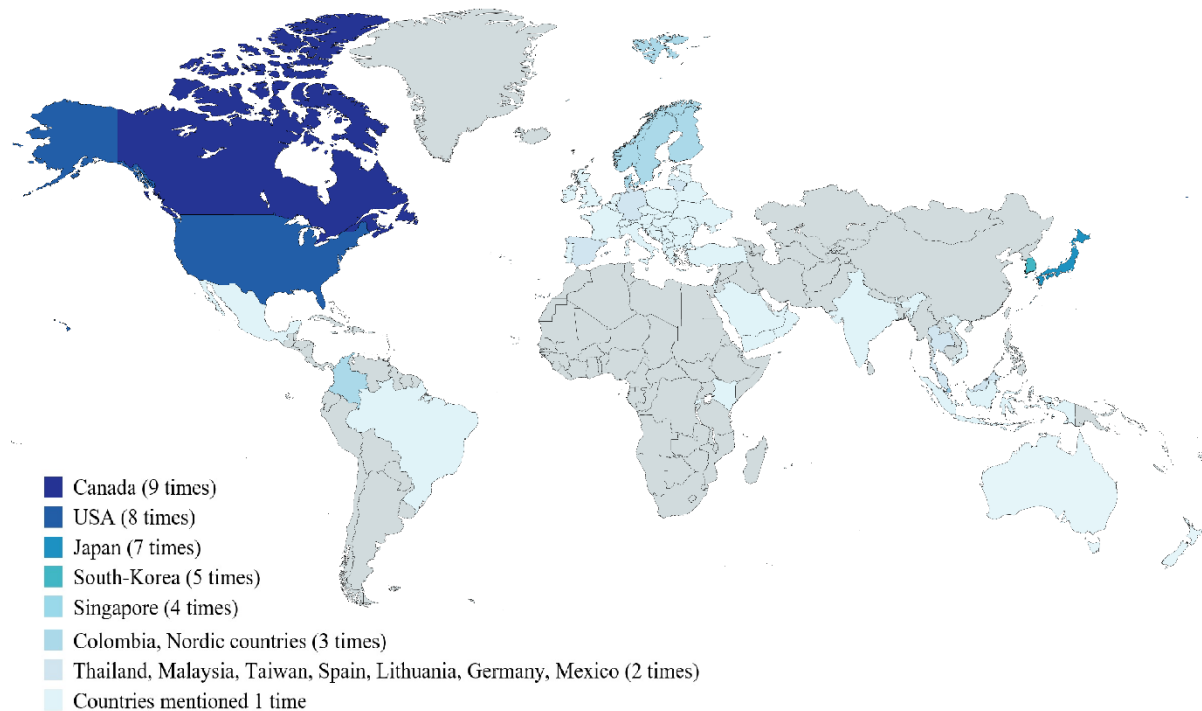


Figure 15 Countries of interest for the EU respondents



All respondents considered that the organisation of matchmaking events in these areas by the ECCP, like the event in Singapore, would be beneficial to their organisations.

2.4 Event feedback: testimonials

Testimonials were collected both live during the event (see here the [testimonials session](#)) as well as in written form. A selection of testimonials from participants that agreed with their publication is presented in the table below.

Attendee	Testimonial
Max Pöhlmann, BioM Biotech Cluster Development GmbH (DE)	“I think for us the Asian market is a very important market. We think that Singapore might be a very good point of first entry for a lot of companies. This event gave us a really nice opportunity to come here. Learn as much as we can about the market about the local capabilities about everything that's going on here. It's about getting to know people who can help us or who can help our companies getting access to the market here. And in that sense, I had the opportunity to talk to some people that are just doing that. So, I hope that we can continue our conversation, I'm looking forward to speaking to a lot of people that could help our companies take a little foothold here in the future.”
Romain Montini ALPHA-RLH (FR)	“The event allowed our cluster to meet and interact with different Singaporean companies which we will not think about at first sight. After discussions and exchanges we found real perspective of partnership with them. We will continue our exchange to make these opportunity into real achievements.”
Gawel Walczak Secpho Cluster (ES)	“The event was amazing - excellent choice for targeted country, great organization and support from organisers, and very promising outcomes of B2B meetings, both formal and informal which took place during the event, and also in the framework of ITAP 2022 trade show. It is another example clearly demonstrating how important on-site missions still are!”
Stanislav Chervenkov Sofia Knowledge City (BG)	“The EU-Singapore Matchmaking Event 2022 held in Singapore was a great opportunity to develop the potential and connectivity of European cluster organizations with Singaporean partners. Thanks to the wonderful organization made by ECCP, I had the opportunity on one hand to realize a series of meetings useful for the future activity of the Cluster Sofia Knowledge City, and on the other hand to attend extremely useful public



	<p>sessions - defining the latest trends in the field of Industry 4.0. Thanks to organised visits to the ITAP expo, I was able to familiarize myself with high-tech and modern solutions in various fields of industry. The results achieved really exceeded my initial expectations and I sincerely hope that all the information and contacts made will allow future cooperation and realized synergy with the identified Singaporean organizations.”</p>
<p>Kristina Ananičienė Laser & Engineering Technologies Cluster LITEK (LT)</p>	<p>“I am grateful to the European Commission for organizing an EU-Singapore business mission. A high-level mission like this works like a platform opening the doors to local business and science communities, finding new contacts, and possible collaboration opportunities.”</p>
<p>Oana Raita Transylvania Energy Cluster (RO)</p>	<p>“The event was very well organised and it gave us the possibilities to connect with a lot of people not only from our sector but also related sectors. For me it was a very good experience to learn about other cluster strategies and to adopt knowledge and success stories. I expect to create synergies with people and companies met here and to create cooperation in the future.”</p>
<p>Ola Svedin Mobile Heights / Clusters of Sweden (SE)</p>	<p>“Mobile Heights is currently developing an internationalization strategy for the member companies (SMEs) in the cluster (in Skåne, Sweden). This will be a pilot case for dissemination to all Swedish clusters through the national association Clusters of Sweden. We foresee that Singapore will be the launching pad for Asia for our member companies. Being part of the official EU delegation has been extremely productive and has opened many doors for future collaborations, both in terms of innovation/trend spotting and concrete business opportunities. The study visits provided great insight into Singapore’s tech scene, in particular the visits to the Singapore Polytechnic centres for 5G and Industry 4.0. As a secondary effect, the networking with other EU clusters has been very rewarding and it has strengthened the cluster-to-cluster ties.”</p>
<p>Lubos Komarek Nanoprogress (CZ)</p>	<p>“Singapore is a very innovative country with a result-oriented mind-set and a business-friendly environment. The companies and innovation actors are strongly result-driven, direct, and open-minded. Though there are some restrictions and cultural differences, as a whole the local ecosystems work in a very dynamic way and provide many opportunities for European companies for boosting bilateral cooperation, and competitiveness, and building solid links with the global markets.”</p>
<p>Jason Tang Wei</p>	<p>“We are looking at opportunities to engage with parties that are outside of Singapore, because Singapore is very small. Many people know us as a small</p>



<p>Environmental & Water Technology Centre of Innovation (SG)</p>	<p>little red dot. And the reality is, it is true, we are very small. So, some of our industries are not sufficient to sustain the solution providers. And that's where we work with international parties. International parties don't have to be from the EU, but generally we look at you because there's a lot of synergies there. Our main focus is on applied research. And we look at not just what can we do for the local companies, but what overseas technologies can also do to support the local infrastructure. And similarly, if we have technologies that overseas companies will be interested to adopt, we are happy to transfer that knowledge, even licensed to them if necessary."</p>
<p>Ian Chew Greenie Web (SG)</p>	<p>"The European clusters program is very famous in Singapore. And I wanted to take the most of this opportunity to meet members from various EU countries and the clusters that they represent. The main benefit is this visibility for my start-ups. Being a small company, we need to really make the most of our time and our resources. Coming to cluster events like this enable us to get the most out of the time spent and to meet the most people and get the widest reach possible. We've had four very successful conversations already, with many next steps planned both on the BTG and b2b level. And we're really looking forward to the next few conversations I'm about to have."</p>
<p>Cheryl Tong Collinson Power Pte Ltd (SG)</p>	<p>"Europe is a really good market with great potential. And I understand that this matchmaking event has had great success in the past. So, when Enterprise Singapore introduced this to me, I was more than happy to join. The potential collaborations and the fact that we can better understand what the upcoming new technologies are, as well as the possible market trends in Europe - I think that's a very good part. Especially since there's going to be some of the Eastern European countries that we often do not have access to over here in this part of the world."</p>

Table 11 Testimonials



Annexes

Annex 1. Lists of participants

On the 19th of October, a total of 77 participants engaged in the matchmaking event. The European delegation consisted of 24 participants, while the Singaporean delegation numbered 53 participants. In addition to that, a total of 23 organisers and embassies representatives participated in the event.

Organisation	Country	Type
UNEX APARELLAJE ELECTRICO S.L.	Spain	SME
Genopole	France	Cluster
Transilvania IT Cluster	Romania	Cluster
Mobile Heights	Sweden	Cluster
GAIA - Association of Knowledge and Applied Technologies Industries from the Basque Country	Spain	Cluster
Secpho	Spain	Cluster
Asociacion Cluster Saúde de Galicia	Spain	Cluster
Quanterall	Bulgaria	SME
Laser&Engineering technologies cluster LITEK	Lithuania	Cluster
Bron Innovation	Sweden	Cluster
CIMES Auvergne-Rhône-Alpes	France	Cluster
Nanoprogress, z.s.	Czech Republic	Cluster
Digital Knowledge Cluster	Poland	Cluster
Digital Knowledge Cluster	Poland	Cluster
BioM Biotech Cluster Development	Germany	Cluster
Packaging Cluster	Spain	Cluster



Transylvania Energy Cluster	Romania	Cluster
Mobile Heights	Sweden	Cluster
PRODUTECH - Pr	Portugal	Cluster
CREA Hydro&Energy	Czech Republic	Cluster
Alpha-RLH	France	Cluster
Lithuanian Photovoltaics Technology Cluster (FETEK)	Lithuania	Cluster
Cluster Sofia Knowledge City	Bulgaria	Cluster
NM GENOMIX Ltd & ProDuct – Project Development Consulting JSC	Bulgaria	SME

Table 12 EU Delegation participants

Company Name	Country	Type
SAKIYA PTE LTD	Singapore	SME
NAVTECH PTE LTD	Singapore	SME
Budding Innovation Pte. Ltd.	Singapore	SME
KGS PTE LTD	Singapore	SME
Nexusguard Pte Ltd	Singapore	SME
Orissa International Pte Ltd	Singapore	SME
Asia Genomics Pte Ltd	Singapore	SME



Hydroball Technics Holdings Pte Ltd	Singapore	SME
Collinson Power Pte Ltd	Singapore	SME
ARQon Pte. Ltd. (Attopolis B2B Platform & Regulatory Consultancy)	Singapore	SME
Reality Detector Pte. Ltd.	Singapore	SME
Skylift Consolidator	Singapore	SME
UNSD Information Technology Pte Ltd	Singapore	SME
ASIA POLYURETHANE MFG PTE LTD	Singapore	SME
Flexxon Pte Ltd	Singapore	SME
BARGHEST BUILDING PERFORMANCE PTE. LTD.	Singapore	SME
Oncoshot Pte Ltd	Singapore	SME
Greenie Web Pte. Ltd.	Singapore	SME
Key Point (S) Pte Ltd	Singapore	SME
3S Nexus Pte Ltd	Singapore	SME
Graymatics SG PTE LTD	Singapore	SME
Ngee Ann Polytechnic, Environmental & Water Technology Centre of Innovation	Singapore	Cluster
Watson EP	Singapore	SME
AirTumTec Pte Ltd	Singapore	SME



Intercorp Solutions Pte Ltd	Singapore	SME
Plantonic Singapore	Singapore	SME
ARQon Pte. Ltd. (Attopolis B2B Platform & Regulatory Consultancy)	Singapore	SME
Protos Labs	Singapore	SME
Fooyo Pte. Ltd.	Singapore	SME
Glee Trees Pte Ltd	Singapore	SME
AccuPredict Services Pte Ltd	Singapore	SME
Celligenics Pte Ltd	Singapore	SME
ZWEEC Analytics Pte Ltd	Singapore	SME
Alltrust International Pte Ltd	Singapore	SME
Aegis Packaging Pte. Ltd.	Singapore	SME
Ministry Of Clean Pte Ltd	Singapore	SME
Fu Yu Corporation Limited	Singapore	SME
SourceSage (Pte. Ltd.)	Singapore	SME
KGS PTE LTD	Singapore	SME
Asia Genomics	Singapore	SME
Key Point (S) Pte Ltd	Singapore	SME



ZWEEC Analytics Pte Ltd	Singapore	SME
Celligenics Pte Ltd	Singapore	SME
SAKIYA PTE LTD	Singapore	SME
Fuyu Corporation Ltd	Singapore	SME
SEER	Singapore	SME
CNRS@CREATE	Singapore	SME
ARQon	Singapore	SME
Racer Technology Pte Ltd	Singapore	SME
XQUARE	Singapore	SME
TNEST TGLOBAL	Singapore	SME
Onwsht Pte	Singapore	SME
Cyril Amarchand Mangaldas	Singapore	SME

Table 13 Singapore Delegation participants



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