

**MEMORANDUM OF UNDERSTANDING**  
**Between**  
**PROMEXICO**  
**and**  
**the European Cluster Collaboration Platform (ECCP)**

Building upon the Letter of Intent on industrial cooperation signed between the European Commission and the Ministry of Economy of the United Mexican States on 15 May 2012, this Memorandum of Understanding (MoU) is hereby entered into by and between a Public Trust Fund considered a parastatal entity under the name of Promexico (hereinafter ProMexico), and the European Cluster Collaboration Platform (hereinafter ECCP).

The European Cluster Collaboration Platform (ECCP) is an initiative supported by Directorate General of Enterprise and Industry of the European Commission under the Competitiveness and Innovation Framework Programme. The ECCP aims to facilitate cooperation between cluster organisations and cluster firms across Europe and beyond with a view to intensify SME internationalisation through clusters and develop more competitive clusters in Europe.

**PROMÉXICO** is a public trust fund considered a parastatal entity, sectorized to the Secretariat of Economy, incorporated under the laws of Mexico, in charge of assisting in conducting, coordinating and implementing actions in promoting foreign trade and attracting foreign direct investment, conducted by agencies of the Federal Government

Hereinafter referred to as "the Parties", have reached the following understanding:

**A. PURPOSE**

This MoU has the objective to establish a formal cooperation initiative between ProMexico and ECCP, with the view to strengthen business, research technological cooperation as to promote SME internationalisation by encouraging Clusters from Mexico and Europe to collaborate.

The parties shall carry out the cooperation under this MoU, in accordance with their respective competences and functions, and subject to its laws, regulations and other provisions applicable to them

**B. STATEMENT OF MUTUAL BENEFITS AND INTERESTS:**

The main beneficiaries of this MoU should be SMEs cooperating in clusters and supported by their cluster organisations located in Mexico and Europe. The MoU should facilitate the



development of strategic business alliances and joint innovation projects in fields of strategic mutual interest.

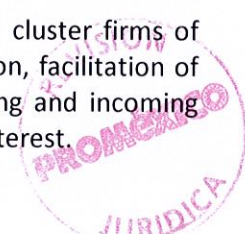
**C. ECCP SHOULD:**

1. Actively promote ProMexico in Europe at different conferences, local events and meetings with local authorities, cluster managers and cluster firms as an instrument for initiating contacts and identifying opportunities for cooperation with Mexican cluster partners.
2. Closely liaise with ProMexico to include information on Mexican cluster organisations and activities in the ECCP website on the basis of information provided by ProMexico, link the ProMexico English website to ECCP website and regularly update relevant information about cluster development in Mexico as collected and provided by ProMexico, with a specific section publishing expressions of interest for cooperation.
3. Support European cluster organisations and cluster firms in their efforts to contact Mexican partners identified through ECCP and inform them of different EU funding programmes that support international cluster cooperation activities.
4. Encourage and facilitate the partnering between cluster organizations and cluster firms, in particular SMEs, from Mexico and Europe, through the provision of information, facilitation of contacts and/or the organization of international cluster missions (outgoing and incoming missions) offering matchmaking opportunities in strategic areas of mutual interest.

**D. PROMEXICO SHOULD:**

1. Actively promote the European Cluster Collaboration Platform in Mexico at different conferences, local events and meetings with local authorities in which ProMéxico participates, as with cluster managers and cluster firms as an instrument for initiating contacts and identifying opportunities for cooperation with European cluster partners.
2. Closely liaise with ECCP to include information on European cluster organisations and activities in the ProMexico operated website on the basis of information provided by ECCP, link ECCP website to the ProMexico operated website and regularly update relevant information about cluster development in Europe as collected and provided by ECCP with a specific section publishing expressions of interest for cooperation.
3. Support Mexican cluster firms to use ECCP to publish specific announcements for cooperation or identify opportunities for cooperation proposed by European partners and advise them how such activities can be supported by Mexican programmes.
4. Encourage and facilitate the partnering between cluster organizations and cluster firms of Mexico and Europe, in particular SMEs, through the provision of information, facilitation of contacts and/or the organization of international cluster missions (outgoing and incoming missions) offering matchmaking opportunities in strategic areas of mutual interest.

**E. IT IS MUTUALLY UNDERSTOOD BY THE PARTICIPANTS THAT:**



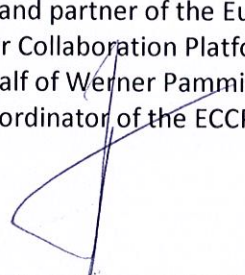
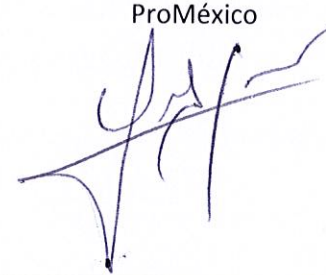


1. EXECUTION OF ACTIVITIES: ProMéxico should carry out this work as part of its usual work promoting Mexico-EU business cooperation. ECCP coordinators should handle the activities covered by this MoU as part of its current work within the European Cluster Collaboration Platform initiative. Therefore, neither ProMéxico nor ECCP should ask for extra funding to carry out any of the activities covered by this MoU.
2. COMMENCEMENT/EXPIRATION/TERMINATION: this MoU takes effect upon the signature of the parties and will remain in effect until August 31, 2014. This MoU may be extended or amended upon written request of either ProMéxico or ECCP and following mutual understanding. Either ProMéxico or ECCP may terminate this MoU with a prior written notice of 60 days to the other Participant.
3. PRINCIPAL FOCAL POINTS OF CONTACTS:

<b>ECCP</b>	<b>ProMéxico</b>
Project Coordinator	Project Coordinator
Werner Pamminger	Juan Pablo Quintana Calles
Phone: +4373290155157	Phone: +525554477000
E-Mail: werner.pamminger@clusterland.at	E-Mail: juanpablo.quintana@promexico.gob.mx

4. AUTHORISED REPRESENTATIVES

By the signatures below, the parties mutually recognized the legal capacity to subscribe this MoU, and therefore declare under oath that they are authorised to act in their respective areas for matters related to this MOU.

For <b>ECCP</b>	For <b>ProMéxico</b>
Name: Jean-Noël Durvy, Director General of the Fondation Sophia Antipolis and partner of the European Cluster Collaboration Platform, on behalf of Werner Pamminger, Coordinator of the ECCP	Name: Ernesto De Lucas Hopkins Director General ProMéxico
	
Date: April 15 <sup>th</sup> , 2013	Date: April 15 <sup>th</sup> , 2013

Signed in Mexico City, Mexico on April 15<sup>th</sup> of the year 2013 by ProMéxico and the ECCP

