



MEMORANDUM OF UNDERSTANDING

Between

EU-Japan Centre for Industrial Cooperation

and

The European Cluster Collaboration Platform (ECCP)

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Building upon the Memorandum of Understanding (MoU) on cluster cooperation signed by the EU-Japan Centre for Industrial Cooperation and ZENIT representing the European Cluster Collaboration Platform (ECCP) on 15 February 2011 in Brussels, the EU-Japan Centre and Clusterland Upper Austria representing the ECCP hereby agree to extend the Memorandum of Understanding

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.

The EU-Japan Centre for Industrial Cooperation is co-financed by the Directorate General of Enterprise and Industry of the European Commission and the Japanese Ministry of Economy, Trade & Industry (METI). It manages policy-related and business support activities such as managerial training courses, cluster missions, information seminars and researches, student placement programmes, business forum, info & help desk and other services all designed to help bring European and Japanese businesses together.

A. PURPOSE

The new Memorandum of Understanding has the objective to extend the formal cooperation initiative between the EU-Japan Centre and ECCP, with the view to strengthen business, research and technological cooperation and promote SME internationalisation by encouraging Clusters from Japan and Europe to collaborate.

B. STATEMENT OF MUTUAL BENEFITS AND INTERESTS:

The main beneficiaries of this agreement should be SMEs cooperating in clusters and supported by their cluster organisations located in Japan and Europe. The extension of cooperation should facilitate the development of strategic business alliances and joint innovation projects in fields of strategic mutual interest.

C. ECCP SHALL:

1. Actively promote the EU-Japan Centre 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 Japanese cluster partners;
2. Closely liaise with the EU-Japan Centre to include information on Japanese cluster organisations and activities in the ECCP website on the basis of information provided by the EU-Japan Centre, link the EU-Japan Centre website to ECCP website and regularly update relevant information about cluster development in Japan as collected and provided by the EU-Japan Centre, with a specific section publishing expressions of interest for cooperation;
3. Support European cluster organisations and cluster firms in their efforts to contact Japanese 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 organisations and cluster firms, in particular SMEs, from Japan 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. THE EU-JAPAN CENTRE SHALL:

1. Actively promote the European Cluster Collaboration Platform in Japan 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 European cluster partners;
2. Closely liaise with ECCP to include information on European cluster organisations and activities in the EU-Japan Centre operated website on the

basis of information provided by ECCP, link ECCP website to the EU-Japan Centre 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 Japanese 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 Japanese programmes;
4. Encourage and facilitate the partnering between cluster organisations and cluster firms, in particular SMEs, from Japan 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.



E. IT IS MUTUALLY UNDERSTOOD AND AGREED BY AND BETWEEN THE PARTIES THAT:

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

ECCP	EU-Japan Centre
Project Coordinator	Coordinator
Werner Pamminger	Jessica Michelson
Phone:+4373290155157	Phone: +3222820043
E-Mail: werner.pamminger@clusterland.at	E-Mail: jessica@eu-japan.eu

4. AUTHORISED REPRESENTATIVES

By signature below, the co-operator certifies that the individuals listed in this document as representatives of the co-operator are authorised to act in their respective areas for matters related to this agreement.

The co-operator ECCP	The co-operator EU-Japan Centre
	
Name: Werner Pamminger, CEO of Clusterland Upper Austria and Coordinator of the ECCP	Name: Silviu Jora General Manager EU-Japan Centre for Industrial Cooperation
Date: 16/5/2013	Date: 16 MAY 2013