



## Key achievements

**ESCP-4i Name and acronym:** *Mobility Goes International – MobiGoIn*

**Partners:**

- Fondazione Torino Wireless (TOWL, Coordinator),
- an Italian innovation and technological cluster focus on ICT and Smart Cities and Communities; Bwcon,
- a German technological cluster on ICT for Baden-Württemberg’s traditional industrial sectors; Mov’eo,
- a French mobility R&D competitiveness cluster;
- and Media Evolution,
- a southern Swedish technological cluster on media industries.

**Summary of key achievements:**

The general purpose of MobiGoIn Project was to define a joint internationalisation strategy, for SMEs and start-ups focused on Smart Mobility solutions, based on a shared European vision integrated with a global perspective and common goals. The main objectives of the project included:

- To build and consolidate a European Strategic Cluster Partnership that will be internationally recognised as an excellence hub on smart mobility and its implementation within the smart communities;
- To enhance technology-based knowledge transfer among the involved territories in order to develop competitiveness pursuing a global smarter mobility environment;
- To promote the exchange of ideas, technology and innovation and support collaboration among European SMEs, enhancing cross-sectorial complementarities and sharing/adopting best practices in the field of smart mobility;
- To establish the required trust between the SMEs belonging to different clusters, which is needed to promote collaboration between the SMEs;
- To develop an operative strategy, based on a specific analysis of cross-sectorial competences and market opportunities, that will help the Clusters’ SMEs in approaching (new) third markets.

The main activities and results of MobiGoIn achieved during the project period (January 2016 – May 2017) are:

- Definition of MobiGoIn’s Smart Mobility focus, meaning the kind of solutions and applications the project will help internationalise and the different technologies they involve. *MobiGoIn’s main focus regarding Smart Mobility consists in achieving a sustainable, smart and safe mobility in metropolitan areas through the implementation of solutions and systems for intelligent and cooperative transport, intermodal and sustainable mobility for the citizens, and sustainable urban freight logistics.*
- MobiGoIn “Map of competences and Scenario design”, a document that brings a global outlook of the different fields of competencies and the envisaged complementarities

between the Clusters' members and their network. It includes a map of Smart mobility SMEs by carrying out a complete overview of MobiGoIn Clusters' members from a technological perspective, presenting strengths, innovative solutions related to MobiGoIn's focus. A total of 274 SMEs and start-ups were mapped. The document also includes a study of the Smart mobility market study at the global scale, including the State-of the art of the smart mobility sector and a SWOT analysis in order to derive scenarios visualising global mega trends and new market opportunities. This information was complemented with input from SMEs regarding their goals, attitudes and perspectives, experience and /or interest on internationalisation and involve them in the strategy design process, gathered through local working sessions and focus groups and an online survey.

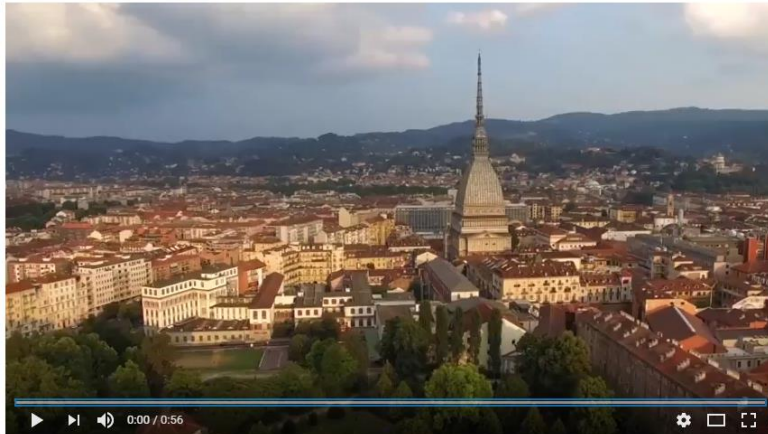
- Definition of "MobiGoIn Internationalisation Strategy", composed by the internationalisation plan and its implementation roadmap. This document identified 5 target third countries (China, Malaysia, Singapore, USA and Canada) regarding potential smart mobility markets to be approached by the MobiGoIn network of companies, the services the clusters and other parties offer to SMEs interested in approaching one of the countries and a timeline of the entire internationalisation process.
- Creation of "MobiGoIn Strategic Partnership Agreement", which convenes objectives, modalities of cooperation and an agenda of a long-term and sustainable collaboration among partner clusters and other organisations interested in the project objectives and the Internationalisation Strategy.
- Creation and dissemination of MobiGoIn's identity and profile by shaping a joint brand (logo and visual identity) and to create and define a communication and dissemination strategy for reaching out clusters and SMEs and generating interest in MobiGoIn's objectives and results.

More information can be found in the project booklet (available [here](#))



**MOBILITY GOES INTERNATIONAL** 

and in the short video of the final event, available [here](#).



MobiGoIn final event [clip]: project results and opportunities for companies

Furthermore, based on the results achieved by the MobiGoIn project and the commitment from the project Partners in continue this internationalisation initiative, the Consortium submitted an internationalisation project to COS-CLUSINT-2016-03-01 strand 2, called MobiGoIn-Action. The proposal was approved by COSME and started in January 2018. Mobility Goes International – in Action (MobiGoIn-Action) is a 24-months project aimed at supporting the launch, the initial implementation and the first development of the MobiGoIn Internationalisation Strategy (produced under MobiGoIn).

**Cluster cooperation achievements:**

A total of 27 clusters, business networks, consortiums and other entities were involved in MobiGoIn' activities through events.

The MobiGoIn Strategic Partnership Agreement (SPA) was submitted on 28th of April 2017 including 11 signatures: 4 from MobiGoIn Consortium and 5 more from different entities from Europe and the third target countries Denmark, China, Malaysia, Canada and the United States. Over 20 business organisations and clusters in Europe and in target regions China, Malaysia, Singapore and the United States were contacted. The Strategic Partnership Agreement seeks out to establish a long-term cooperation of Mobility Goes International (MobiGoIn) Cluster partners with both European and international partners. All parties that signed the Partnership Agreement accepted to work collaboratively to successfully support the internationalisation of SMEs towards new markets. The outlined objectives act as foundation to a cooperation agreement from all partners.

Shared objectives of the partnership include:

- To establish trusting and efficient working relations between all partners, with the aim of being internationally recognised as an excellence Partnership on smart mobility;
- to scout, identify and inform partners about possible public/private co-financing and funding opportunities and upcoming mobility-related activities (missions, delegations, events) for both SMEs and Clusters;
- to being open to joint-collaborations regarding future projects and activities;
- to promote knowledge transfer among the territories of reference of each partner, in order to increase competitiveness and innovation, pursuing a smarter global mobility environment;
- to promote the exchange of ideas, technology and innovation and support collaboration among European and international SMEs, enhancing cross-sectorial complementarities and sharing/adopting best practices in the field of smart mobility;
- To develop tools, services and initiatives that answer the identified internationalisations needs of SMEs and thereby strengthen their competitiveness.

Partners outside the Consortium supporting MobiGoIn's objectives and expressing interest also for the continuity of the Internationalisation Strategy:

- EUMCCI Malaysia - EU Chamber of Commerce, Malaysia
- German Chamber of Commerce in Beijing, China / Germany
- Baden-Württemberg International (Nanjing), China / Germany
- German centre for Industry and Trade Beijing, China / Germany
- Capital Factory, Austin (TX), United states of America
- IVI - Innovative Vehicle Institute, Québec, Canada
- The Danish Transport and Innovation Network, Denmark

Furthermore, MobiGoIn has been also introduced and presented by the project partners in events at European and international level:

- European Innovation Week: As part of MobiGoIn project (labelled ESCP-4i), the consortia had the opportunity to participate to the event in Taipei, Taiwan. It was dedicated to conferences about “Smart” sectors (such as Smart Mobility, Smart Health, Smart industry...) worldwide trends and organized by the European Commission (from 30/05 to 03/06). Mov’eo took part of this event as MobiGoIn representative, making a presentation about the Smart Mobility Trends and also having meeting within the Matchmaking Event. A summary of Mov’eo’s participation and impressions of the event can be found in MobiGoIn’s blog <http://www.mobigoin.eu/2016/05/31/mobigoin-fully-active-at-the-international-scale!-32529780>
- Supernova – creative innovation festival: During the 2016 edition of– held from 27-29 May in Turin, Italy, Torino Wireless participated as speaker in some conferences and workshops, explaining MobiGoIn in the “Innovation changes our mobility” talk. For more information, the official webpage of the event is <http://torino.festivalsupernova.it/>, and TOWL’s news: <http://torinowireless.it/index.php?IDpage=5761&IDcontenuto=1169&lang=it>. MobiGoIn was also mentioned in the ebook that gathers the memoires of the event.
- High-Level EU Cluster Mission to USA, organised by the European Cluster Collaboration Platform and BILAT USA 4.0: A U.S.-EU Cooperation Seminar and Matchmaking Event was organised at TechConnect World Innovation in Washington, D.C. as a follow-up to the EU-U.S. matchmaking event organised at Hannover Messe in April 2016 with the aim to facilitate transatlantic linkages between European and US clusters and help SMEs find strategic partners. Torino Wireless, represented by Silvana Sanfeliu Giaimo, participated to this mission, which took place from May 15 to May 19, 2017. The clusters had meetings with different entities working in innovation, research and development, incubation of companies, co-working and services, internationalisation support for foreign companies, venture capital, etc., in 3 different cities: Philadelphia, PA; Washington DC and Boston, MA.
- SXSW Austin, Texas – Media Evolution participated at the largest digital/interactive conference in the US during March 2017-05-17. Smart mobility, new ways of creating maps and autonomics car solution has a large part of the digital transformation of our society there where a lot of talks about smart mobility during this year’s show. One of them was a session from our, after the trip, collaboration partner in the US, the accelerator MobilityX at Capitol Factory.

***SME cooperation achievements:***

- A total of nine Focus Groups and Working Sessions held in Italy (2), Germany (2), France (3) and Sweden (2), in which 91 representatives of the clusters’ SMEs participated.
- 5 Clusters and SMEs networking events involving more than 220 companies were held throughout the project:
  1. On April 5th, 2016, the Workshop “Go International! Imagine global mobility” took place in Paris (number of participants: 94). The thematic focus was to discuss and

to highlight possibilities for internationalisation for SMEs. Within the event, MobiGoIn organised focused B2B matching between 2 French and 3 German SMEs and one French market-entry facilitator (Business France)..

2. On June 22nd, 2016, the Heidelberg Innovation Forum (HDI) took place in Heidelberg, Germany (number of participants: 83). The event was a matchmaking format for international start-ups and entrepreneurs from the mobility sector with experienced partners like SMEs and investors – with the goal to boost innovation and to enhance entrepreneurial chances in an international surrounding. Participating start-ups came from France, Italy, Portugal, Great Britain, Spain and Greece. HDI was jointly organised with the EU projects Fiware and ePlus Ecosystems.
3. On the 30th of November and the 1st of December in Stuttgart, Germany there was a cluster networking event. The main focus was to discuss and highlight internationalisation possibilities for SMEs as well as giving thematic inputs on Connected Cars (30th of November at Price Waterhouse Coopers, Stuttgart) and Embedded Systems (1st of December, in cooperation with Business France and E-mobil BW at Literaturhaus, Stuttgart). Within the two days, bwcon, who organised the event, teamed up with Business France, Baden-Württemberg International, clusters E-Mobil BW and ID4CAR to bring together German, French, Italian and Swedish SMEs and Cluster representatives. Both events offered participants the opportunity of a B2B matching. On the 30th of November, 43 people participated, representing 27 companies and 7 clusters.
4. The event “A Global Outlook on Smart Mobility”, organised in Malmö, Sweden, took place on Friday, 31st of March. 33 participants, amongst which SMEs and representatives from Swedish Cluster Resilient Regions attended the event and a subsequent discussion.
5. Mobility Goes International final event was held on Wednesday, 24th of May in Turin, Italy. It was an international conference and B2B event and saw the participation of European companies, entities and clusters from Italy, Germany and Sweden for a total of 31 attendees, while it was also live-web-streamed (266 virtual attendees). The event marked the end of the project, illustrating the developed international strategy and providing networking opportunities for businesses. The event also provided the opportunity for companies to start sharing their interests and ideas and assessing potential collaborations with each other. During the pitch session, 12 European companies (SMEs and start-ups) presented their innovative solutions within the smart mobility field: parking apps, travel-sharing, automotive architectures, etc. While afterwards, during the business networking moment, 40 B2B meetings took place, allowing companies, clusters and other innovation actors from MobiGoIn Network to talk for about 30 minutes and get a deeper knowledge of how could they collaborate.

***Testimonials from cluster and SME:***

**FRANCESCO RICCIARDI from BYLOGIX (ITALY):**

*Bylogix is an engineering company, we design and develop software and hardware for electronic devices and validation and testing systems. Our experts' team has a deep know-how in sectors such as Automotive, Railway, Naval, Industrial, and Infrastructure & Communications.*

*We developed an automotive digital dashboard with 3D elements, to be implemented as an infotainment tool to benefit remote services. We also featured the dashboard and the body computer of "Bluetorino", the sustainable car-sharing of the capital City of the Piedmont region, which consists of a fleet of 150 electric cars. Currently, we are going to approach the market of autonomous driving vehicles.*

*We were willingly involved in the MobiGoln project, a meeting place where we found inspiration for new ideas and networking opportunities for new partnerships.*

*For us, extra-European countries are very interesting. We have already opened a branch in USA and we are looking at China as a potential target market. For us it is very important to understand the context, the culture, the mentality of people we are going to dealing with, in addition to the contractual aspects and strategic partnerships that can be apply to a specific country. We hope that, in the immediate future, MobiGoln will help us find new markets in those countries.*

**OLIVIER DESCHASEAUX from ZENBUS (FRANCE) :**

*« Zenbus addresses the stakes of the future of mobility by improving the mobility experience of travellers.»*

*Zenbus is a simple solution for all public transit networks, based on direct communication between the driver's smartphone and users. Easy to setup, passengers and supervisors now receive reliable and accurate realtime information.*

*Our startup specialised in GPS geolocalisation and mobile technology has come a long way since it was created in 2011. Now Zenbus works with more than 50 public transit networks, in France and North America. More than 100 000 passengers and bus drivers connected themselves past year.*

*One year ago, we were involved in MobiGoln as a partner to Mov'eo. This project gave us the opportunity to express our needs to face the international scale. It has been interesting to learn about the other companies requirements regarding the same field and exchange opinions. As part of an international event which took place in Paris, we had the opportunity to meet two German companies (members of BWCON); a rewarding experience.*

*Zenbus is always looking to rise to new challenges and considers the expansion of its activity to an international scale a priority.*

**DR. CARSTEN GÜNTHER from HEIDELBERG MOBIL INT. (GERMANY):**

*Heidelberg Mobil is a software house focusing on mobile location-based services in conjunction with interactive indoor maps.*

*We help people find their way around urban spaces since 1998. Heidelberg Mobil International GmbH's Deep MapTM technology enables seamless indoor and outdoor navigation of complex sites. Seamless mobility and optimal orientation are hugely important to everyone, particularly in the context of the digital revolution.*

*It was a pleasure to us to present our thoughts and solutions at the MobiGoln workshop in Stuttgart under the title "Orientation Worldwide – From Outdoor to Indoor with Deep MapTM". We presented our mobile indoor mapping and navigation solution to a broad international audience and got confirmation that our software products contribute to smart mobility solutions. Especially in intermodal travel situation our indoor maps and orientation support will make the change of means of transportation for citizens more safe and comfortable. As our technology allows also a better orientation through public and private campus areas we support the mobility of citizens in unknown areas, especially abroad where you might have communication problems.*

*Our engagement in international and national networks, research projects and international academic exchange enables us to actively drive new developments in the fields of location-based services and spatial analytics. It is important to us having an active exchange with international project partners in projects like MobiGoln – this is part of our internationalization strategy. An SME can't just open offices in other countries – you have to follow a step-by-step approach. For this, you need reliable, open, and innovative partners. We are confident to find this kind of partners in the MobiGoln project and the respective national clusters.*

**RASMUS HEDIN from BLOCK ZERO (SWEDEN):**

*Block Zero is a strategic design studio.*

*"We design products and supply services for usability. We gather insights from research and*

**MobiGoin – Phase 1**

*competitive analysis. We develop concepts using our expertise in ideation, design and technology. And we deliver beautiful and inspiring results in the form of design, working prototypes and film.”*  
*In the area of Mobility (as a service) we provide public transit with business advice regarding MaaS as well as conceptual design of the future of ticket machines. We engage with both with companies that produce physical products such as Breathalysers, Traffic flow sensors, Parking ticket machines as well as service companies around car share and personal ownership solutions.*

*We have been involved in Mobigoin as a partner to Media Evolution and have shared our views on Mobility and internationalisation and learned from others in the area of their views and challenges.*

*Block Zero is an inherently international company and work with customers on three continents, that being said; our penetration within the Mobility market in Europe outside of Sweden have been slower than expected and we believe that our expertise and experience can be of value to both public and private players over the continent. In this we believe that Mobigoin’s network in different regions can be a valuable resource to find cooperations and projects.*

**Key recommendation(s) on the future of the "Cluster go International" initiative:**

Given that the main target for the projects are the European SMEs and start-ups, which usually have limited resources to travel and participate to different events, a higher budget for the project would allow to (partially) support the travels of the SMEs for them to benefit more of the project activities.

**Please indicate the number of events attended by the partnership by category (preparatory events, C2C events and B2B events):**

TARGET COUNTRIES	EVENTS (Number)				
	Preparatory events, e.g. workshop, seminars, visits (excluding C2C and B2B events)	C2C Events	C2C meetings	B2B Events	B2B meetings
Canada	5			1	
USA	5	1	1	2	
China	5			1	
Malaysia	5			1	
Singapore	5			1	
Taiwan	1				
Europe				1	1
<b>TOTAL</b>	<b>6</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>1</b>

**Please indicate the number of respective stakeholders (clusters and SMEs in Europe and Third countries) involved directly in the development of the partnership activities**

STAKEHOLDERS INVOLVEMENT in the development of activities (excluding surveys and promotion activities) targeting cooperation with 3 <sup>rd</sup> markets (Number)				
	EU Clusters	EU SMEs	Clusters and other intermediary organisations from 3 <sup>rd</sup> -country	SMEs and businesses in 3 <sup>rd</sup> country
Canada	4	250	1	
USA	4	250	2	

**MobiGoln – Phase 1**

China	4	250	3	
Malaysia	4	250	1	
Singapore	4	250	1	