



EU4SPORTS CLUSTERS ALLIANCE

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Partners



Key achievements

■ 2 TRADE MISSION

CHINA

- ✓ 14 participants companies.
- ✓ + 130 bilateral meetings with Chinese counterparts.
- ✓ 1 MOU between the Sport Equipment Administrative Center.
- ✓ 10 business agreements.
- ✓ 3 cooperation agreements .

USA (Utah + Interbike tradeshow)

- ✓ 16 participants companies.
- ✓ + 120 bilateral meetings with American counterparts
- ✓ 4 Cooperation Charters with Ogden City Corporation
- ✓ 9 business agreements
- ✓ 1 cooperation agreements

■ 3 EXPORT GROUPS

CHINA

- ✓ **Football Export Group** made up by 2 Dutch + 1 Catalan company have targeted China during one year.

USA

- ✓ Commercial Support from USA on IP consultancy. 1 Dutch and 1 French company.
- ✓ Export group on opening an office in USA made up by 4 French companies and 1 Catalan company.

■ OTHER

- ✓ Market study on Iran
- ✓ Guide and 4 training sessions on EU funding for sports industry.
- ✓ Reverse missions and cooperation agreements.

Good practices

EXAMPLES:

- ✓ The football export group has already made a trade mission and is working on several projects.
- ✓ Companies such as Ridley, Baouw or Skitude are seriously considering **opening local offices in USA** after their participation in the mission.
- ✓ Play & Train is organizing a **teaching program** for practitioners with disabilities for a Chinese ski resort that will visit La Molina.
- ✓ Idom has **come back to China** in September for 2 weeks to explore other target areas.
- ✓ Bestial Wolf is seriously considering having a **booth in Interbike 2018**

Main learning and best practices

- **Selection of markets should consider:**
 - ✓ Market attractiveness
 - ✓ Ambitious international markets
 - ✓ External experts should design joint agendas but also tailored-made agendas.
- **Preparatory phase should involve:**
 - ✓ Sports market studies
 - ✓ Previous workshops to set the SMEs expectations
 - ✓ Missions in coincidence with international fairs: ISPO Beijing or Interbike
- **Follow-up**
 - ✓ A 6-month services to help companies materialize established contacts: particularly important in markets with cultural barriers, like China.
- **EU4SPORTS Clusters Alliance**
 - ✓ A European multi-country delegation of sports clusters generates higher attractiveness to foreign countries and open doors that would be impossible otherwise in an individual basis.
 - ✓ The collaboration among different EU countries provides a higher critical mass.
 - ✓ Cross-sectoral approach.
 - ✓ Networking amongst companies participating.



Thanks!!

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