

EUROPEAN CLUSTER CONFERENCE 2022

26-27 SEPTEMBER 2022, PRAGUE



Internationalisation of European SMEs

Clusters Go International success stories:

ELBE and ESECA

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ELBE
EUROPEAN LEADERS OF BLUE ENERGY



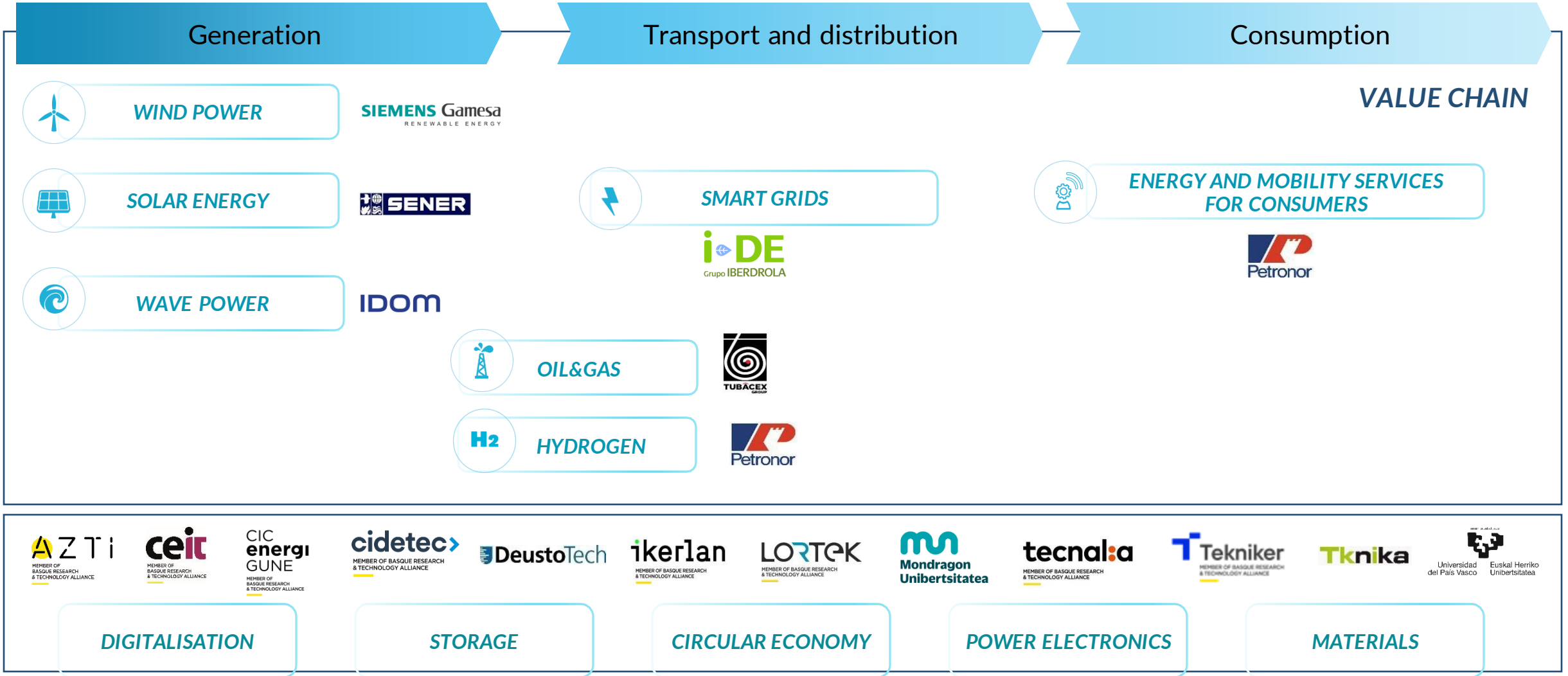
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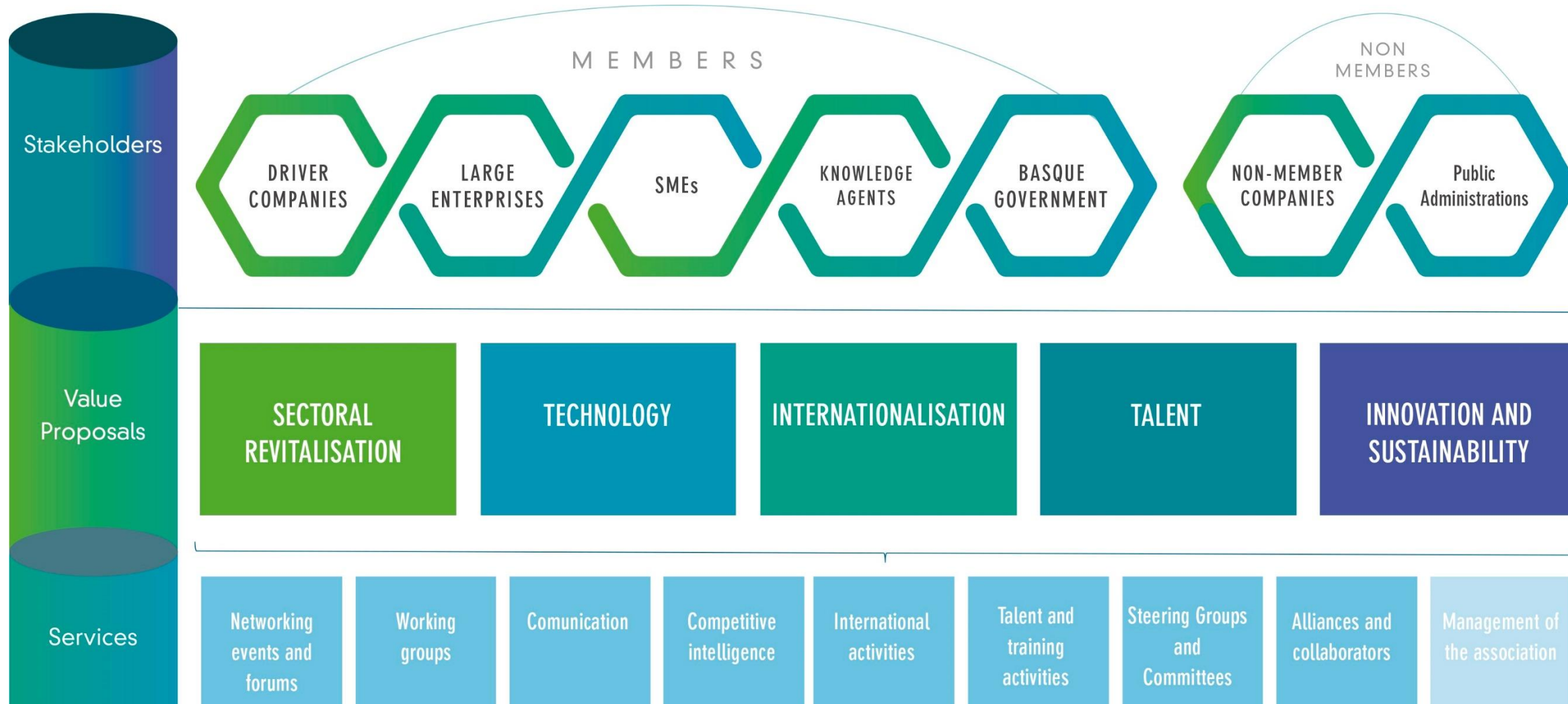
#EUClusterConference

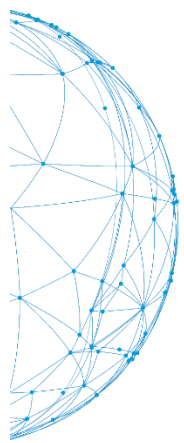
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BASQUE ENERGY CLUSTER: Strategic Value Chains and Key Technologies



Basque Energy Cluster: Business Model





ELBE

EUROPEAN LEADERS OF BLUE ENERGY



Co-funded by the COSME programme of the European Union



ESCP ELBE Partnership

ELBE Alliance gathers the most advanced regions in the EUROPEAN BLUE ENERGY SECTORS, with well-known key companies and projects at global scale

Aberdeen **areg** Scotland
Aberdeen Renewable Energy Group

Agder og Rogaland Norway

GCE NODE

Västsverige Sweden

OFFSHORE VÄST

Flanders Belgium
BLUE CLUSTER

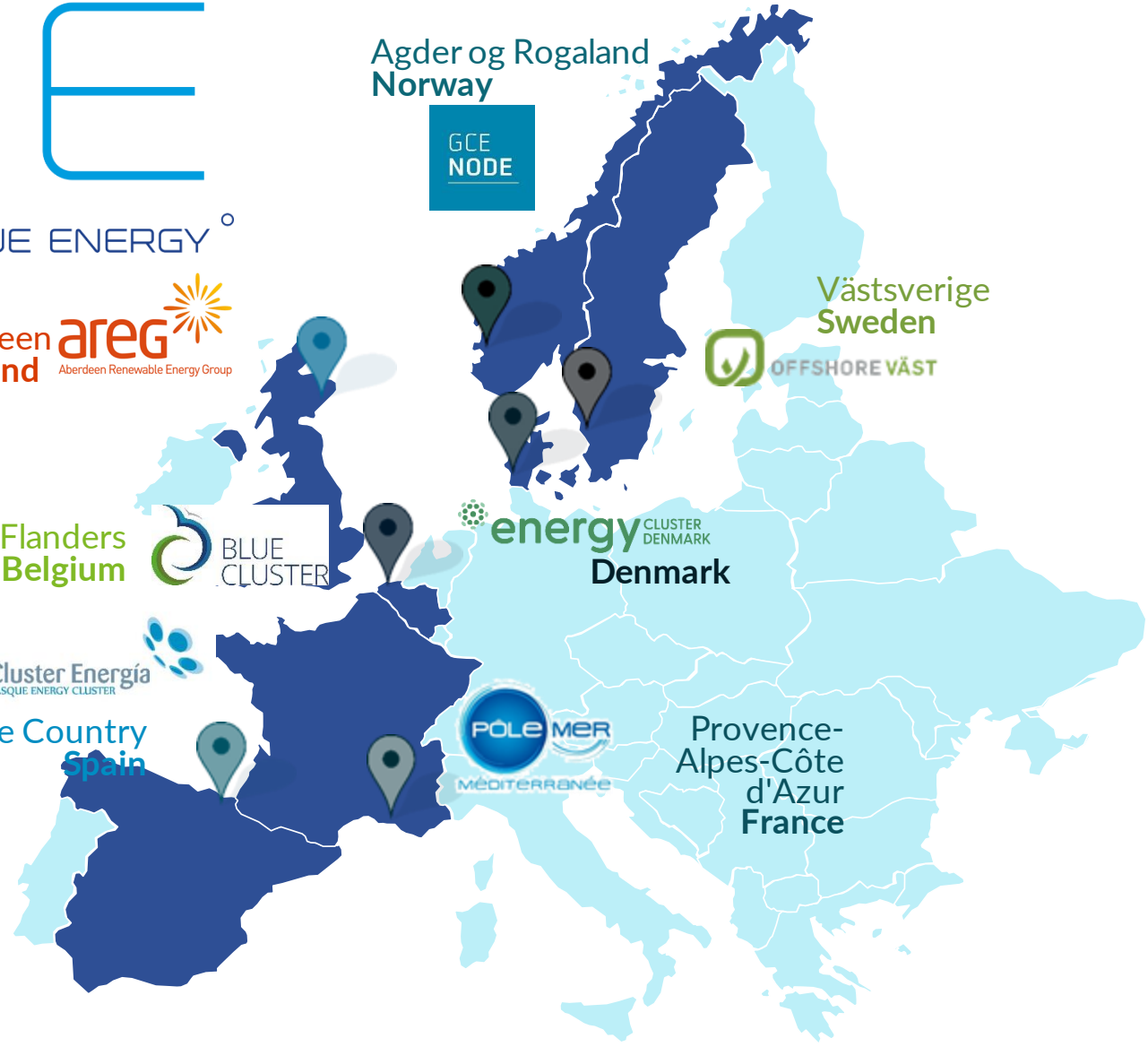
energy CLUSTER DENMARK
Denmark

Cluster Energía BASQUE ENERGY CLUSTER

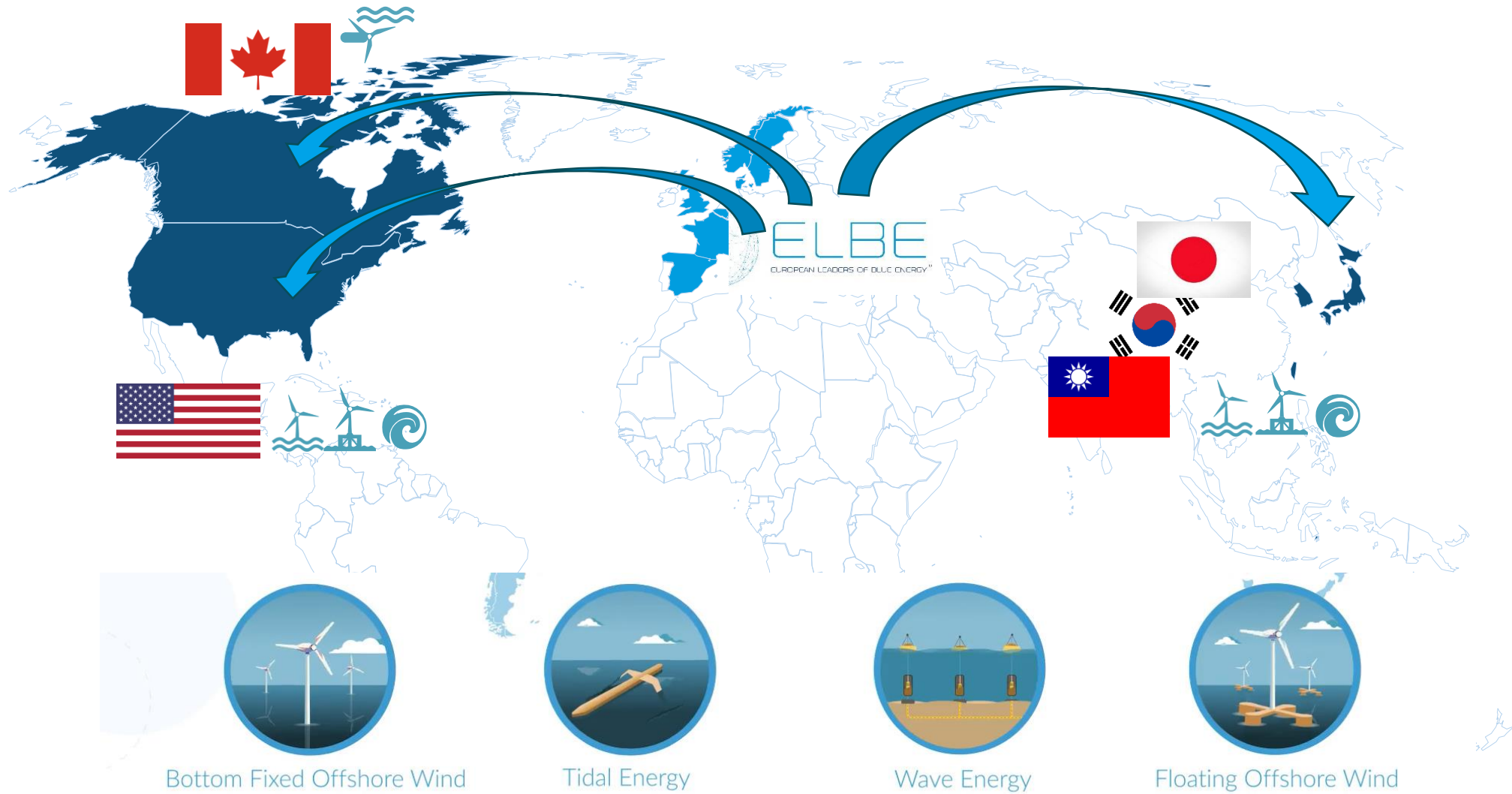
Basque Country Spain

PÔLE MER MÉDITERRANÉE

Provence-Alpes-Côte d'Azur France



TARGET MARKETS OF ELBE+: COUNTRIES AND TECHNOLOGIES



KEY ACTIVITIES 2021-2022

7 Customized Market Reports

2 Exploratory Trips to Emerging Markets

5 Direct and 1 Reverse Missions

3 European Networking Events

5 Cooperation Agreements

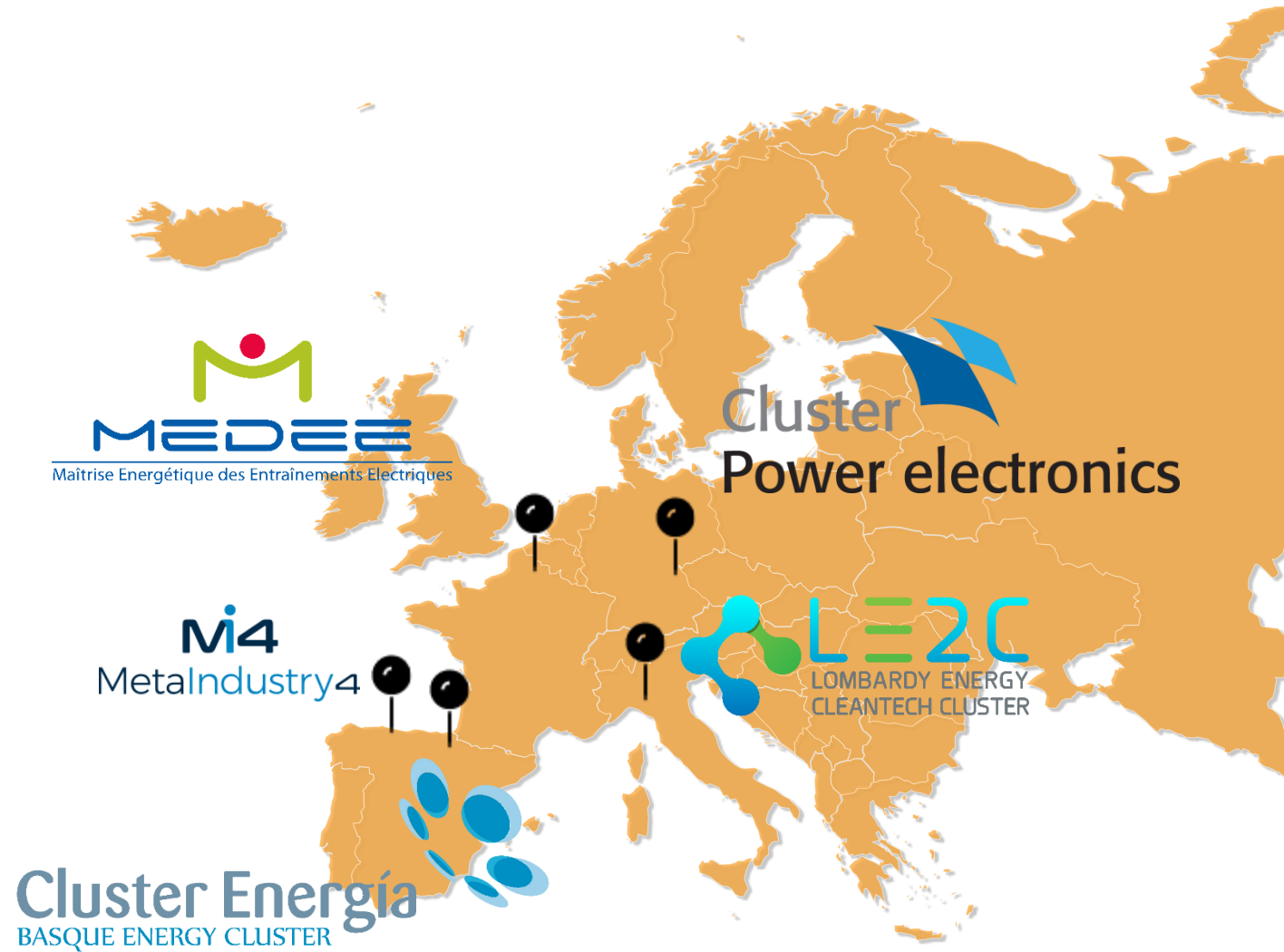
What is ESECA?

- European Sustainable Energy Cluster partnership for Africa (ESECA) is partnership formed by five Europe clusters (ACE, MEDEE, LE2C, MetalIndustr and ECPE) from Spain, France, Italy, a Germany. Together, we gather around **5 organizations and 290 SMEs**.
- ESECA project is funded by the European Commission, with a duration of 36 months (starting in September 2021) and approximately 600 k€ of budget. The project aims to contribute positioning European companies from the sustainable energy sector in sub-Saharan African markets.



The ESECA project has received funding from the European Union's COSME Programme under Grant Agreement 101035882.

Partners in ESECA





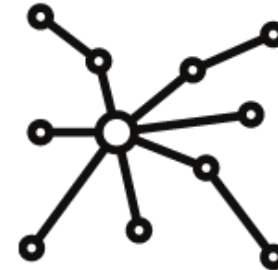
- 5 target countries :

- Senegal
- Ghana
- Tanzania
- Kenya
- Rwanda

- 4 Key technologies :



Solar, Wind & Biomass Energy (DER)



Microgrids and Smart Grids



Innovative metering and digital solutions



Energy Storage

LESSONS LEARNT

Attracting companies to join the mission:

- Now is a good moment - Physical interaction is irreplaceable, companies demand face-to-face interaction
- Focus on a key market - Select a target market with dimension, growth and open to international collaboration
- Understand where the value of a cluster support lies: focus on markets to which your members have a more difficult access (geography, culture, ..)
- Experience is a plus - Clusters with a success track record in internationalization activities have it easier for bringing along members

Organizing an interesting agenda:

- Gather feedback about your members' interest – Understand what drives them to travel
- Have the proper connections – Collaborate with your Trade & investment organisations, clusters and associations from third countries
- Make the experience enjoyable – Companies like to travel together, get to know their peers and have also some social activities

Follow-up of the activities and results of companies that participate in the missions:

- Define a closed survey with clear concepts – Define exactly what type of opportunity leads or business agreements you are asking them about
- Allow confidentiality – Companies might not want to share all relevant details
- Don't let too much time pass – If you ask for results weeks after the mission, companies may have forgotten about the connection

Thank you

Jose I. Hormaeche

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