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CLUSTER COLLABORATION
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Clusters go International ESCP-4i Partnering Event Key achievements (2016-2017)

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Partnering Event organised by the European Cluster Collaboration Platform. This event is supported by the European Commission, DG Internal Market, Industry, Entrepreneurship and SMEs and EASME.

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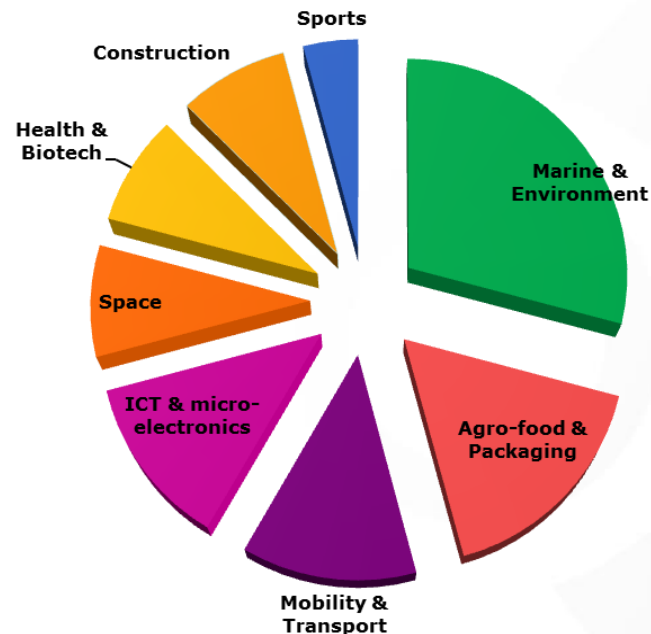


ESCP-4i Go International Overview

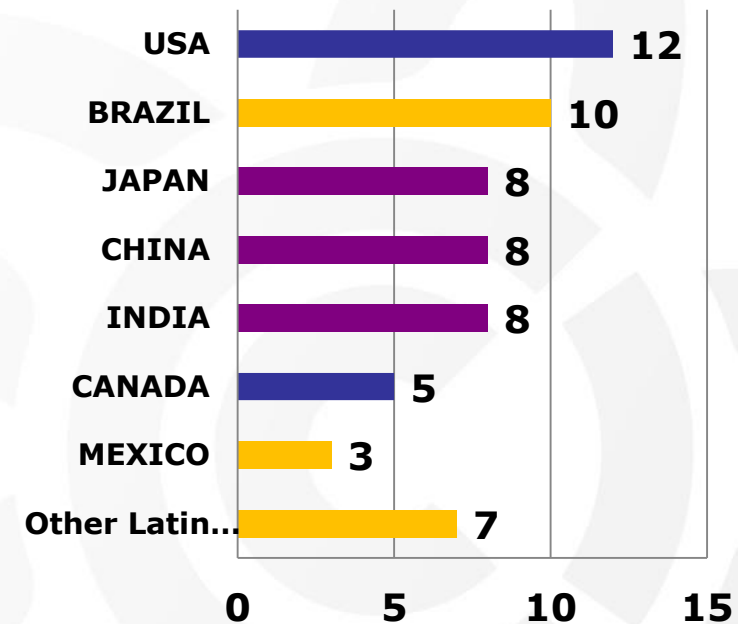
Overall, 25 EU Cluster Partnerships "Go international" (incl. 15 co-funded)
involving: 138 European cluster organisations

- 17,000 SMEs across 23 European countries

Sectoral & Industrial Focus



Main target countries



Others: Korea, Taiwan, North & West Africa, ASEAN, Gulf/Middle East

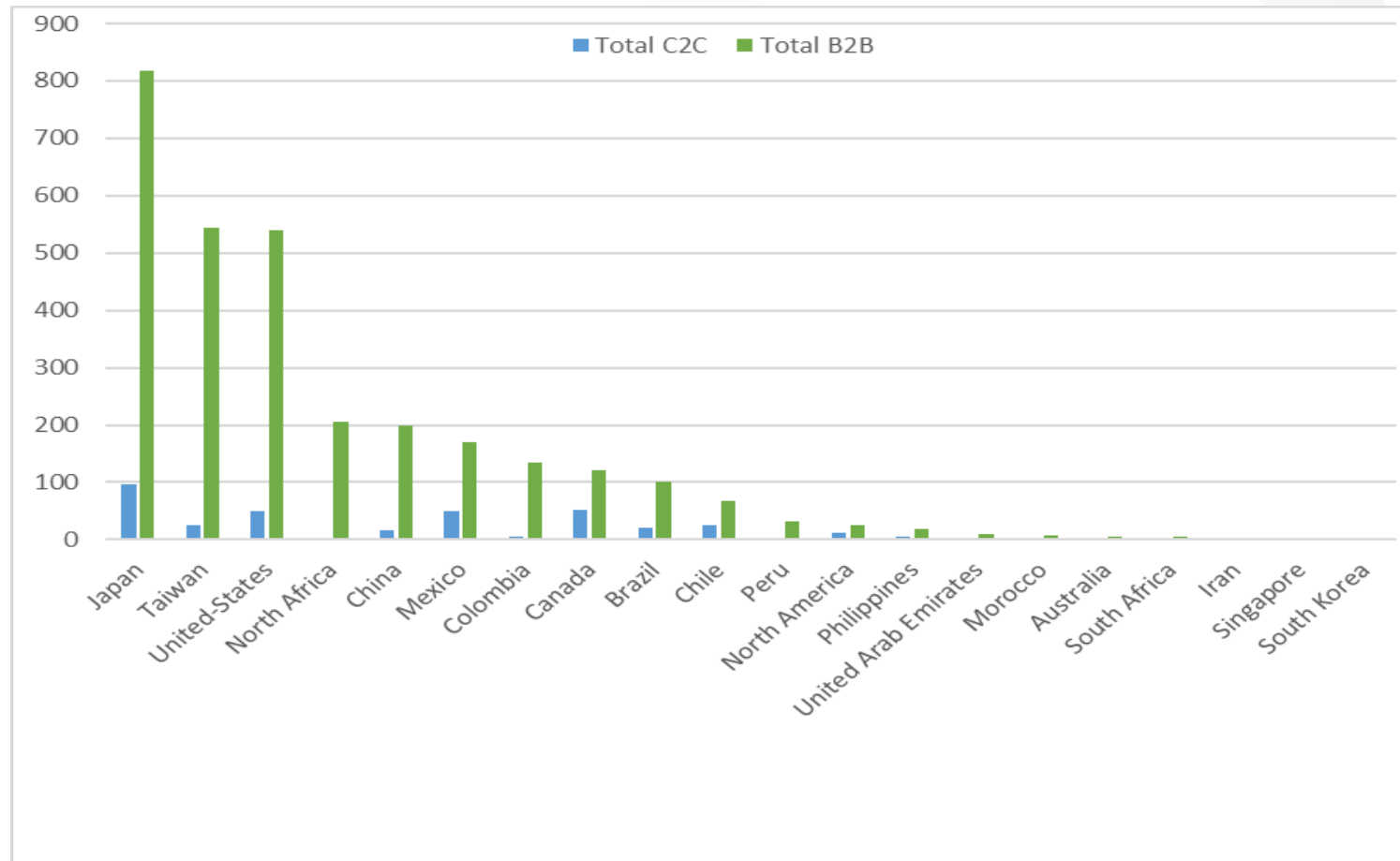


ESCP-4i Achievements by country and type of activity C2C and B2B

Total C2C = 370

Total B2B = 3010

All data taken from Partner survey and analysed by ECCP team



Results impacted by project actions but also events organised by and with ECCP (US and Taiwan for example)

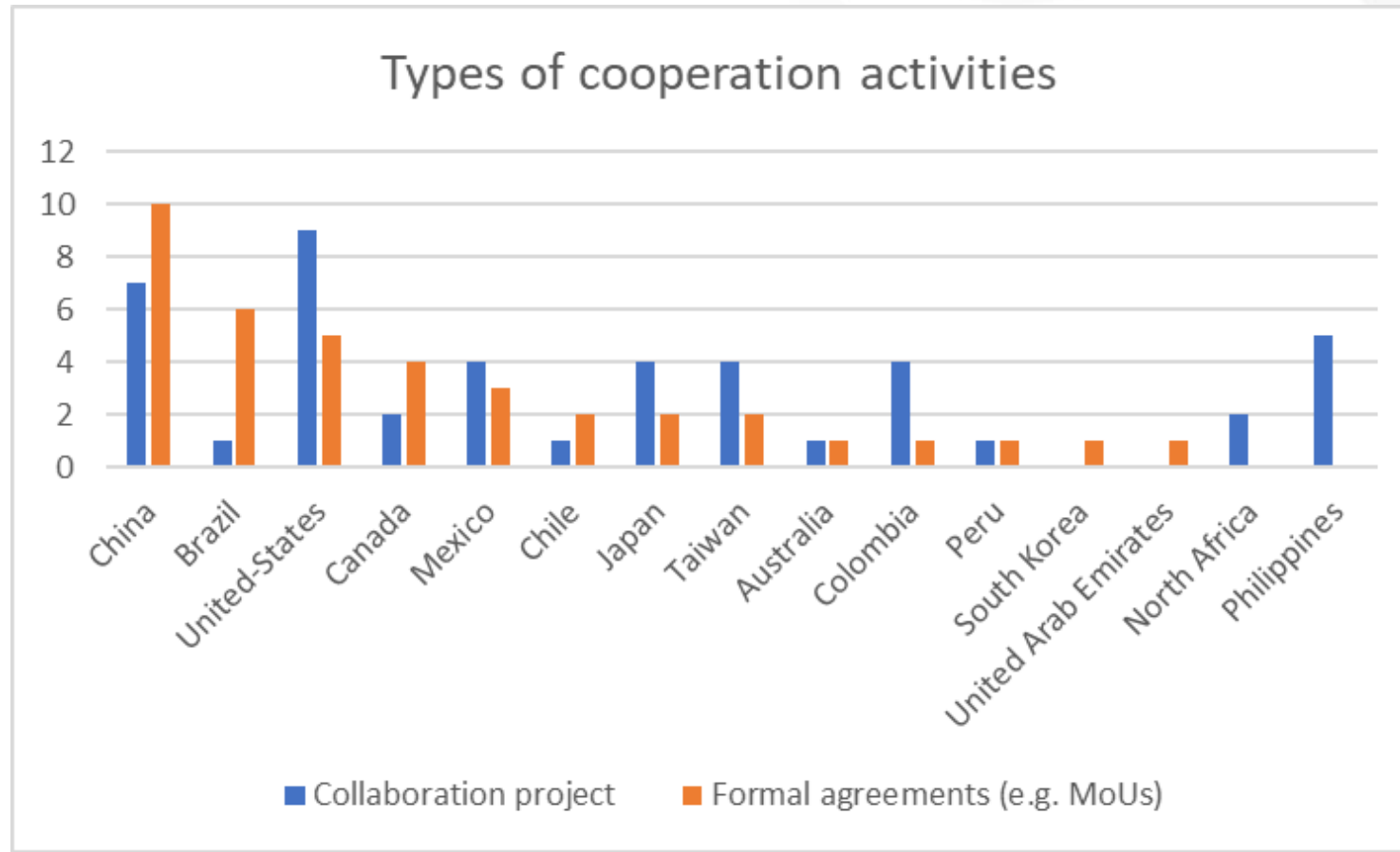
ESCP-4i Key Stakeholders

- Total SMEs Europe 1894 (By Strand 1 = 1350 2 = 544)
- Total SME Third countries 1115 (By Strand 1 = 146 2 = 969)

- Total clusters Europe 289 (By Strand 1 = 85 2 = 204)
- Total clusters Third countries 295 (By Strand 1 = 85 2 = 210)

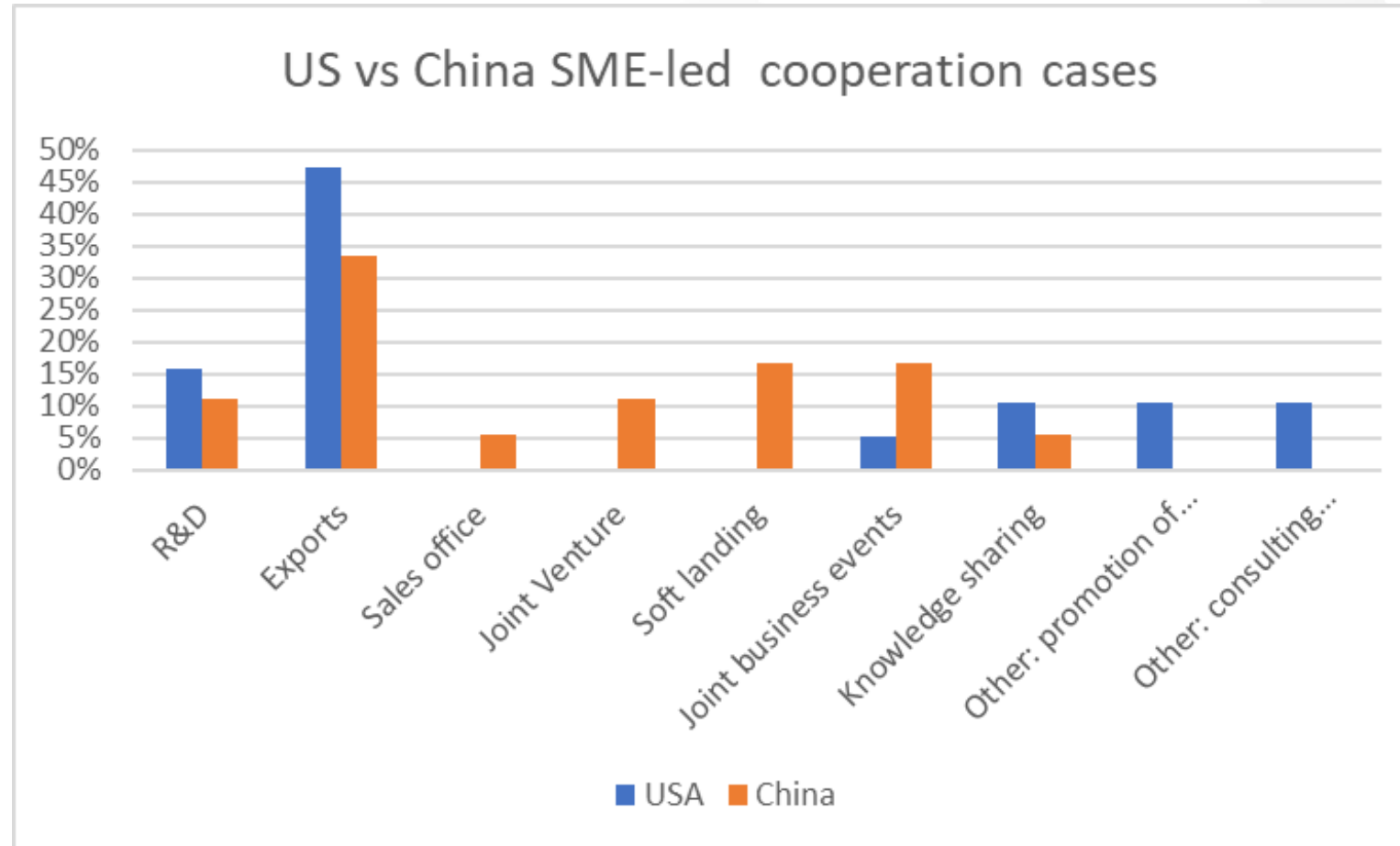


ESCP-4i Overview of Cooperation Activities by Country



Total of formal
102 Cooperation
activities
including
category others
(19) not shown
in graphic

ESCP-4i US vs China Contrasting types of SME cooperation activities



ESCP-4i Overview

- And now for some inspirational messages from the ESCP -4i Round One (2016-17) community to inspire those about to start their internationalisation journey !



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Clusters go International ESCP-4i Partnering Event sharing good practices (2016-2017)



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ESCP-4i Overview of Good Practices Project Design/Launch Phase

1.1 Developing Partnerships	Combine good and dynamic partners from across the targeted value chain/cross sectoral coverage as opposed to large consortium from same broad sector/network.
1.2 Selecting Country targets	Avoid selecting too many countries. Targeting 3-5 countries provides good balance (between risk of lack of market interest versus spreading resources too thinly)
1.3 Sharing Contacts	Implement working methods to share and capitalise on previous MoU's, C2C contacts and markets studies to help define business opportunities more rapidly.
1.4 Partner and Assets Competence Mapping	Design and implement innovative mapping tools, databases etc to share knowledge between sectors /partners and identify key project focus
1.5 Multi layered strategy definition approach	Combine business intelligence activities and fact-finding missions and the bottom-up approach through key stakeholder's engagement to facilitate strategy alignment between partners
1.6 Market Analysis	Develop value chains, business market and technology analysis to ensure attractiveness to SME stakeholders to avoid having simply a target market focus.



ESCP-4i Overview of Good Practices : Partnership activities

2.1 Partnership Agreements: sustainability	Broadening the list of signatories to the Partnership agreements (EU and international partners) reinforces implementation framework
2.2 Construct META Cluster image/branding	Critical mass and visibility: A European multi-country delegation of clusters generates higher attractiveness to foreign countries and open doors that would otherwise be challenging on an individual basis
2.3 Seek co-funding Opportunities and complementarities	Identify EU/National/Regional programme synergies and co-funding to enhance project impacts and sustainability
2.4 Project identity PR/Branding	Creation of joint brand (logo/visual identity), define communication and dissemination strategy, innovate: share videos of SME testimonials from B2B ...
2.5 Project Partnership Sustainability	Review various legal entity opportunities for partnership sustainability at an early stage (EEIG, Associations...)
2.6 Economic Diplomacy	Ensure regional and national economic diplomacy networks and agencies are made aware of project to create synergies.
2.7 Organise Meetings with other relevant ESCP's to identify complementarities	Identify opportunities to organise joint meetings between Partnerships, B2B, trade shows and missions. Critical mass of SMEs enhances attractiveness of events to third parties.





ESCP-4i Overview of Good Practices: Supporting SMEs

3.1 Gateway Services": tailored support for SMEs in targeted countries	Support Competitiveness incl. soft-landing facilities, tailor-made market studies, support for search of R&D or commercial partners, search for distributors, support for regulatory issues, put in place MoU's
3.2 Export Groups	Promote combining SMEs products/service into robust export packages in value chains wherever suitable, as it will help mitigate hurdles in accessing 3rd-markets and enhance visibility/impact
3.3 SMEs Challenge pitches	Focus on real business-market opportunities, conduct extensive pitches sessions to identify common SMEs product packages preferably with particular innovative features in it; incl. technology centres
3.4 Develop International Cluster Offices	Deploy international network of offices with third party partners to enhance internationalisation market presence and service offer. Promote reverse visits to Europe.
3.5 Showcasing SMEs	Website database – a free-to-access online database of SMEs and companies working in the ESCP projects



ESCP-4i Some Recommendations from ESCP's to EC/EASME !

- Ensure funding for more **cross-clustering meetings** to discuss results and maybe joint activities for Strand 1 and Strand 2
- **Support greater synergies between projects** Technically, it should be possible to have some kind of 'missions database' where different projects can announce their missions (*role for new ECCP Forum ?*)
- Consider funding flexibility of **SME travels** (100% funding vouchers)
- **Two years is too short** for this type of project, give the opportunity to work on a longer period to secure benefits related to internationalisation
- Allow for **partnership flexibility**... scope to add new partners once sector/value chains have been fully identified.
- **More interface time** with EC/EASME team, enable to get on same wave length
- **Policy continuum**: Ensure Strand One projects will have an opportunity to continue via Strand 2 type calls



ESCP-4i Some Recommendations for National/Regional Authorities)

- Partnership Sector and International Action plans should be **coordinated with the regional smart Specialisation Strategies (S3)**
- **Economic diplomacy**: use the public economic diplomacy channels and stakeholder support to leverage the entry to the target markets;
- Regional/national agencies in charge of support to cluster and internationalisation should be involved in project implementation. This becomes most **important after the project**, when actions need to be pursued...
- Look for **synergies with other SME international support mechanisms**, consider co-funding SME travels via vouchers)
- Mobilise **other regional and interregional funding** (ESIF, Interreg ...)



More information

EU Cluster Portal:

<http://ec.europa.eu/growth/smes/cluster/>

European Cluster Collaboration Platform (ECCP)

<http://www.clustercollaboration.eu/>

European Strategic Cluster Partnerships – Going International

<http://www.clustercollaboration.eu/eu-cluster-partnerships>

Follow us on **Twitter** @Clusters_EU and on **LinkedIn** at our new page “European Cluster Collaboration Platform”

Thank you for your attention!



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Support needed?

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Feedback welcome

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