

Grant Agreement: 951204



## **D5.2 Report about X-Industry meta cluster**

Speeding up network internationalization of  
food, ICT Industry 4.0 clusters and their SMEs towards strategic third  
countries beyond Europe in field of emerging industries and Fast Moving  
Consumer Goods (FMCG 4.0)

## Basic information

Project acronym	<b>AUMENTA</b>
Full title	Speeding up network internationalization of food, ICT Industry 4.0 clusters and their SMEs towards strategic third countries beyond Europe in field of emerging industries and Fast Moving Consumer Goods (FMCG 4.0)
Call ID	COS-CLUSINT-2019-3-01
Grant Agreement	951204
Project Duration	21 months (01/09/2020 - 31/05/2022)
<b>Deliverable D5.3</b>	
Recommendation booklet for policy makers	
Work Package	WP5 Sustainability, exploitation and further development
Task(s)	5.2. Creation of X-Industry meta-cluster
Lead Beneficiary	LITMEA/SFC
Due Date	31 March 2022
Deliverable Type	R
Dissemination Level:	Public

### DISCLAIMER

The content of this report represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the European Innovation Council and SME Executive Agency (EISMEA) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

## Table of Contents

1. Executive Summary -----	4
2. Project context -----	5
3. Introduction of the X – Industry meta cluster -----	9
3.1. The core partners of the X-Industry meta cluster -----	9
3.2. The subject of the X-Industry meta cluster -----	9
3.3. Obligations of the partners in X-Industry meta cluster -----	10
3.4. Validity of the X-Industry meta cluster -----	10
3.5. Other provisions of the X-Industry meta cluster -----	11
3.6. Supporting partners of the X-Industry meta cluster -----	11

## 1. Executive Summary

The present Deliverable D5.2 “Report about X-Industry meta cluster” has been prepared within WP5 “Sustainability, exploitation and further development” within the Task 5.2 “Creation of X-Industry meta-cluster”.

This document is aimed at defining the X-Industry meta cluster purpose and obligations of the partners and other provisions.

The report contains the following parts:

1. Executive Summary;
2. Project context;
3. Introduction of the X-Industry meta cluster
  - 3.1. The core members of the X-Industry meta cluster;
  - 3.2. The subject of the X-Industry meta cluster;
  - 3.3. Obligations of the partners in X-Industry meta cluster;
  - 3.4. Validity of the X-Industry meta cluster;
  - 3.5. Other provisions of the X-Industry meta cluster;
  - 3.6. Supporting partners of the X-Industry meta cluster.

All provided information in report is taken from the signed cooperation agreement on X-Industry meta cluster.

## 2. Project context

AUMENTA is a novel and interdisciplinary project funded directly by the European Innovation Council and SME Executive Agency (EISMEA) under the powers delegated by the European Commission under COSME Programme and is aimed at speeding up network internationalization of food, ICT Industry 4.0 clusters and their SMEs towards strategic third countries beyond Europe in field of emerging industries and Fast-Moving Consumer Goods (FMCG 4.0).

It promotes simultaneous international expansion to consciously selected third countries beyond Europe:

- Uruguay - as a strategic gate to Latin American markets;
- Morocco - as a strategic gate to North African/ South-Mediterranean (MEDA) markets;
- Georgia - as a strategic gate to Caucasus and Central Asia.

The novel aspect of the project consists in connecting product-oriented (food products and food equipment) and service-oriented (ICT/Industry 4.0) clusters and its members to jointly explore international opportunities and also potentially offer joint products and services to partners.

AUMENTA is powered by 5 European organizations (innovation networks and clusters) from complementary sectors - food and ICT/Industry 4.0 - that jointly represents 739 companies, including small and medium enterprises. It interconnects partners from four countries: Spain (Mediterranean Europe), Poland (Central Europe), Latvia (Baltic States) and Lithuania (Baltic States) uniting high-technology clusters and innovation business networks:

- Digital Innovation Hub and ICT/Industry 4.0 cluster (OnGranada Tech City and Latvian IT Cluster)

with traditional sectors:

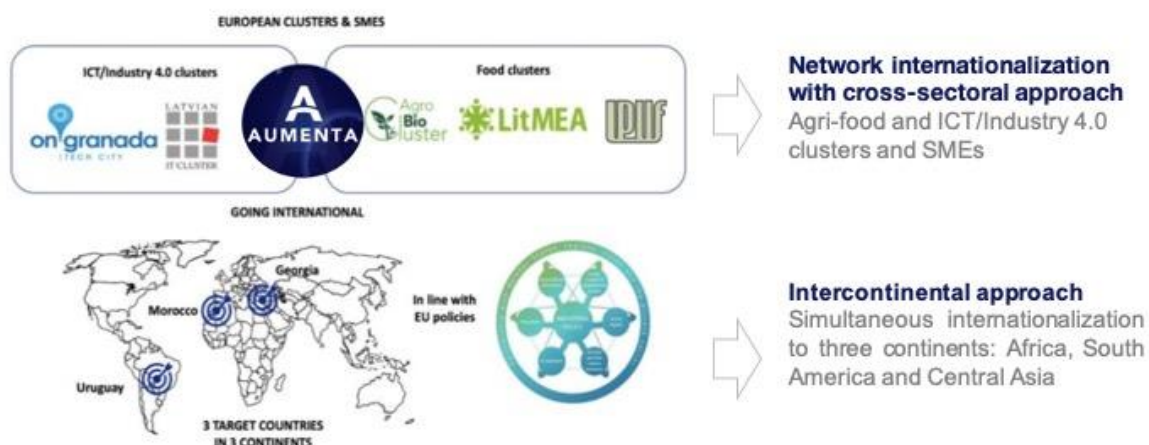
- Smart Food Cluster (food & beverages) – coordinated by LITMEA
- Food Products Quality Clusters (food & beverages) – coordinated by LFFC/FPQC (food federation)
- AgroBioCluster (agrofood & bioeconomy) – coordinated by UNIMOS (cross- cluster alliance).

AUMENTA is one 24 new cluster Partnerships that supports clusters from Europe to work together and look for trade and investment opportunities and cooperation partners in third markets for the benefit of their members, especially Small and Medium Sized Enterprises (SMEs).

Main objectives of the AUMENTA project are the following:

- to develop a joint 'European' strategic vision with a global perspective and common goals towards specific third markets and support an initial implementation, testing and further development of European Strategic Cluster Partnership - Going International (ESCP-4i) AUMENTA;
- to intensify cluster and business network collaboration across European countries (LT, LV, ES, PL), across sectorial boundaries (food and ICT/Industry 4.0) to lead international cluster cooperation in fields of FMCG towards third countries beyond Europe: Morocco, Georgia and Uruguay and also in neighbouring countries of selected geographical regions as Uzbekistan in Caucasus and Central Asia (as post-USSR countries), Tunisia in North African/ South-Mediterranean (MEDA) and Argentina and Paraguay in MERCOSUR / Latin America supporting the development of emerging industries related to FMCG 4.0 and specifically, digitalization and Industry 4.0 applied to food sectors and international food value chains;
- to reinforce growth, enhance competitiveness and support the long-term sustainability of companies from food and ICT/Industry 4.0 sectors;
- to unlock business and cooperation opportunities for European SMEs and clusters in third countries;
- to help SMEs find access to global value chains and build new ones based on common competences in emerging industries;
- to support SMEs in the identification of growth opportunities worldwide, raise their excellence, innovation capacity and their overall competitiveness;
- to facilitate interregional cluster collaboration and promote excellence in cluster management to improve the quality of services to SMEs members;
- to boost intercluster, interregional and intersectoral interactions to enable cross-fertilization, exploiting synergies, reinforce international growth and SMEs competitiveness;
- to increase cooperation towards across regions and continents, facilitating synergies between EU policies and instruments and better interconnection between EU trade policies, innovation actors and internationalization facilitators;
- to disseminate project activities through ECCP platform and other channels.

To achieve its objectives, AUMENTA implements a pioneering X-Industry Internationalization Programme that will support European SMEs in their fast internationalization to three continents, creating new cooperation and business opportunities to support growth, jobs and wealth.



The **X-Industry Internationalization Programme** has interdisciplinary components that includes:

- Creation of intercontinental network of Ambassadors as gate openers to selected markets to speed up SMEs;
- Preparation of online interactive catalogue based on common clusters and SMEs competences to showcase European SMEs potential and build international recognition;
- Implementation of pilot X-Industry & blended internationalization activities connecting virtual matchmakings (virtual introduction meetings) and traditional B2B matchmaking events;
- Cluster-facilitated coordination of business preparation with support in the identification of cooperation opportunities, funding sources and providing models of legally binding contracts;
- Hosting incoming visits from third countries at recognized international fairs in Europe;
- Establishment of intercontinental meta-cluster with network of soft-landing facilitates for international partners at project partners headquarters;
- Organization of online peer-reviews between project partners, Ambassadors, other ESCP-4i / INNOSUP and related projects, as well as partners in third countries.

In the process of matchmaking partners from Europe, Caucasus, Latin America and North Africa special emphasis has been put on AUMENTA's proposed methodology regarding establishing network of well-selected Ambassadors as third country local experts with international expertise about selected target markets has been proved as success-leading working model in target markets.



Each Ambassador has been using tailored-made approach for each target market aligned with market specifics (culture, business, mentality) and trust building via Ambassadors contacts' network supported widening opportunities in the target regions for European companies and clusters.



### 3. Introduction of the X-Industry meta cluster

X-Industry meta cluster is voluntary, open partnership of complementary clusters and supporting organizations from food and ICT/industry industries and connected and interested for inter-cluster, cross boarder and cross sectoral collaboration in jointly exploring international markets, seize new opportunities and share market knowledge and intelligent about specific markets in Europe and beyond. AUMENTA project partners is inviting to join the network their supporting partners as well as other European and international organization that share AUMENTA's value and mission. One of the partner from the consortium – LITMEA/SCF – was appointed as coordinator of X-Industry meta-cluster.

#### 3.1. The core partners of the X-Industry meta cluster

The 5 core partners of X-Industry meta cluster are:

1. **Latvian Information Technologies Cluster**, registration address: Skolas st. 11, LV-1010 Riga, Republic of Latvia, represented by Executive Director Aiga Irmeja,
2. **ONTECH INNOVATION**, registration address: Maestro Montero St. 23, 18004, Granada, Kingdom of Spain, represented by Cluster Manager Manager Antonio Alcántara López,
3. **Cluster "SMART FOOD"** coordinating by Lithuanian food exporters association (LitMEA), registration address: Paneriu st. 47/Smolensko st. 2, Vilnius, (correspondence: Verkiu st. 35, Vilnius), Republic of Lithuania, represented by Director Giedrius Bagusinskas,
4. **Food Products Quality Cluster** coordinating by Latvian Federation of Food Companies (LFFC), registration address: Republikas laukums 2, Riga, LV - 1981, Republic of Latvia, represented by Cluster Manager Armands Lejas-Krumins,
5. **AgroBioCluster** developed and coordinated internationally by UNIMOS Foundation, registration address: Grzybowska St. 87, 00-844 Warsaw, Poland represented by Co-Founder & President Katarzyna Rull Quesada.

#### 3.2. The subject of the X-industry meta cluster

The Partners have established European Strategic Cluster Partnership Going International AUMENTA under the call COS-CLUSINT-2019-3-01 and have signed Grant Agreement 951204 with The European Innovation Council and SME Executive Agency (EISMEA) for implementing project "Speeding up network internationalization of food, ICT

Industry 4.0 clusters and their SMEs towards strategic third countries beyond Europe in field of emerging industries and Fast-Moving Consumer Goods (FMCG 4.0)”.

By signing the Agreement the Partners agreed during the term of Agreement the Partners will cooperate with each other in the development and implementation of activities to speeding up network internationalization of food, ICT/Industry 4.0 clusters and their SMEs towards strategic third countries beyond Europe in field of emerging industries and Fast Moving Consumer Goods (FMCG 4.0) resulting as X-Industry meta cluster by agreeing separately, if necessary depending of the scope of the activity.

### **3.3. Obligations of the partners in the X-Industry meta cluster**

The main obligations of the Partners in X-Industry meta cluster are:

- To ensure participation in the Partners meetings, conferences, seminars, courses and other events on cooperation theme;
- To ensure open partnership of complementary clusters and supporting organizations from ICT/Industry 4.0, food and connected industries and interested for inter-cluster, cross-boarder and cross-sectoral collaboration in jointly exploring international markets, seize new opportunities and share market knowledge and intelligent about specific markets in Europe and beyond.
- To carry out other joint projects with the Partners related to the development of activities in the field of internationalization of food and ICT/Industry 4.0.

The Partners agreed that, despite signed Agreement specified the areas of cooperation fields and forms to achieve signed Agreement's objectives also cooperate with each other, in signed Agreement have not been discussed potential areas of cooperation and possible forms of cooperation.

The Partners are required to fulfil the contractual obligations wisely, honestly and carefully to maximize the execution of the signed agreement in line with each of the parties' interests. As part of signed Agreement, the Parties shall co-operate.

### **3.4. Validity of the X-Industry meta cluster**

Signed Agreement came into force on the day of its signature, 25th of October 2021 and shall be valid for 5 years.

Signed Agreement may be terminated according to the of legislation of the Republic of Lithuania and/or the Republic of Latvia/or the Republic of Poland or the Kingdom of Spain on the basis.

Each Party has the right to terminate the validity of signed Agreement informing the other Partners in written form 20 business days advance.

### **3.5. Other provisions of the X-Industry meta cluster**

New partners may join the Agreement throughout the invitation of one of the five partners and by signing bilateral cooperation statement with X-Industry meta cluster founding Party confirming their interest of participating in the X-Industry meta cluster.

All mutual notifications, documents and information related to the Agreement shall be provided in English to the Partners by email provided on signed Agreement.

The Agreement conditions can be amended, supplemented or extended by an annex signed by authorized representatives of Partners, which becomes an integral part of the Agreement.

Each dispute, disagreement or requirement, that arises from signed Agreement or is related to it, has to be solved by negotiations and in case of the failure to settle a dispute by negotiations according to the order, established under the laws of the Republic of Lithuania and/or Republic of Latvia /or Republic of Poland/or Kingdom of Spain.

### **3.6. Supporting partners of the X-Industry meta cluster**

As X-Industry meta cluster Agreement foreseen opportunity for new supporting partners to join X-Industry meta cluster for cooperation under scope of the Agreement, till the date of submission of this deliverable 11 supporting partners have joined via bilateral cooperation statements:

1. Centrum Kooperacji Recyklingu – not for profit system sp. z o.o. (Poland);
2. Latvijas Partikas Kompetences Centrs (Latvia);
3. Diputación De Granada (Spain);
4. Smart City Cluster (Spain);
5. Universidad De Sevilla (Spain);
6. AgriFood Lithuania DIH (Lithuania);
7. Zaporizhzhia Chamber of Commerce and Industry (Ukraine);
8. University of Granada (Spain);
9. Universidad De Málaga (Spain);
10. Cleantech Latvia (Latvia);
11. Latvijas partikas bioekonomikas klasteris (Latvia)



# AUMENTA