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AUMENTA

D4.4 Summary of internationalization project concepts

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)



The project is co-funded by the European Union's COSME Programme

Basic information

Project acronym	AUMENTA
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1. Executive Summary

The present deliverable *D4.4 Summary of internationalization project concepts* has been prepared within the Task 4.3 Coordination and facilitation of intercontinental internationalization project concepts (IIPC).

This document is aimed at elaborating a summary of intercontinental projects concepts by SMEs, clusters and/or their international facilitators generated within the AUMENTA project - a novel and interdisciplinary project funded the European Innovation Council and SME Executive Agency (EISMEA) under the powers delegated by the European Commission under COSME Programme.

The project 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).

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 preparation of intercontinental internationalization project concepts (IIPC) is part of X-Industry Internationalization Programme and aimed at facilitating the signature of business agreements between European SMEs and international SMEs from:

- 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, Central Asia (as former USSR) markets.

In the process of intercontinental internationalization, potential partners have been matched and invited to develop a joint internationalization project concept (max.10 pages) that include, among others, mutual interest of collaboration with identified business and innovation cooperation opportunities in target third countries, joint business plan concept, draft of legally binding international collaboration agreement and possible sources of available funding to make the project concept reality. IIPC have been elaborated by SMEs or SMEs with support of AUMENTA partners who acted as bridge-builders, connectors and/or translators in terms of language or business culture in a given region. In some cases, project Ambassadors contributed to the elaboration of internationalization concepts.

So far, 13 internationalization projects concepts have been prepared. The identification of potential cooperation partners is an ongoing process and this tool will be continuously used in the matchmaking process.

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, Central Asia (as former USSR) markets.

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:

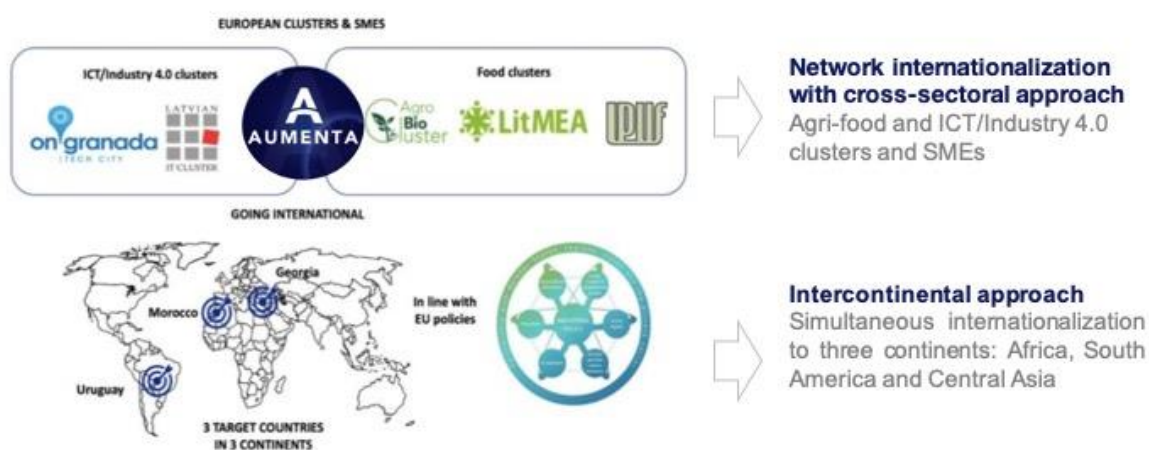
- Smart Food Cluster (food & beverages) – coordinated by LITMEA
- Food Products Quality Clusters (food & beverages) – coordinated by LFFC/FPQC (food federation)
- AgroBioCluster (agrofood & bioeconomy) – coordinated by UNIMOS (cross- cluster alliance).

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, 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.

The preparation of intercontinental internationalization project concepts (IIPC) is aimed at facilitating the signature of business agreements.

3. Summary of internationalization project concepts

In order to prepare internationalization project concepts, AUMENTA partners, SMEs and project Ambassadors took into consideration the results and contacts generated during:

1. Elaboration of dynamic portfolio of potential partners located in Georgia, Morocco and Uruguay created within Task 2.4 related to the identification of potential partners and elaborate a matrix of business and cooperation opportunities in third countries;
2. Fact-finding missions to Georgia, Morocco and Uruguay;
3. Learnings from the organization of Virtual Meetings within Task 4.2 related to the relationship building and coordination and facilitation of meetings between SMEs from Europe and third countries and its cross-industry partners to foster their matchmaking potential and facilitate partnerships;
4. Contacts and networks of AUMENTA's Ambassador to Georgia, Morocco and Uruguay
5. Contacts and networks of AUMENTA's partners to Georgia, Morocco and Uruguay
6. Additional opportunities identified in the project implementation to facilitate the matching process between European and international clusters and SMEs.

In the process of intercontinental internationalization, a joint template has been prepared to match potential partners and to facilitate the identification of the international opportunities, possible sources of available funding, joint business plan concepts and draft of business agreement that could support the establishment of business cooperation between SMEs from Europe and international markets.

Templates have been created to speed up the process of matchmaking potential partners and have been elaborated by SMEs or SMEs with support of AUMENTA partners who acted as build bridges, connectors and/or translators in terms of language or business culture in a given region. In some cases, project Ambassadors contributed to the elaboration of internationalization concepts.



INTERCONTINENTAL INTERNATIONALIZATION PROJECT CONCEPTS

Basic information	
<i>Name of the EU company and website</i>	<i>Name of the international company and website</i>
<i>Country</i>	<i>Country</i>
<i>Main sector</i>	<i>Main sector</i>
<i>Contact person</i>	<i>Contact person</i>
Company profile	
Special interest for 2021-2027	Special interest in for 2021-2027
<ul style="list-style-type: none"> • <i>Please complete</i> 	<ul style="list-style-type: none"> • <i>Please complete</i>
Axes of potential collaboration at B2B level	
<ol style="list-style-type: none"> 1. <i>Please complete</i> 2. <i>Please complete</i> 3. <i>Please complete</i> 4. 	
Cooperation roadmap and steps to be taken	
<i>To be discussed in the next meeting</i>	
Potential financing	
<ul style="list-style-type: none"> • <i>Please complete</i> 	



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3.1. Internationalization project concepts with Georgia

Within AUMENTA project, five Internationalization project concepts have been elaborated to matchmake potential partners – European SMEs and SMEs from Georgia.

Summary of the internationalization project concept # 1

Latvian company (SME) is operating in the fresh fish sector and is interested in entering the Georgian market and finding new business partners (distributors or supermarket chains) in Georgia.

The company from Georgia is specialized in offering fresh fish products to Georgian consumers, especially in the field of gourmet food. The company offers their products via online website.

The mutual interest in cooperation is business collaboration because of the diversity of the fish breed offered by Latvian company.

Identified collaboration areas are related to:

Business collaboration:

- Testing order samples
- Import, storage and distribution of selected company products in the territory of Georgia
- Merchandising

International R&D collaboration:

- Food safety and cold supply chain management
- Transport and logistics, including digital solutions

Sources of funding:

- Own sources for business/commercial collaboration;
- Horizon Europe 2021-2027 Programme (Pillar II and Pillar III) and International Partnership- Global Europe, cascade funding for R&D collaboration;
- Other funding sources to be identified in the future.

Summary of the internationalization project concept # 2

Latvian company (SME) offers a GPS fleet control and management solutions. The company specializes in GPS tracking, phone tracking, fuel control, routing, task management, electricity management, routing and route optimizing, industrial equipment monitoring platform, among others.

Georgian company serves distribution, logistics, agricultural, banking, construction, cellular, postal, water supply, energy, leasing, construction, broadcasting, internal and international shipping companies. The company is working in the field of GPS monitoring.

The mutual interest in cooperation is business collaboration. Identified collaboration areas are related to:

Business collaboration:

- Distribution in Georgia of GPS devices of Latvian company

International R&D collaboration:

- Joint development of tracking systems
- Logistics
- Use cases in R&D projects

Sources of funding:

- Own sources for business/commercial collaboration;
- Horizon Europe 2021-2027 Programme (Pillar II and Pillar III) and International Partnership- Global Europe, cascade funding for R&D collaboration;
- Other funding sources to be identified in the future.

Summary of the internationalization project concept # 3

Lithuanian SME is specialized in the production of whole grain, wheat and organic flat crisp breads without using any food additives or conservatives and using high quality ingredients. The company has experience in private label projects and is paying special attention to food safety. The company is an experience exporter and looking for new international partners.

Trading and distribution company located in the capital of Georgia (Tbilisi) and is interested in enlarging import product lines. The company is a distributor of well-known European and international brands, has its own production line and operates many stores in Georgia.

The mutual interest in cooperation is business cooperation in distribution of Lithuanian products in Georgian market, since company specialises in distribution of the product category in the Georgian market. Identified collaboration areas are related to:

- Import, storage and distribution of selected company products in the territory of Georgia
- Merchandising
- Potential development of private label projects

Sources of funding: own sources for business collaboration.

Summary of the internationalization project concept # 4

Lithuanian SME is specialized in the production of tea and herbal products and holds the licence to produce pharmaceuticals.

Trading and distribution company located in the capital of Georgia (Tbilisi) is interested in enlarging import product lines. The company is a distributor of well-known European and international brands, has its own production line and operates many stores in Georgia.

The mutual interest in cooperation is business cooperation in distribution of Lithuanian products in Georgian market, since the company is specialized in the distribution of the product category in the Georgian market.

Identified collaboration areas are related to:

- Import, storage and distribution of selected company products in the territory of Georgia
- Merchandising

Sources of funding: own sources for business collaboration.

Summary of the internationalization project concept # 5

Latvian company (SME) is a telemedicine and healthcare IT solution provider (automating their daily routine procedures, laboratory testing process, connecting medical devices to information systems, archives, databases, provide vendor-neutral solutions, patient flow management systems) and is interested in entering the Georgian market and finding new business partners (in healthcare sector or ICT partner) in Georgia.

The company from Georgia is telecommunication and security system integrator company. Company is working with business and government entities in the region.

The mutual interest in cooperation is business collaboration as there are space for health sector digitalization and process optimisation, especially during the COVID pandemic and importance of services with less contact.

Identified collaboration areas are related to:

Business collaboration:

- Create a partnership to offer services provided by Latvian company in Georgia market

- Adaption of Latvian know-how in Georgia market

International R&D collaboration:

- Joint development of automation systems
- Artificial intelligence of analysing medical scans and tests
- Use cases in R&D projects

Non-disclosure agreement signed between parties.

Sources of funding:

- Own sources for business/commercial collaboration;
- Horizon Europe 2021-2027 Programme (Pillar II and Pillar III) and International Partnership- Global Europe, cascade funding for R&D collaboration;
- US donor funds;
- Other funding sources to be identified in the future.

3.2. Internationalization project concepts with Morocco

Within AUMENTA project, four Internationalization project concepts have been elaborated to matchmake potential partners – European SMEs and SMEs from Morocco.

Summary of the internationalization project concept # 1

Polish SME specialized in circular economy, agriculture and waste management is looking to expand their activities at international markets to discover new business opportunities, boost internationalization of research and innovation activities and develop new internationalization services and business models.

SME from Morocco is specialized in waste treatment, especially for medical and pharmaceutical products in Morocco and looking for international partners to grow their business internationally in different fields.

The mutual interest in cooperation is strategic alliance for business development and for research, development and innovation (R&D&I) activities. Identified collaboration areas are related to:

1. developing joint commercial activities;
2. applying for public procurement in Morocco and Poland in different fields, such as green procurement, waste management and circular economy;
3. development of research, development and innovation (R+D+I) activities via internationalization consortia for EU projects and multilateral funding

Sources of funding:

- Own sources for business/commercial collaboration;
- Horizon Europe 2021-2027 Programme (Pillar II and Pillar III)
- International Partnership- Global Europe,
- Cascade funding for R&D collaboration
- Other sources to be identified.

Summary of the internationalization project concept # 2

Spanish company (SME) is specialized in manufacturing agricultural inputs, such as biostimulants, biocontrol products and advanced nutritional products, using our own patented technology, with more than 20 years of experience. Most of their products are certified for organic agriculture.

The company from Morocco is a distributor of agricultural inputs in Moroccan and African markets. It is specialized in sustainable agriculture and ecological solutions.

The mutual interest in cooperation is business collaboration.

Identified collaboration areas are related to:

- Import and distribution of Spanish products in Morocco and/or other African markets.

Sources of funding:

- Own sources,
- Horizon Europe 2021-2027 Programme (Pillar II and Pillar III)
- International Partnership- Global Europe,
- cascade funding
- Others to be identified in the future.

Summary of the internationalization project concept # 3

Leading Spanish technology company (SME) offer superior value-added solutions for both book and magazine publishers to ensure an efficient management in the process of organizing and publishing content as well as management in the field of editing big quantity of texts.

The consulting company from Morocco is specialized in conducting social and human resources projects (study, audit, recruitment, skills assessment, outplacement, in placement, coaching, global services for human resources management, training engineering, support for associations, etc.) as well as news information and communication technologies.

The mutual interest in cooperation is business collaboration.

Identified collaboration areas are related to:

- Entry market strategy of Spanish company into Moroccan market;
- Identification of strategic partners in Morocco and/or other MEDA markets;
- Identification and exploration of other business and commercial opportunities

Sources of funding:

- Own sources for business collaboration;
- Spanish public funds for SMEs in the field of internationalization;
- Horizon Europe 2021-2027 Programme (Pillar II and Pillar III)
- Others to be identified in the future.

Summary of the internationalization project concept # 4

Lithuanian SME is specialized in the production of tea and herbal products and holds the license to produce pharmaceuticals.

The Moroccan company is specialized in the import and distribution of food products and household products, operates in all regions of Morocco, close to its customers.

The mutual interest in cooperation is business cooperation in distribution of Lithuanian products in Moroccan market.

Identified collaboration areas are related to:

- Import and distribution of selected company products in Morocco

Sources of funding: own sources for business collaboration.

3.3. Internationalization project concepts with Uruguay

Within AUMENTA project, four Internationalization project concepts have been elaborated to matchmake potential partners – European SMEs and SMEs from Uruguay.

Summary of the internationalization project concept # 1

Polish company (SME) is specialized in initiating, organizing and supporting the cooperation process of waste management, boosting innovations and stimulating internationalization. One of the company's services is network internationalization of their partners in the field of the collection, removal, treatment, recovery, recycling and transportation of all kinds of waste, manufacturers of machinery, equipment and technological lines for processing, recycling and disposal of waste as well as the manufacture of finished products using recycled material. The company is looking to expand their activities in international markets and scanning business opportunities in Latin America. The company is conscious about the importance of knowing business culture and communication in Spanish to find the proper entry in those markets, so is looking for strategic local partner in Uruguay.

Uruguayan company (SME) is specialized in communication, promotion and edition of business, technological and marketing content in Spanish language. It has extended knowledge and experience in communication strategies, as well as established network of contacts in different sectors.

The mutual interest in cooperation is strategic alliance and business agreement.

Identified collaboration areas are related to:

- Development of joint business services;
- International communication strategy in Spanish language in the Uruguayan and Latin American markets;
- Promotion, edition and marketing activities for market entry in in the Uruguayan and Latin American markets;
- Identification and exploration of other business and commercial opportunities identified and shared by the Parties.

Sources of funding:

- Own sources for business collaboration;
- EU funds for Poland in the field of internationalization;
- Others to be identified in the future.

Summary of the internationalization project concept # 2

Polish company is an agile IT SME that developed a smart farm work assistant for fruits, vegetables and mushrooms growers to facilitate payroll and optimize crop management. The system is a unique, effective and affordable alternative for paper-based accounting. It speeds up work and reduces the costs of production and employee management, in both piecework and hourly work. It is especially recommended to improve the picking process of fruits and vegetables.

Uruguayan company is a technology-based company specialized in hiring seasonal personnel for the agro-industry, logistics, hotels, gastronomy and other areas of high demand for operational personnel.

The mutual interest in cooperation is strategic alliance and business development.

Identified collaboration areas are related to:

Business collaboration:

- Distribution and sales of Polish solution in the Uruguayan market;

R&D collaboration:

- Joint development and testing of software solutions for agri-food sector

Sources of funding:

- Own sources for business collaboration;
- Uruguayan funds for digitalization of Uruguayan companies;
- Others to be identified in the future.

Summary of the internationalization project concept # 3

Printing company (SME) from Poland is specialized in the manufacture of labels. The company is equipped with the most innovative machinery and offers all-in-one services from the entire design and production process is organized in one single place. The company guarantees the highest quality of products (Certificate SGS ISO 9001:2015) and has invested in a new machine park and quality control at all stages of production. Currently is expanding their activities, looking for new clients from food and HoReCa sector and start building its international visibility. The company is located in a region that is growing wine industry.

Family winemaking company from Uruguay offers premium wines. The company is willing to foster their export and make Uruguayan wines well known in the international market.

The mutual interest in cooperation is strategic alliance for international promotion and mutual export development.

Identified collaboration areas are related to:

- Development of joint product connecting premium wine and premium labels
- Boosting of international visibility and exchange of contacts of interest in respective countries

Sources of funding:

- Own sources
- support from projects that promote international cooperation funded by European Union and/or Polish internationalization support programmes and/or Uruguayan internationalization support programmes
- Other sources to be identified in the future.

Summary of the internationalization project concept # 4

Leading Spanish technology company (SME) offer superior value-added solutions for both book and magazine publishers to ensure the competitiveness and survival of the libraries and book publishers of Spain and Latin America. The company offers their products to the wide range of clients, including bookshops and libraries.

Uruguayan company (SME) is specialized in communication, promotion and edition of business, technological and marketing content in Spanish language. It has extended knowledge and experience in communication strategies, as well as established network of contacts in different sectors.

The mutual interest in cooperation is strategic alliance.

Identified collaboration areas are related to:

- Entry market strategy of Spanish company into Uruguayan market;
- Identification of strategic partners in Uruguay and/or other Latin American markets;
- Identification and exploration of other business and commercial opportunities

Sources of funding:

- Own sources for business collaboration;
- Spanish public funds for SMEs in the field of internationalization;
- Others to be identified in the future.

4. Conclusion

The identification of potential cooperation partners is an ongoing process and the prepared internationalization projects concepts are meant to serve as support for a signature of business agreements.

This tool will be continuously used in the matchmaking process. In order to add more value to SMEs and clusters engaged in the AUMENTA's project, project partners will perform a cross-check of information and learnings gathered during the execution of AUMENTA's activities, such as matchmaking missions to Georgia, Morocco and Uruguay (AUMENTA Global Matchmaking event), fact-finding missions Georgia, Morocco and Uruguay, masterclasses, learnings from the organization of virtual meetings, meetings with Ambassadors and data and profiles included in the dynamic portfolio to identify potential business and cluster cooperation opportunities.



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