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AdPack - Future Materials and products for advanced smart packaging

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01.

What is AdPack?

What is AdPack?

European Strategic Cluster Partnership

AdPack - Future materials and products for advanced smart packaging, is a European Strategic Cluster Partnership – Going International (ESCP-4i) focused in the emerging industry of **advanced packaging**.

AdPack will support the **internationalisation** of project partner **SMEs** towards **Europe** and specific third countries by fostering cross-border collaboration and trust building, as well as by providing high-standard added value services. In the long-term, AdPack will foster growth and strengthen the **competitiveness** and sustainability of **European SMEs**.

02.

**What is advanced smart
packaging?**

AdPack Project Aim

Advanced smart packaging

Active packages are defined as solutions with **nano or plasma technology, sensors, innovative materials, oxygen and gas scavenging, security and anticounterfeiting**. Intelligent packages are solutions with **sensors/RFID/NFC, printed electronics, mobile commerce and track, trace and control**.

New materials, for example **bioplastics** help to create new advanced solutions and coatings, an area where nano and plasma technology already are playing an important role.

AdPack partners bring together **competencies** that enable to strengthen the advanced smart packaging global **value chain** and foster a cross-sectoral approach by bringing together a market driven cluster (**food**), technologies (**nano and plasma technologies**) and new materials (**plastic**) with final application cluster (**packaging**).

03.

AdPack objectives

Objectives

- **Combine** different **innovation areas** (agro food industry, plastic industry, packaging industry and plasma and nano technology) for advanced smart packaging
- **Promote competitiveness** and **internationalisation** of AdPack cluster members and especially consortium **SMEs in Europe and beyond**
- **Intensify** cluster and business network cooperation across borders by fostering **cross-sectoral cooperation**, **strengthen the value chain** and decrease the sectoral boundaries
- **Improve the visibility** of the **SMEs** of the consortium and affiliated entities on an international scale
- **Support the establishment** of the **ESCP-4i** and international **cross-cluster collaboration** in the emerging industry of advanced smart packaging

04.

AdPack work packages

WP1 CO- OPERATION

- Identifying the **SME** needs to **support cross-border collaboration** and **internationalisation**
- **Identifying** strategic **partners** in **Europe** and target third countries
- **Implementing** four **working missions** in four different countries
- **Defining** the **services** to be provided by AdPack based on good practices
- WP leader: Plastiwin

WP2 DISSEMI- NATION AND COMMUNI- CATION

- Create and shape the **AdPack ESCP- 4i identity**
- **Joint communication strategy**
- Actively **disseminate** the project and best **practices** for international and **cross-border collaboration**
- WP leader: InovCluster

WP3 INTERNATIONALISATION STRATEGY PLAN

- Develop a **joint internationalisation strategy** aiming to support SMEs to find easier access to global value chains
- Joint internationalisation strategy will include **internationalisation plan** and **implementation roadmap**
- Engage SMEs in **long-term cooperation** with strategic partners in target countries
- Establish a **legal structure** to **ensure** further development and **sustainability** of **partnerships**
- WP leader: PackBridge

WP4 CO- ORDINATION

- Ensure **optimal management** and **coordination** of the project
- Survey to **monitor AdPack benefits** for consortium SMEs and to **measure** the **impact** of the project
- WP leader: BalticNet-PlasmaTec

05.

How can you benefit

How can you benefit

WORKING MISSIONS

WORKING MISSIONS (WM) DURING THE PROJECT LIFETIME			
Name	Location	Date	Activities
WM 1	Prague, Czech Republic	15.-19.02.2016	Delegation trip, cluster visit, training, B2B meeting, visit EMBAX - International Trade Fair for Packaging
WM 2	Malmö, Sweden	17.-21.10.2016	Delegation trip, "Top Packaging Summit", cluster and company visits, matchmaking
WM 3	Düsseldorf, Germany	8.-12.05.2017	Delegation trip, participation in Interpack Fair 2017, B2B meeting
WM 4	Brussels, Belgium	October 2017	Delegation trip, final project conference, cluster and company visits, B2B meeting

How can you benefit

If you are
part of a
cluster
organisation



Participate in networking and matchmaking activities



Possibility to join an international partnership and participate in a well-established cluster network



Benefit from an Internationalisation strategy in the field of packaging



Find strategic partners in Europe and beyond



Find opportunities to participate in joint cooperation projects



Benefit from services and practices to be provided by AdPack ESCP-4i

How can you benefit

If you are
part of a
Small
Medium
Enterprise
(SME)



Receive
valuable
information of
new markets



Benefit from
international
business
collaboration
opportunities



Participate in
project
networking
and
matchmaking
activities



Benefit from
services and
practices to
be
provided by
the
AdPack
ESCP-4i



Find new
business and
innovation
opportunities



Obtain
access to
new funding
sources

06.

AdPack partners

AdPack partners

Partners



BALTICNET-PLASMATEC

Location: Greifswald, Germany | **Sector:** Plasma technology

Description: Cluster that stands for technology and market-oriented cooperation of science, research and economics in the field of plasma technology

Number of members: 71 | **Number of SMEs:** 35



PACKBRIDGE AB

Location: Malmö, Sweden | **Sector:** Packaging

Description: Dynamic and international packaging and logistics network between manufacturers, users, academia and regions

Number of members: 200 | **Number of SMEs:** 110



NANOPROGRES Z.S.P.O.

Location: Pardubice, Czech Republic | **Sector:** Nanotechnology

Description: Cluster founded to increase competitive strength and business support for nanotechnology, focusing on biomedicine and industrial applications

Number of members: 38 | **Number of SMEs:** 30



INOVCLUSTER - ASSOCIAÇÃO DO CLUSTER AGROINDUSTRIAL DO CENTRO

Location: Castelo Branco, Portugal | **Sector:** Agrofood

Description: Agro-industrial cluster focused on offering services in the fields of RDI, internationalisation and capacity building

Number of members: 177 | **Number of SMEs:** 143



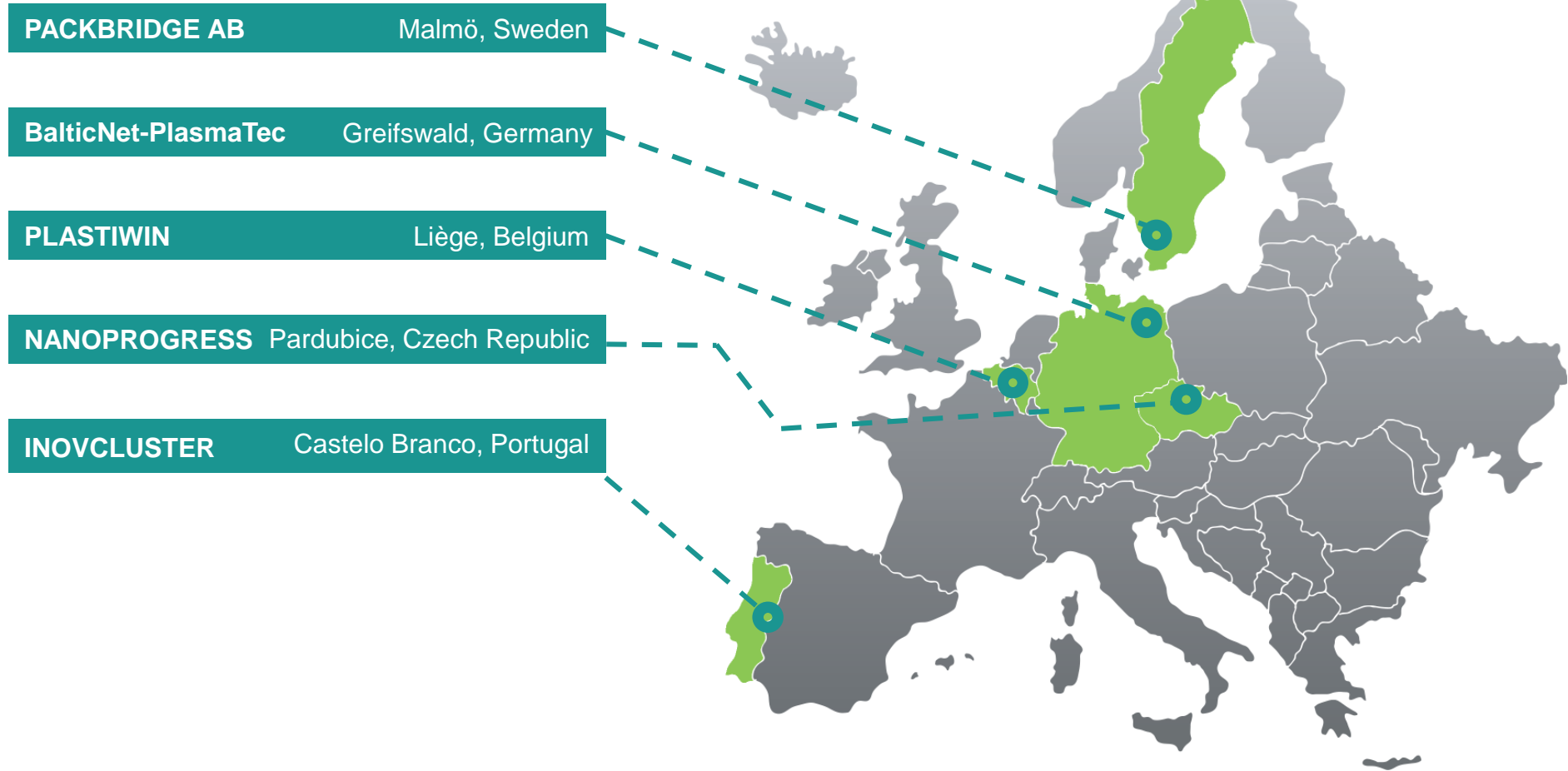
PLASTIVIN

Location: Liège, Belgium | **Sector:** Polymers & Biopolymers, composites

Description: Cluster focusing on the development of high added value products and solutions, communicating on the potential of its value chain, innovation and networking.

Number of members: 89 | **Number of SMEs:** 36

AdPack partners



Approved affiliated partner

Affiliated partner

All approved affiliated partner signed a Partnership Agreement or a Memorandums of Understanding

CzechBio – Association of Czech Biotech Companies (Czech Republic)

HTI Cluster – Hi-Tech innovation cluster (Czech Republic)

IND-AGRO-POL Cluster – technical equipment construction for agriculture and food industry and in related sectors (Romania)

INMA – National Institute of research – development for machines and installations designed to agriculture and food industry (Romania)

SEVE – Greek International Business Association, largest association of exporting companies in Greece (Greece)

VITARTIS – Food Industry Cluster of Castilla y León (Spain)

Matikem – Materials, chemical and green chemical Cluster (France)

Association West Pomeranian Chemical Cluster - „Green Chemistry” (Poland)

Paper Province - Forest bioeconomy cluster (Sweden)

AdPack contact details

Contact us

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If you would like to join the AdPack community please contact the coordinator or any AdPack partner!



Thank you for your attention!
Any Questions? Just write us an email to:
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