



Future materials and products for advanced smart packaging



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What is AdPack?

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.

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What is advanced smart packaging?

Packaging is often seen as garbage among the consumers and also as waste of resources. At the same time there is a vivid discussion about food waste, how can we prevent edible food from being thrown away or from being destroyed during storage?

It is said that 25 to 30% of all food waste is caused by packaging.

Many people are also reacting negatively to the use of preservatives in food, creating demand for smarter and more advanced packages.

Today the industry focuses on active and intelligent packaging, or advanced packages.

Active packages are defined as solutions with nano or plasma technology, sensors, innovative materials, oxygen and gas scavenging, security and anti-counterfeiting. 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 (nanotechnologies, plasma technologies) and new materials (plastic) with final application cluster (packaging).

What are the AdPack objectives?

To **combine different innovation areas** (agrofood industry, plastic industry, packaging industry and plasma and nano technology) for advanced smart packaging



To **support the establishment of the ESCP-4i and international cross-cluster collaboration** in the emerging industry of advanced smart packaging

To **promote competitiveness and internationalisation** of AdPack cluster members and especially consortium SMEs in Europe and beyond

To **intensify cluster and business network cooperation across borders** by fostering cross-sectoral cooperation, strengthen the value chain and decrease the sectoral boundaries

To **improve the visibility of the SMEs** of the consortium and affiliated entities on an international scale

How is AdPack being implemented?

AdPack will be implemented through the following work packages (WP):

WP1 COOPERATION

Contribute to the establishment of a partnership between AdPack partners, its members and European and third country partners by creating a favourable climate for cooperation. This will be done by: identifying the SME needs to support cross-border collaboration and internationalisation; identifying the strategic partners in Europe and target third countries; implementing four working missions in four different countries; and defining the services to be provided by AdPack based on good practices.

WP2 DISSEMINATION AND COMMUNICATION

Create and shape the AdPack ESCP-4i identity, together with a joint communication strategy to actively disseminate the project and best practices for international and cross-border collaboration.

WP4 COORDINATION

Ensure optimal management and coordination of the project. A survey to monitor AdPack benefits for consortium SMEs will be implemented, in order to measure the impact of the project.

WP3 INTERNATIONALISATION STRATEGY PLAN

Develop a joint internationalisation strategy, including the definition of European and third country target markets, aiming to support SMEs to find easier access to global value chains and engage them in long-term cooperation with strategic partners in target countries. The joint internationalisation strategy will include an internationalisation plan and its implementation roadmap with future AdPack activities. At the end of the project, a legal structure will be established to ensure further development and sustainability of the partnership.

How can you benefit from AdPack?

WORKING MISSION 1

LOCATION:

Prague, Czech Republic

DATES:

15-19 February 2016

ACTIVITIES:

Delegation trip and cluster visit, training and B2B meeting, visit to EMBAX - International Trade Fair for Packaging and Packaging Technologies.



WORKING MISSION 2

LOCATION:

Malmö, Sweden

DATES:

17-21 October 2016

ACTIVITIES:

Delegation trip in combination with the “Top Packaging Summit”, cluster and company visits and matchmaking event.



How can you benefit from AdPack?

WORKING MISSION 3

LOCATION:

Düsseldorf, Germany

DATES:

May 2017

ACTIVITIES:

Delegation trip, participation in Interpack Fair and matchmaking event



WORKING MISSION 4

LOCATION:

Brussels, Belgium

DATES:

October 2017

ACTIVITIES:

Delegation trip in combination with final project conference, cluster and company visits and B2B event.



How can you **benefit** from **AdPack**?

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 from AdPack?

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

Who are the AdPack 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: 35 | **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



PLASTIWIN

Location: Liège, Belgium | **Sector:** Polymers & Biopolymers, composites, elastomers and synthetic fabrics

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 third partners that have signed a partnership agreement:

CzechBio

<http://www.czechbio.org/>

Hi-Tech innovation cluster

<http://www.hticluster.eu/en/>

IND-AGRO-POL

<http://www.inma.ro/indagropol/>

National Institute of Research

<http://www.inma.ro/>

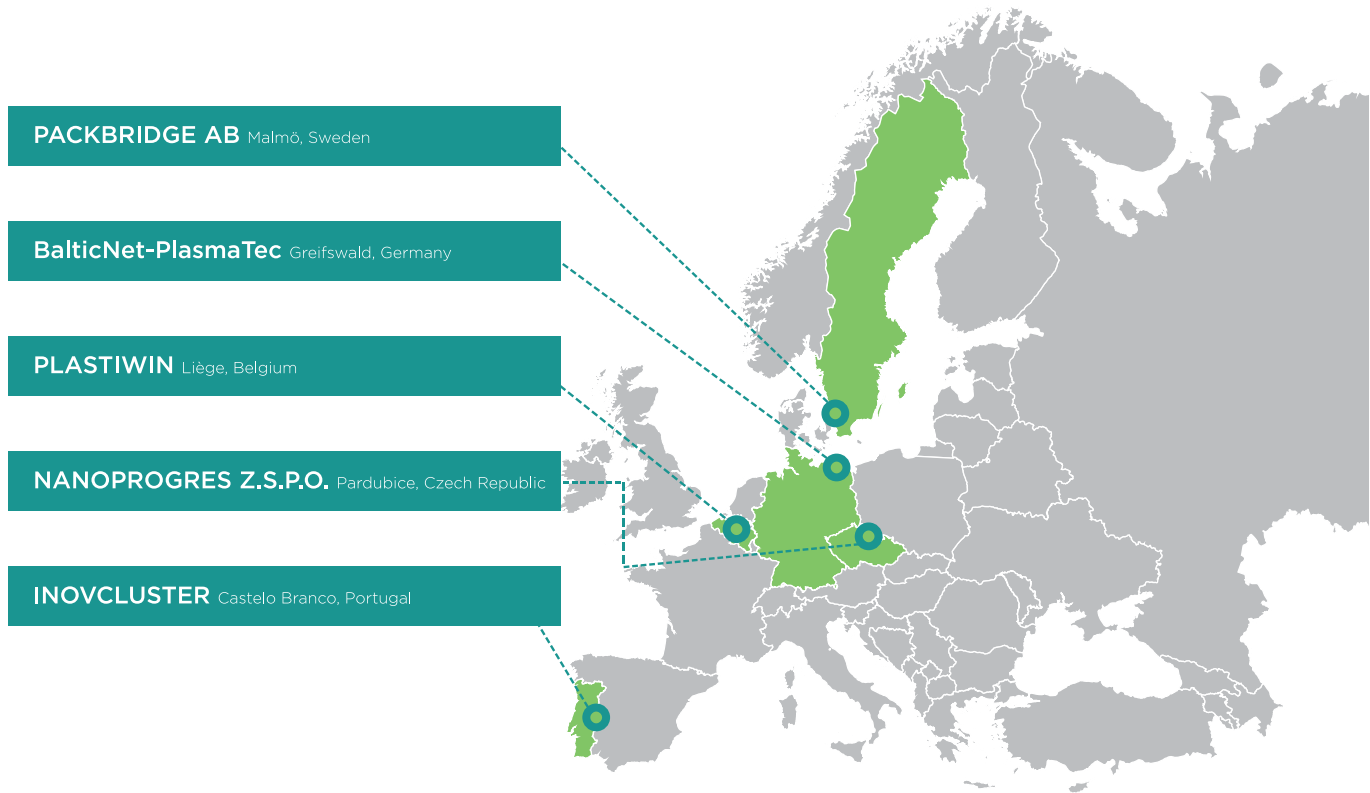
Greek International Business Association (SEVE)

<http://www.seve.gr/>

VITARTIS, Food Industry Cluster of Castilla y León

<http://www.vitartis.es/es/>

Who are the AdPack partners?



Contact Us

	Balticnet-Plasmatec (coordinator)	Packbridge	Nanoprogres	Inovcluster	Plastiwin
Website	http://www.bnpt.eu	http://packbridge.se	http://nanoprogres.cz	http://www.inovcluster.pt	http://clusters.wallonie.be
E-mail	bnpt@balticnet-plasmatec.org	info@packbridge.se	info@nanoprogres.cz	geral@inovcluster.pt	info@plastiwin.be
Phone	+49 3834550102	+46 42207166	+420 271016201	+351 272349100	+32 43615909
Address	Brandteichstr. 20 17489 Greifswald Germany	Media Evolution City Stora Varvsgatan 6A Malmö SE 211 19 Sweden	Nová 306 530 09 Pardubice, Czech Republic	Ed. CATAA Zona Industrial, Rua A 6000-459 Castelo Branco Portugal	B56 - Quartier polytech 2 Rue des Pôles 1 4000 Liège Belgium

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

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