



This project is co-funded by  
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# MobiGoIn-Action

## Call for interest: Acceleration Program & Participation to the China and Singapore Mission

To participate to the Acceleration Program aimed at preparing European SMEs and start-ups to approach China and Singapore

&

To participate to the mission to Ningbo and Shanghai (China)

**- Beginning of September 2019 -**

for European SMEs and start-ups

interested in China's Smart City and Automotive markets

07 March 2019

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## Acronyms and useful definitions and references

- ⊕ Automotive market: companies and organisations involved in the design, development, manufacturing, marketing, and selling of motor vehicles. i.e. automakers, solutions and service providers, system integrators, etc.
- ⊕ COSME: EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises
- ⊕ EU: European Union
- ⊕ ESCP-4i: European Cluster Collaboration for Internationalisation
- ⊕ Internationalisation: within the scopes of COSME and MobiGoIn-Action project, it is intended as the development of business and technological opportunities in extra-EU countries. For this Call, the internationalisation opportunities regard China and Singapore.
- ⊕ MobiGoIn: Mobility Goes International
- ⊕ MobiGoIn-Action: Mobility Goes International – in Action
- ⊕ MobiGoIn Network: SMEs and start-ups participating to the MobiGoIn-Action Acceleration and Internationalisation programs, selected through the project open calls
- ⊕ MobiGoIn Value chains: groups of SMEs and start-ups with complementary technologies, services and products aimed to a certain target market
- ⊕ Smart Mobility Segments:
  - intelligent and cooperative transport
  - intermodal and sustainable mobility for the citizens
  - sustainable urban freight logistics
- ⊕ Smart Cities market: Cities interested in adopting smart solutions for different sectors, such as urban mobility, transportation and citizen mobility services, to attain better standards of living, economic stability, optimal utilisation of energy, and advanced environmental protection depending on technologies. i.e. National/State Governments, Municipal Authorities, etc.
- ⊕ SME: Small and Medium Enterprise
- ⊕ Target Markets:
  - Automotive
  - Smart Cities
- ⊕ WR (World Region):
  1. WR1: USA and Canada
  2. WR2: China and Singapore

# 1. An overview

## 1.1 About MobiGoln-Action

Mobility Goes International – in Action ([MobiGoln-Action](#)) is a 24-month project (from January 2018 to December 2019) aimed at supporting the launch, the initial implementation and the first development of the MobiGoln Internationalisation Strategy. This Strategy was developed by MobiGoln European Strategic Cluster Partnership – Going International<sup>1</sup> (ESCP-4i<sup>2</sup>). Both projects are co-funded by the 'Clusters Go International' action of the COSME Framework Programme of the European Commission<sup>3</sup> (MobiGoln in 2015-Strand 1 and MobiGoln-Action in 2017-Strand 2). MobiGoln-Action has also received the ESCP-4i Label.

MobiGoln-Action Consortium is composed by 4 European Clusters:

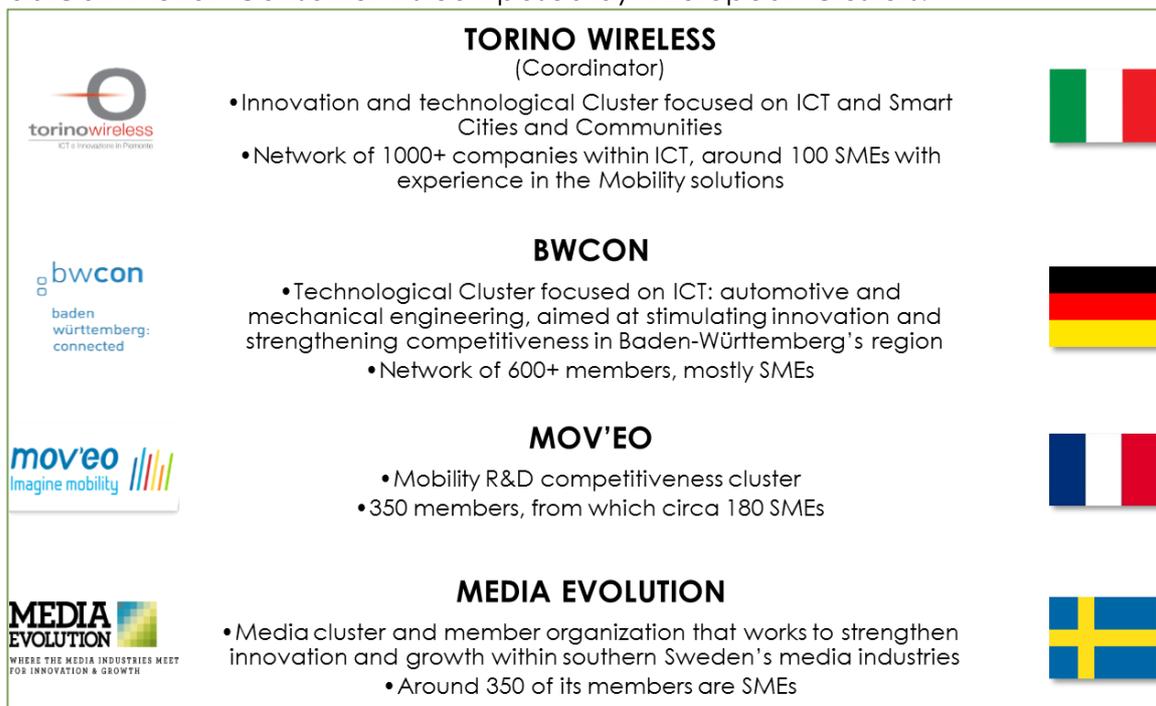


Figure 1 - MobiGoln-Action Consortium

As mentioned, MobiGoln-Action will test and carry out a first implementation of MobiGoln Internationalisation Strategy, it will build a Cooperation Partnership with international stakeholders in two identified World Regions: 1. USA-Canada and 2. China-Singapore; and support European smart mobility SMEs and start-ups in initiating business collaborations in two target markets: Automotive and Smart Cities, within the mentioned countries.

MobiGoln-Action objectives are:

- To **build a strategic and collaborative network, at European and International scale**, based on the development of collaboration of opportunities on future

<sup>1</sup> <https://www.clustercollaboration.eu/escp-profiles/mobigoln>

<sup>2</sup> <https://www.clustercollaboration.eu/eu-cluster-partnerships/escp-4i>

<sup>3</sup> <https://ec.europa.eu/easme/en/cosme>

smart mobility, generating new collaborations between European SMEs and third markets.

- To **promote and enhance collaborations among European Smart Mobility SMEs** working on complementary innovative solutions, developing competitiveness and pursuing a cross-sectorial approach, by generating the MobiGoIn Value chains.
- To **support concrete potential technological and business partnerships and opportunities** in the two targeted World Regions through an acceleration program and International missions.

## 1.2 Smart Mobility focus

Within MobiGoIn-Action, Smart Mobility is intended as: *“A sustainable, smart and safe mobility in metropolitan areas, achieved through the implementation of solutions and systems for intelligent and cooperative transport, intermodal and sustainable mobility for the citizens, and sustainable urban fleet and freight logistics”*.

## 1.3 Main smart mobility solutions, services and applications

MobiGoIn-Action targets **European SMEs and start-ups** with solutions, services and applications for:

- ⊕ Sharing information among users, vehicles and infrastructures (info-mobility, etc.)
- ⊕ Intermodal smart ticketing (smart cards, mobile tickets, etc.)
- ⊕ Traffic control
- ⊕ Parking management
- ⊕ Transit operations management
- ⊕ Connected cars: on-board information management
- ⊕ Driving assistance
- ⊕ Emergency management
- ⊕ Autonomous vehicles
- ⊕ Fleet management
- ⊕ Freight transport management
- ⊕ Optimisation of itinerary paths (last mile logistics optimisation, etc.)
- ⊕ Indoor navigation with real-time data
- ⊕ Clean fuel and low emissions vehicles: usage, management and integration of alternative green vehicle, such as electric cars and e-bikes
- ⊕ MaaS – Mobility as a Service
- ⊕ Demand management: modifying citizens' behaviour to adopt a more sustainable and energy-saving transport modes
- ⊕ Door-to-door mobility management, planning and optimisation: combining transport solutions in an eco-friendly way (sharing/changing different types of transportation)

And any other kind of smart mobility solution that targets the automotive and/or smart city markets.

The SMEs and start-ups participating to the MobiGoIn-Action Acceleration and Internationalisation programs will compose the MobiGoIn Network.

## 1.4 The MobiGoln-Action approach

MobiGoln-Action aims at supporting the development of European SMEs and start-ups' internationalisation strategy through concrete potential technological and business partnerships and opportunities. In specific by:

- **Creating an innovative European Value System**

MobiGoln-Action believes that, at an international level, the main strengths of European SMEs are: innovation, diversity and complementarity. MobiGoln-Action will leverage on these elements to build an European innovative value system covering the identified smart mobility segments. Based on each target country's needs and requirements, different MobiGoln value chains will be created for each Target Market. This will be carried out by taking into consideration the competences and solutions offered by the companies within MobiGoln Network, meaning the companies (SMEs and start-ups).

Furthermore, the project aims at creating a joint communication and marketing strategy for each value chain in order to promote MobiGoln Network's solutions and technologies "as a whole". An online tool presenting a catalogue of the main competences of the MobiGoln-Action participating companies will be created on the project website, allowing foreign entities, companies, potential customers and investors to find out the best solutions offered by MobiGoln Network.

- **Preparing and training companies**

The project support companies by offering an Acceleration Program, which consists in a portfolio of support services aimed at preparing SMEs to approach an international (extra-EU) market. The content of these services will be tailored according to the profile of the companies participating in the Acceleration Program, which will be selected through this Open Call.

A set of different activities will be offered according to SMEs' different maturity levels towards internationalisation (as described in paragraph 2.3).

- **Developing strategic partnership in new third markets**

Taking advantage of strategic partners located both in Europe and the targeted third countries (USA & Canada and China & Singapore), MobiGoln-Action will promote SMEs' solutions, expertise and competences at international level; companies will participate to tailored international missions that will facilitate the contacts and dialogues with new international commercial and/or technological partners.

As mentioned, MobiGoln-Action offers these opportunities to European SMEs and start-ups through 2 different but interrelated programs: An **Acceleration program** and an **Internationalisation Program**. SMEs can access these Programs by participating to this call:



Figure 2 - Acceleration and Internationalisation Programs

## 1.5 Market opportunities in China and Singapore

### China

<b>Population</b>	1,373,541,278 (est. 2016)
<b>Government</b>	Unitary one-party socialist republic
<b>Currency</b>	Renminbi (yuan ¥); 1 € = 7,32 ¥
<b>GDP (nominal)</b>	total: \$ 11.383 trillion per capita: \$ 8,239
<b>Trade balance</b>	Export: € 2,056,527.4 mln (USA, Hong Kong, Japan)
<b>Main cities</b>	Beijing, Shanghai, Chengdu, Chongqing, Hangzhou

Some key points include:

- **Technologies for clean fuel emission vehicles:** China is implementing strong policies to reduce GHG emissions.
- **Intelligent mobility within cities.** High potential markets in Location-Based Solutions (LBS), personal mobility road systems, together with strong mobile phone usage and booming on smart urbanization movements (smart city, internet of things) offer an opportunity for Europe partners to sell or license their technologies.

### Singapore

<b>Population</b>	31,454,000 (est. 2017)
<b>Government</b>	Federal parliamentary elective constitutional monarchy
<b>Currency</b>	Ringgit (MYR); 1 € = 4,70 MYR
<b>GDP (nominal)</b>	total: \$ 375.633 billion per capita: \$ 12,127
<b>Trade balance</b>	Export: € 180,448.46 mln (Singapore, China, Japan)
<b>Main cities/ regions</b>	Kuala Lumpur, Iskandar Malaysia, Malacca,
<b>Population</b>	31,454,000 (est. 2017)

Some key points include:

- **Mobility within the smart cities.** The Government is developing new Strategies for Sustainable Cities
- **Door-to-door mobility solutions.** Car-sharing largest market is the Asia-Pacific region, with 2.3 million users and 33,000 vehicles
- **Green Technology incentives.** The Malaysian government has recognized Green technology as a new driver of economic growth

## 2. Open Call

The open call is focused in gathering the European companies interested in internationalisation opportunities in China and Singapore regarding the Automotive and Smart City markets.

The selected companies will first participate in a series of training and coaching activities (through webinars) aimed at preparing the companies to approach the target markets, providing internationalisation competences and skills, market trends analysis, and focused information about market entry and how to better approach a potential buyer/partner.

The acceleration activities will last about 4 months and will end with a European matchmaking event where the companies from around Europe that participated to the Acceleration Program will have the opportunity to meet in person and talk about potential collaborations and cooperation opportunities. It will be also a moment of consolidation of MobiGoln Value System for WR2 and a further opportunity to receive focused training.

Secondly, the top ranked selected companies will actually go to WR2. The Mission provides the opportunity to take part to a structured business program, to meet in person potential partners and local market experts, and to develop potential collaborations and cooperation opportunities with different stakeholders

### 2.1. Conditions of eligibility

This open call is addressed to companies that meet the following criteria:

- To be a European SME or start-up,
- To have at least one Smart Mobility solution, such as the ones described in section 1.3, already marketable,
- To be interested in approaching the Automotive and/or Smart City markets in China and Singapore,
- To be committed in taking part to the Acceleration Program, assuring the participation to the planned activities.

#### **Eligible countries**

SMEs and start-ups established in the Member States countries of the European Union (EU) included in the COSME countries list<sup>4</sup> are eligible to apply to MobiGoln-Action Open Calls.

#### **SMEs definition**

MobiGoln-Action considers as SME any Micro-Small-Medium Enterprise fulfilling the European Commission Recommendation 2003/361/EC<sup>5</sup> and the SME user guide<sup>6</sup>.

Summarising, the criteria that define a SME are:

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<sup>4</sup> [http://ec.europa.eu/research/participants/data/ref/other\\_eu\\_prog/cosme/legal/3rd-country-participation\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/other_eu_prog/cosme/legal/3rd-country-participation_en.pdf)

<sup>5</sup> <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32003H0361&locale=en>

<sup>6</sup> <http://ec.europa.eu/DocsRoom/documents/15582/attachments/1/translations>

- Independent, partner or linked enterprises, with financial and staff figures calculated in accordance to instructions given by Recommendation 2003/361/EC to fulfil SMEs criterion.
- Headcount in Annual Work Unit (AWU) less than 250.
- Annual turnover less or equal to €50 million OR annual balance sheet total less or equal to €43 million.

Start-ups that have already a product, solution and/or service in the market can also apply to this Open Call.

### **Marketable solution**

A product / service / application that is already commercialised, at least in the local market.

## *2.2. Expression of interest*

To participate to this Open Call, each interested company must fill in the application form available at the link: [Call for Interest Form<sup>7</sup>](#). Only online applications will be considered eligible.

The form will allow the profiling and mapping of the company and its solution(s) in order to have a better knowledge and understanding of its offering, competences and experiences in terms of internationalisation. The provided information will help to analyse the company, classify it within the MobiGoIn Value chains, and better organise and execute the acceleration services.

The application form is divided in 4 sections, addressing different aspects of the company:

- Company general information
- Section 1: Company profile
- Section 2: Smart Mobility solution(s)
- Section 3: Internationalisation activity
- Section 4: International perspectives going international: China and Singapore

Applicants have to provide the description of the Smart Mobility solution they're going to propose to the China and Singapore markets. Up to three solutions can be submitted.

### **Conditions for the submission**

IMPORTANT: when filling in the online form, **it is not possible to save the answers and modify them in a second moment**; all fields have to be filled at the same time. To easily prepare your answers, **you can download the [fac-simile document](#)**. It shows all the questions and information you will need to answer when filling the form. We strongly suggest gathering all the requested information before starting the submission. When doing so, filling out the Application form should require about 20 minutes.

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<sup>7</sup> <https://venture-dev.com/webform/hQKgubXjKtS3id1d/>

### **Language**

**The application form must be filled in English.** Applications received in other languages won't be taken into consideration.

### **Deadline**

The application form will be available online from Thursday March 7<sup>th</sup>, 2019 until Sunday April 7<sup>th</sup>, 2019.

### **2.3. MobiGoln-Action services beneficiaries**

The companies that gather all the requirements of this Open Call will become the **beneficiaries of the MobiGoln-Action Acceleration Program and**, if highly ranked and participated to at least 2 Acceleration Services and the matchmaking event, then **also of the International Program for China and Singapore.**

The program includes different activities, workshops and other formats of training and mentoring focused on WR2's target markets. The content of these activities will be tailored according to the profile of the companies participating in the Acceleration Program.

These activities will be organised by each partner of the MobiGoln-Action Consortium and held in webinars and in one local event in Germany at the European Match-Making Event in July 8-15 (tbd), in the frame of Heidelberger Innovation forum in Germany.

The services are provided to support the companies on one side with information and expertise delivered by MobiGoln-Action Consortium or external partners/experts and on the other side the workshops with the selected Teams helps the Consortium to collect the needs and wishes in preparing a tailored mission.

The dates of the mentioned activities will be published in the GOING INTERNATIONAL<sup>8</sup> section of the project website with due time and will also be communicated to the companies participating in MobiGoln-Action Acceleration Program.

The Acceleration Program consist in:

#### **I. Training, coaching and mentoring (Webinars)**

- 1. Webinar in April  
The training will be structured in 2 modules (commercial and technical) qualified market experts will give an overview of business environment in China, finding the right partners and clients, providing the best practice of doing business in China in terms of legal issues custom process and import export
- 2. Webinar in May  
Topic: tbd.
- 3. Webinar in June  
Topic: tbd.

#### **II. European Matchmaking event**

The activities within the Acceleration Services will finish with the participation to a European matchmaking event in July 8-15 tbd.

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<sup>8</sup> In development at the publishing date of this Call.

This EU event will take place in the frame of the Heidelberger Innovation forum in Germany organised by the German Cluster bwcon.

The matchmaking will consist in B2B meetings and trainings. This event will be an opportunity for SMEs to work together, to valorise their own innovative aspects, to structure a joint competitive offer by building upon their mutual competences, and to set up strategic partnerships.

Some companies will be selected to receive a reimbursement for the traveling costs expended for this event. The selection for the reimbursement will take into account the total score gained in the Call evaluation, as well as the actual participation and the commitment to the Acceleration program.

### **III. 4-Day Mission in Ningbo and Shanghai**

The Internationalisation Mission to China is a **4-day Mission that will be held 3 days in Ningbo and 1 day in Shanghai**. The 4-day mission **is expected to take place within the first two weeks of September**.

The Mission provides the opportunity to take part to a structured business program, to visit the Smart City Expo, to meet in person potential partners and local market experts, and to develop potential collaborations and cooperation opportunities with different stakeholders from China.

Additionally, there is the possibility to **extend the Mission** for the companies interested not only in China but also in Singapore. **If there is a considered number of companies participating to the Chinese mission who would like to go to Singapore for a 2-days extra mission**, it will be considered to extend the Mission a few days to go also to Singapore. Please give this input when filling the Call application form.

#### **A) The preliminary program**

The 4-day Mission agenda is organised by ENRICH in China. Promoted by the European Commission through Horizon 2020, ENRICH – [European Network of Research and Innovation Centres and Hubs](#), China, offers unique services to European research, technology and business organisations, connecting them to the Chinese market. ENRICH in China has its headquarter in Beijing, hosted by the EU SME Centre, and a first regional Hub in Chengdu, hosted by EUPIC.

The service portfolio of ENRICH in China is comprehensive and diverse, aiming to address the needs and interests of its European clients in the Chinese market and to maximize the benefits of their activities and presence in China.

The preliminary program includes the following activities:

- **Smart City Expo 2019**
- **B2Bs: one-to-one meetings and matchmaking** with companies, VCs and other actors
- **Individual mentoring and coaching** with business experts and start-up leaders about strategic topics to develop a business in China
- **Business Visits** to companies (presentation and tour)

- **Pitches** with experts and investors.

The companies for the B2Bs and visits are to be confirmed. Once the European companies are selected, their profiles will be shared with both organisers for them to consolidate the agenda accordingly and to identify customised companies and partners for the meetings and visits.

In the following table, the preliminary agenda for the Mission is shown.

**Table 1 – Mission program (some changes in the program may occur)**

	<b>DAY 1 (Ningbo)</b>	<b>DAY 2: (Ningbo)</b>	<b>DAY 3: (Ningbo)</b>	<b>DAY 4: (Shanghai)</b>
<b>MORNING</b>	Welcome <u>2019 Smart City Expo China</u> (www.cnsce.net) -Opening and Signing Ceremony  -Global Smart Economy Forum  -EU-China SmartCity Forum	<u>EU SMEs Pitch session</u>  -Project Roadshow	<u>EU SMEs Pitch session</u>  -Project Roadshow	<u>Business visit</u>  to a leading industrial park and innovation companies related with smart city
<b>LUNCH</b>	Included	Included	Networking-Lunch	Included
<b>AFTERNOON</b>	<u>Thematic seminar during the Expo</u> -Big data and IoT Seminar  -Smart Manufacturing Seminar  -Smart Mobility Seminar  -Guided visit to Smart City Expo	<u>B2B-Matchmaking</u> with leading Chinese tech-based organisations	<u>B2B-Matchmaking</u> with leading Chinese tech-based organisations	<u>Business visit</u>  to a leading industrial park and innovation companies related with smart city  <u>Feedback session</u> and wrap-up of the Mission
<b>EVENING</b>	Gala Dinner	Networking Dinner	Fast train to Shanghai (2h-2h20m; 200km)	Free

## Information about Ningbo

- Ningbo is one of China's oldest cities and was known as a trade city on the silkroad at least two thousand years ago. Ningbo is a famous port city of Mainland China, which is also the economic center in the southern flank of Yangtze Delta. The transportation distance to Shanghai is less than 2 hours by high-speed rail.
- Ningbo is well known for its strong economic strength, sound legal system, high-degree of openness to the world, developed culture and education, beautiful urban and rural environment, accelerating city construction, magnificent landscape and great potential for further development.
- Ningbo is on the list of top 10 Chinese cities in smart city governance, according to a report released by the National Development and Reform Commission and the China Center for Urban Development.
- With several important development zones established in or around Ningbo, the city has received considerable foreign investment.

### B) Mission costs

The participation to the **Mission's activities is free for the selected SMEs/start-ups**. Only 1 person per SME/start-up can participate.

Lunches and snacks for the daily activities will be included in the Mission.

Each company must cover its own traveling expenses, accommodation and eventually dinners.

Some companies will be selected to receive reimbursement for covering part of the travelling costs.

Reimbursement is assured only for SMEs (responding to the EU definition: see Conditions of eligibility) attending the entire mission program (China) and only if expenses are supported by the original receipts.

## 3. Conditions of participation for the selected companies

### Open Call publication and FAQs

The Open Call will be published on Thursday March 7th, 2019, 17:00 (CET).

The Frequently Asked Questions (FAQs), gathered via e-mail ([theteam@mobigo.in.eu](mailto:theteam@mobigo.in.eu)) from the day the call is published until 5 days before the submission deadline, will be shared, and updated regularly, in the Open Call webpage.

### Applications reception

**Only online applications will be considered eligible.** The final deadline for submission is on Sunday April 7th 2019, 23:59 (CET).

### Evaluation criteria

Table 2 - Evaluation Criteria

Criteria	Points	Notes
<b>SECTION 1 – Company profile</b>	<b>20</b>	
Focus in Smart Mobility	10	
Presence of sales/marketing staff	10	
<b>SECTION 2 – Proposed Solution/competence</b>	<b>40</b>	
Defined value proposition	20	
Clients/customer profiling	10	
Competitors	5	
Solution readiness for internationalisation (i.e. in English or in process, in line with the standards, etc.)	5	
<b>Section 3 – International activity</b>	<b>15</b>	
International experience	7	
Website in English	4	
Website in Chinese	2	
Chinese Speaking person	2	
<b>Section 4 – International perspectives - Going international: China and Singapore</b>	<b>25</b>	
Presence of an internationalisation plan/strategy/objectives	10	
Motivations to expand to the target international markets	10	
Knowledge of the target market	5	
<b>TOTAL SCORE</b>	<b>100</b>	

### Evaluation procedure

The evaluation will be carried out by the Consortium Partners of the MobiGoIn-Action project. It will take into consideration the defined criteria and will last 15 days from the submission deadline.

### Selection

A minimum score of 50 points is required to be admitted to the Acceleration program. The first 20 companies in the ranking will be eligible to participate to the International Mission. All applicants will be informed of the final results of the evaluation procedure within April 20<sup>th</sup>, 2019.

In case of a tie score between different companies, the companies from the less represented European country will prevail over the ones of already represented country to assure a balanced participation from companies coming from different European countries.

Each selected company will have to confirm its commitment to follow the Acceleration Program and International Mission, assuring its participation to the planned activities.

**Companies highly ranked** will have to take part to at least 2 acceleration services and participate to the EU matchmaking event in order to take part to the mission to China.

### **Important dates and deadlines**

The following table summarises the main dates and deadlines for the Open Call application, evaluation and results' communication process.

**Table 3 - Main dates for Open Call – WR2**

Open Call – WR2	Date / Deadline
Publishing date	March 07, 2019 at 17:00 CET
Closing date	April 07, 2019
Deadline for submission	April 07, 2019 at 23:59 CET
Evaluation period	15 days from closing date
Selection communication	April 20, 2019
Acceleration services	From April to July 2019
EU Matchmaking event WR2	July 8-15 tbd., 2019
International Mission	September, 2019

## Contact Point

For any information please send an email to [theteam@mobigoin.eu](mailto:theteam@mobigoin.eu) specifying the topic of the request and the question/doubt/information needed.

Answers will be published on MobiGoln-Action project website [www.mobigoin.com](http://www.mobigoin.com).