

Three instruments form an alliance to facilitate business opportunities in Mexico for European companies

*On 18th May, Bilbao hosted in the frame of the Reina PLUS project, the **Target Market Group meeting of Mexico**, in which new collaboration opportunities for European companies in the Mexican energy sector were presented. The meeting was attended by more than 20 companies of the Low Carbon sector.*

José Ignacio Hormaeche, Director of the Basque Energy Cluster who opened the session, highlighted the not exactly random space and time coincidence for three well differentiated initiatives offering European companies companionship and support to identify business opportunities in Mexico.



On the one hand, REINA PLUS, a European project of collaboration among clusters to promote the internationalisation of SMEs on specific markets with emerging or growing potential in the renewable energy sector where the Basque Energy Cluster co-ordinates activity aimed at the target Mexican market; On the other hand, the Low Carbon Business Action in Mexico, co-ordinated by the Basque company Idom and oriented towards identifying collaboration opportunities among European and Mexican companies for the global purpose of reducing emissions; and finally, ELAN Network, the international network co-ordinated by Tecnalía and aimed at identifying technology-based business opportunities for European and Latin-American SMEs.

Afterwards, Jon Ansoleaga, Idom's head of the Low Carbon Business Action in Mexico, explained the details of this initiative aiming to generate business opportunities for Mexican and European companies, in the fields of energy efficiency, waste management and waste water management.



To do so, a set of online tools have been made available to them to facilitate the information exchange and networking; a series of matchmaking events enabling contact reinforcement and identification of opportunities are also programmed. All of which is accompanied at all times by the co-ordinating team to turn opportunities into specific collaboration projects which can also receive financial support for the initiative at a later phase. In this regard, Jon highlighted over 350 needs identified in the first project phase and the reasons for involving over 200 companies and signing 40 European-Mexican collaboration agreements.

Finally, Iratxe Peña, Tecnia's head of the ELAN Network project along with Pedro Urteaga, presented the details of this extensive network of partners whose aim is to promote technology-based business opportunities among European and Latin-American SMEs in 7 countries including Mexico, and 7 target markets including renewable energies. To do so, the key instrument is an agenda packed with events and technological missions which will be visiting the different target countries and markets from 2015 to 2017. ELAN Network potential lies in the positioning of Latin-American partners in networks of their countries of origin which provides a strong boost to networking with local companies by their European and in particular Basque counterparts.

After the presentations, a lively discussion followed highlighting the excellent opportunity which may be offered by this tripartite framework for European companies to approach the Mexican energy sector and the importance of promoting dynamisation activities to attract companies to this type of accompanying initiatives.

About Reina PLUS

In 2016 and 2017, a consortium of European clusters led by the Basque Energy Cluster will develop the REINA PLUS project, funded by the European Commission DG GROW as part of the Clusters Go International Cooperation call of the European Programme COSME. Along with the Basque Energy Cluster, the following clusters will also take part in REINA PLUS: MERINOVA from Finland, OÖ. Energiesparverband from Austria and EnergyIn from Portugal.

The purpose of the project is to promote, support and strengthen the internationalisation of European companies in the field of renewable energies and electrical grids in a series of international markets identified as high potential markets in these fields: Mexico, Brazil, Chile, the USA and North Africa (Morocco, Tunisia, Algeria). Co-operation among European energy clusters also aims to foster collaboration between companies to address international markets and integrate European companies in value chains competing globally in the field of renewable energies.

Reina PLUS ESCP-4i will keep you regularly informed of any actions launched!