



ESCP-4i Name and acronym: Renewables Energy InterNationalisation ESCP project for European SMEs (REINA PLUS)

Partners:

- Basque Energy Cluster (ES, project coordinator),
- Clean Tech Cluster (A),
- Merinova (FIN)
- EnergyIN (PT).

Summary of key achievements:

- 13 business missions to 6 international Target markets with the participation of 118 European companies:
 - 3 to Mexico: 25 companies
 - 3 to Brazil: 19 companies
 - 3 to Chile: 33 companies
 - 2 to Morocco: 23 companies
 - 1 to USA: 27 companies
 - 1 to Colombia: 22 companies.
- Over 250 local companies and stakeholders contacted in the international business missions: 56 in Mexico; 35 in Brazil; 31 in Chile; 52 in Morocco; 84 in USA; 25 in Colombia.
- 94 projects and/or business opportunities identified in the Target Markets, that have turned out in 30 collaboration or partnership agreements: 7 in Mexico; 7 in Brazil; 6 in Chile; 5 in Morocco; 3 in USA; 2 in Colombia.
- REINA PLUS ESCP cluster partners have attended 8 dissemination events and have shared their experience with 10 other ESCPs.

Cluster cooperation achievements:

8 collaboration or partnership agreements signed between European clusters and associations/clusters from the Target Markets during the project. REINA PLUS ESCP has shared its experience with 10 other ESCPs.

SME cooperation achievements:

22 collaboration or partnership agreements signed between European SMEs and companies from the Target Markets during the project. 8 European SMEs from REINA PLUS ESCP have been collaborating in 4 European projects together.

Testimonials from cluster and SME:

Basque Energy Cluster:

“Complementarity of market knowledge from the different cluster partners in REINA PLUS has been key to contact the right stakeholders and persons in each country and to take advantage of previous experiences in order to identify new business opportunities”.

Clean Tech Cluster:

“As a direct result of REINA PLUS, the region of Upper Austria started a new internationalisation programme, managed by the CTC. It supports energy and environmental companies in setting up the first installations in international markets, with a focus on REINA PLUS target markets”.

Euskabea (SME):

“Through our business mission with REINA PLUS ESCP to Colombia, we have restart the contact with Colombian companies, we have renewed our contract with our distributor in the country and we see good possibilities for a new beginning in Colombia”.

Protection (SME):

“We are starting our internationalization strategy, focusing on the primary markets for wind energy sector. Obviously, Mexico is one of our priorities, and thanks to the business mission organized by REINA PLUS we have started 4 different agreements with wind energy sector companies to provide new products, services and educational services. Besides, our Mexican implantation will provide a better entrance in the market of USA”.

Jukolux (SME):

“Through the action we have established very good contacts to the mining and fishery sector in Chile, and a major mining company is placing their first order of equipment from us”.

Prewind (SME):

“Let me congratulate REINA PLUS project team for its work and reiterate our interest in continuing to participate in future activities together”.

ÖkoFEN (SME):

“We have acquired two new distribution partners (Polmetal and Promasa) in Chile triggered through REINA PLUS for its Easypell pellet heating in Santiago & Los Angeles”.

Key recommendation(s) on the future of the "Cluster go International" initiative:

- It has been very useful the availability of country/region market reports to gain a general knowledge of the energy markets in each country.
- In most of the target markets relevant stakeholders are difficult to contact and meet without having some kind of personal connection or relationship.
- The economic support from the COSME Go International has been of great importance to make all this process sustainable and has allowed the clusters in the ESCP to offer to their SMEs a high added value service at affordable costs.
- The Low Carbon Business Actions (LCBA) initiatives boosted by the European Commission (EC) in Mexico and Brazil have proven to be quite helpful in order to provide contacts and meetings with local SMEs. In LCBA Brazil 31 preliminary CPAs (non-contractual agreements) were signed, and 5 of them were finally considered as future collaboration projects. 1 CPA was also signed as a result of the LCBA event in Mexico. In total, 6 definitive CPAs were signed by REINA PLUS SMEs and third countries companies that could lead to EU funding projects. LCBAs should be reinforced to identify local “big players” or “customers” for the European companies.
- Although REINA PLUS followed a “target market approach”, it could be more effective in order to involve companies in the internationalization activities, the “business segment approach”, which means focusing on a specific market sector or technology, rather than the whole “energy sector”.

Please indicate the number of events attended by the partnership by category (preparatory events, C2C events and B2B events):

TARGET COUNTRIES	EVENTS (Number)				
	Preparatory events, e.g. workshop, seminars, visits (excluding C2C and B2B events)	C2C Events	C2C meetings	B2B Events	B2B meetings
Mexico	1	3	28	2	125
Brazil	6	1	4	2	33
Chile	3	1	25	2	67
North America	6	2	11	3	25
North Africa	4			3	205
Colombia	1	2	5	2	100
TOTAL	21	9	73	14	555

Please indicate the number of respective stakeholders (clusters and SMEs in Europe and Third countries) involved directly in the development of the partnership activities

STAKEHOLDERS INVOLVEMENT in the development of activities (excluding surveys and promotion activities) targeting cooperation with 3 rd markets (Number)				
TARGET COUNTRIES	EU Clusters	EU SMEs	Clusters and other intermediary organisations from 3 rd -country	SMEs and businesses in 3 rd country
Mexico ¹	7	25	10	46
Brazil ²	4	19	15	20
Chile	-	33	11	20
North America ³	5	27	41	40
North Africa ⁴	1	23	5	45
Colombia	-	22	11	14

¹Mexico: CD2E, LE2C, Water Alliance, ArchEnerg, CEEC, CWP, ZINNAE.

²Brazil: GreenWin Innovation Cluster, AVAENSEN, CECV, EnW.

³North America: DSP Valley, ARIA Normandy, Cool Silicon, Bioenergy for the region Cluster, Cambridge Cleantech.

⁴North Africa: Protermosolar.

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TARGET COUNTRIES	OVERVIEW OF COOPERATION CASES BY EUROPEAN CLUSTERS (eg. Collaborative project initiated, MoU signed, other initiatives)					
	Cooperation case (name/nb)		Brief description	Types of cooperation objectives (select category numbers in table below)	Sector / Technology	3 rd -country Partner name
	1) Collaboration project (e.g. exchange visits), 2) Formal agreements (e.g. MoUs) 3) Representation office/role appointed by the consortium 4) Other					
	Type	Nb.				
Mexico	2)	1	Scientific research, technological development, innovation, and connection projects, human resources exchange, business contacts among members	Knowledge sharing & information exchange; Establishment of business contacts among members	Energy	CIATEC
	1)	1	Development and promotion of renewable energy sources, especially wind energy, as well as their integration with the electricity grid. Establishment of business associations, marketing and R&D between Basque and Mexican companies, research centres and public entities, supporting innovation and green employment.	Technology transfer; Organisation of joint business events; Knowledge sharing & information exchange; Establishment of business contacts among members	Wind Energy	CEGISTAM
Brazil	2)	1	Cooperation on soft landing services for SMEs, exchange of information, identification of SMEs interested in setting-up partnerships, organization of joint business events	Soft Landing services; Organisation of joint business events; Establishment of business contacts among members	Renewable energies	Brazil-Portugal Chamber of Commerce
	2)	1	Cooperation on identification of interested companies, organization of joint business events, follow-up of promising contacts between European and	Organisation of joint business events;	Renewable energies &	LCBA Brazil

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			Brazilian SMEs	Knowledge sharing & information exchange; Establishment of business contacts among members	Energy Efficiency	
	1)	1	Exchange of information about the SMEs willing to set-up some kind of partnership, follow-up of SMEs' agreements, organization of joint business events	Soft Landing services; Organisation of joint business events; Knowledge sharing & information exchange; Establishment of business contacts among members	Renewable energies & Energy Efficiency	SEBRAE
Chile	2)	1	This MoU aims to establish a formal cooperation initiative between ACERA and CEPV with the aim of strengthening business, knowledge exchange, research and technological cooperation, as well as promoting the cross-internationalization of Chilean and European companies.	Technology transfer; Organisation of joint business events; Knowledge sharing & information exchange; Establishment of business contacts among members	Renewable energies	ACERA
North America	2)	1	Soft landing services in US	Establishment of business contacts among members	Energy	ARIZONA TECH PARK
	2)	1	Soft landing services in Alberta, Canada	Soft Landing services	Energy	CALGARY ECONOMIC DEVELOPMENT AGENCY
North Africa	2)	2	Merinova and IRESEN signed 2 cooperation agreements where: 1. Merinova will form a consortium to pilot new energy technologies in BEN GUERRIR Green Energy Park Phase 2. Development of pilot projects in the field of Smart Grids	Technology transfer	Energy	IRESEN
Colombia	1)	1	Cooperation initiative to start sharing technological information about R&D projects in Europe, in exchange of information about new regulations of the energy market in Colombia, new tenders in renewable energy, new business contacts for SMEs, new energy projects...	Technology transfer; Organisation of joint business events; Knowledge sharing & information exchange; Establishment of	Smart Grids	Cluster de Energía de Bogotá

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				business contacts among members		
	1)	1	Cooperation initiative to start sharing technological information about R&D projects in Europe, in exchange of information about new regulations of the energy market in Colombia, new tenders in renewable energy, new business contacts for SMEs, new energy projects...	Technology transfer; Organisation of joint business events; Knowledge sharing & information exchange; Establishment of business contacts among members	Smart Grids	Cluster de Energía de Medellín
TOTAL		12				

OVERVIEW OF COOPERATION CASES BY EUROPEAN SMEs (eg. Collaborative project initiated, MoU signed, other initiatives)						
	Cooperation case (e.g. business project, innovation test, visit) (name/Nb.)		Brief description	Types of cooperation objectives (select category numbers in table below)	Sector / Technology	3rd-country Partner type of organisation (and name if not confidential)
	Name	Nb.				
Mexico	Business project	4	New contracts to provide maintenance security equipment in wind farms; business project to provide security equipment and training to wind energy companies in Mexico	Technology transfer; Exports; Academic	Wind Energy	Wind Energy developer; meteorological measurement technology supplier; security and maintenance training provider
Mexico	CPA*	1	R&D CPA to develop new technologies of monitoring and sensorization to improve the energy efficiency in Mexican Oil&Gas plants with EU support	Research & Development	Oil&Gas	Oil&Gas operator (PEMEX)
Mexico	Business project	1	New business project to provide European SME's products to PV solar plants	Exports	PV solar energy	Supplier for complete solar PV electrical BOS solutions.
Brazil	CPA*	2	Pilot testing projects in Brazil, services and training provider in exchange of representation and distribution of the European SME by the Brazilian company	Technology transfer; Exports; Joint venture; Academic	Renewable energy	Engineering and consultancy companies specialized in renewable energy (Energo and Coober)

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Brazil	CPA*	2	Cooperation in the development of new innovative projects in the renewable energy sector in Brazil	Research & Development; Technology transfer	Renewable energy	Engineering companies specialized in renewable energy, PV solar systems mostly (Energio and First Energy)
Brazil	CPA*	1	Cooperation in the development of renewable energy services and systems in the Brazilian energy market	Technology transfer; Academic	Renewable energy	Supplier and installation engineering of renewable energy systems (Voltmais)
Chile	Business project	1	Export of industrial heavy-duty LED lighting to Chile	Exports	Energy	DENERG, Energy Development of Chile
Chile	New distribution partners	1	ÖkoFEN has acquired two new distribution partners (Polmetal and Promasa) in Chile triggered through ReinaPlus for its Easypell pellet heating in Santiago	Exports; Sales office representation	Renewable energy / biomass	Polmetal, Promasa
Chile	Business project	1	New business project to provide European SME's products to new grid systems	Exports	Smart Grids	Electrical material distributor to DSO, TSO and electricity generators
Chile	MoU	1	Collaboration Partnership Agreement to develop new tests in European R&D lab and infrastructures with a Chilean R&D institution	Research & Development; Technology transfer	Renewable energy / Smart grids	Chilean R&D laboratory
Chile	Business project	1	New business project to provide European SME's products to Chilean DSO	Exports	Smart Grids	Chilean DSO
North America	Business project	1	Export of industrial heavy-duty LED lighting to Canada and the US	Exports	Energy	Ecoconsult and Arizona Tech Park
North Africa	Business project	1	New business project to provide and install solar panels and reduce the electricity expenses of the Moroccan partner	Exports	Renewable energy	One of the biggest energy consumer in Marrakech (hotel chain)
North Africa	Business project	1	New business project to provide biomass solutions to a waste sorting plant in Morocco	Exports	Biomass	Waste management company
North Africa	MoU	1	Collaboration agreement between a European R&D center and a renewable energy research institute of Morocco to develop new testing experiments on an interexchange of testing facilities	Research & Development; Technology transfer; Academic	Renewable energy	Renewable Energy research institute
Colombia	Business project	1	New business project with Colombian hydroelectric company to provide electrical equipment and a new agreement with the distributor of the European SME in Colombia	Exports; Sales office representation	Smart Grids	Electrical equipment supplier
Colombia	Business project	1	New business project to build and install a new PV plant to a local DSO	Technology transfer; Exports	Renewable energy	Colombian DSO
TOTAL		22				

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*CPAs signed by European SMEs and Third country partners: Erreka-PEMEX (LCBA Mexico), Prewind-Energo, Prewind-Cooper, INEGI-Energo, INEGI-First Energy, SmarWatt-Voltmais (LCBA Brazil).

More details on Cooperation cases:

1) by EU clusters

EU Cluster organisation	Sector	Partner organisation		Explain/describe cooperation case (please elaborate)	Main steps undertaken	Next steps envisaged (if any)
		Name	Country			
Basque Energy Cluster	Renewable Energy	ACERA	Chile	<i>This agreement aims to establish a formal cooperation initiative between ACERA and CEPV with the aim of strengthening business, knowledge exchange, research and technological cooperation, as well as promoting the cross-internationalization of Chilean and Basque companies.</i>	First contact with ACERA 3 years ago. More intensive contacts in the last year, with 2 visits to Santiago de Chile in 2017. In the second visit it was attended the Expo organized by ACERA	<i>Cooperation in the establishment of business associations, marketing and R & D between Basque and Chilean companies, research centers and public entities, supporting innovation and the creation of employment. Development and promotion of electric value chains and renewable energies, among others.</i>
Merinova	Energy	Arizona Tech Park	USA	<i>Cooperation and provision of extensive soft-landing services in Arizona, USA.</i>	Meeting in Hannover, visit to Arizona, skype-meetings, incoming mission from Arizona	<i>Incoming mission from Arizona to meet cluster companies interested in the US. Signing of the agreement</i>
Merinova	Energy	IRESEN	Morocco	<i>2 cooperation agreements where Merinova will form a consortium to pilot new energy technologies in BEN GUERRIR Green Energy Park</i>	Visits, meetings, negotiations, 2 MoUs	<i>Implementation of the agreements</i>

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				<i>Phase, and the other on development of pilot projects in the field of Smart Grids.</i>		
EnergyIN	Energy	LCBA Brazil	Brazil	<i>Cooperation for the next two years is foreseen, focused on the materialization of some CPAs.</i>	An MoU was signed. Both Reina Plus business missions to Brazil were organized jointly by Reina Plus and LCBA Brazil	<i>As LCBA's phase II Action Plan is still being prepared (by a new team) the next steps will be agreed at the most appropriate time</i>

2) by European SMEs

EU SME	Sector	Partner organisation		Explain/describe cooperation case (please elaborate)	Main steps undertaken	Next steps envisaged
		Name	Country			
Protection (ES)	Wind Energy	Climatik	Mexico	<i>New business project to provide maintenance and security equipment in wind farms. Cooperation agreement to make the distribution of security equipment in wind farms and training courses about security.</i>	Visit to the Mexican company in the business mission to Mexico in September 2017. Signature of the new contract and cooperation agreement	<i>New visit to the company and beginning of the supply of equipment and training courses.</i>
Erreka (ES)	Energy Efficiency	PEMEX	Mexico	<i>Energy efficiency re-engineering by leaks reducing for PEMEX' industrial plants. The aim of the project is to improve the energy efficiency of PEMEX plants in those elements that bolted joints are involved.</i>	Visit to the Mexican company in the business mission to Mexico in October 2016. Signature of the CPA	<i>Beginning of the project with the economic support of LCBA Mexico</i>
Jukolux (FIN)	Energy	DENERG	Chile	<i>Export of industrial heavy-duty LED lighting to Chile.</i>	Visit, (ELAN event) meetings, skype-meetings, negotiations	<i>Visit to Chile, signing of the agreement and shipment of the first 5000 lights</i>

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Euskabea (ES)	Smart Grids	Non-defined	Colombia	<i>New collaboration agreement with the distributor of the Euskabea in Colombia to expand their activities in the country and restart the contacts with the Colombian energy market players.</i>	Visit to the Colombian company in the business mission to Colombia in November 2017. Restart of the contact to develop joint activities in the future	<i>Meeting with the European SME management board to analyse future actions in Colombia. Afterwards, continuity to focus on the Colombian market and find new agreements to collaborate with the Colombian distributor and activate new projects with Colombian companies</i>
PREWIND (PT)	Renewable Energy	ENERGO	Brazil	<i>A Joint Venture was set-up in Fortaleza, by the end of 2016. It is dedicated to consulting and engineering services for energy, particularly in the area of renewable energies.</i>	The creation of a Joint Venture, which is in operation since the end of 2016	<i>The accompaniment of the J.V. to assist the SMEs and also to learn from their experience</i>
Tecnalia (ES)	Renewable Energy	IRESEN	Morocco	<i>Collaboration agreement between Tecnalia and IRESEN to develop new testing experiments of renewable energy systems and Smart Grids equipment on an interexchange of testing facilities</i>	Contact with IRESEN in the first semester of 2017 and incoming mission from IRESEN to the Basque Country in the end of 2017. Meeting between Tecnalia and IRESEN to start defining the collaboration agreement	<i>Development of the collaboration agreement and signature of the agreement</i>

Cooperation with:

- other cluster partnerships (which ones?)
- other EU initiatives (e.g. Low Carbon Business Action, EU Gateways)
- others