

European Cluster Matchmaking Event

Hanover, Germany

organised in the context of the Hannover Messe

13-14 April 2015

Call for Expression of Interest

Venue

Deutsche Messe

Hall 2, Stand tech transfer,

Brokerage Event Area

Messegelände

30521 Hanover, Germany



Background

On 13 and 14 April 2015 the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs together with HANNOVER MESSE will organise a **European cluster matchmaking event** in Hanover (Germany), with the aim to foster cooperation between clusters from across and beyond Europe.

The cluster matchmaking event will represent a unique opportunity for representatives of cluster organisations interested in European cluster collaboration to explore possible common areas of interest for cooperation and complementarities, in terms of sectoral, value chain, and market focus of their SMEs and companies with a large panel of European and international clusters.

This call for expression of interest is launched to identify a European delegation composed of around 50 representatives from cluster organisations from industry sectors such as manufacturing, production, energy, environment that are willing and committed to participate in a European cluster matchmaking event at the HANNOVER MESSE.

This call is published on the European Cluster Collaboration Platform (ECCP) (www.clustercollaboration.eu) and expressions of interest to participate in this mission must be **submitted electronically by midnight (CET) on 13 March 2015** at the latest. Please, see below for more information on the mission and how to submit your expression of interest.

Context

As part of a new policy aimed at promoting international cluster cooperation for the benefit of SMEs, DG Internal Market, Industry, Entrepreneurship and SMEs of the European Commission launched in 2012 an initiative, renewed in late 2013, that contributes to the organisation of specific cluster matchmaking missions to support cluster organisations in their efforts to develop partnerships and business cooperation in European and global markets, for the benefit of their members.

The European cluster matchmaking event organised in Hanover will thus be in line with recent European cluster matchmaking events organised in Spain, China, and Belgium, respectively in April and October 2014.

These events seek to prepare the ground for practical cluster cooperation across borders and make a more strategic use of transnational cluster cooperation. The European Cluster Collaboration Platform (ECCP) is the cornerstone of the European strategy in support of SME internationalisation through clusters. The ECCP provides a wide range of information and services to facilitate the interaction between clusters not only within Europe but also with international partners.

The organisation of the matchmaking event is facilitated by a consortium led by the Sociedade Portuguesa de Inovação (Portugal) supported by inno TSD (France) and Steinbeis-Europa-Zentrum (Germany), in collaboration with Deutsche Messe AG and the Enterprise Europe Network.



Cluster Matchmaking Event in Hanover, Germany

The mission aims in the first instance to promote cluster and network cooperation between cluster organisations to explore common visions and seek partnerships at the cluster and network organisations level. Letters of Intent, Memoranda of Understanding, other types of partnership agreements are expected to be initiated and agreed upon with roadmaps on how to sustain the collaborations. Ultimately the goal for the cluster and network organisations is to act as a catalyst for their SMEs and companies to help them engage in collaborative projects.

The event will be held in Hanover (Germany) on 13-14 April 2015. The following is a tentative agenda for the event:

Monday, 13 April 2015

- 10:30 – 11:00 | **Welcome of the European delegation**
(Location: Hall 2 , Stand tech transfer, brokerage event area)
- 11:00 – 12:30 | **Cluster matchmaking session**
(Location: Hall 2 , Stand tech transfer, brokerage event area)
- 12:30 – 13:30 | **Lunchbreak**
(Location: tbc)
- 13:30 – 16:30 | **Cluster matchmaking session**
(Location: Hall 2 , Stand tech transfer, brokerage event area)
- 16:30 – 17:00 | **European delegation debriefing**
(Location: Hall 2 , Stand tech transfer, brokerage event area)
- 17:00 – 23:00 | **Night of innovation (optional)**
(Location: Hall 2)

Tuesday, 14 April 2015

- 10:00 – 12:00 (tbc) | **Guided Technology Tour on Industry 4.0**
(Meeting place: Location: Hall 2 , Stand tech transfer, brokerage event area)
- 09:30 – 17:00 | **B2C meetings**
(Location: Hall 2 , Stand tech transfer, brokerage event area)

This cluster mission is a large-scale one and **targets representatives of cluster organisations from a wide range of industry sectors such as manufacturing, production, energy, environment.**

Participants are welcome to attend the **Hannover Messe 2015** held at the same venue on 13-16 April 2015. Participants of the European Cluster Matchmaking Event will receive free entry tickets for the Hannover Messe 2015 for 13 and 14 April. Please note that separate registration procedures apply for attending the Hannover Messe and the Cluster Matchmaking event itself. More information on the Hannover Messe can be found here: www.hannovermesse.de and <https://www.b2match.eu/technologycooperationdays/registration>.



Who can participate?

The mission is open to cluster and business network organisations from countries participating in the Competitiveness and Innovation Framework Programmes (CIP)¹. This call is addressed to cluster and network organisations that are interested in engaging in European and international cluster collaboration in areas such as:

- Component Integration
- Information Processing & Systems/Workflow
- Process Automation
- Manufacturing Tools
- Energy Efficient Manufacturing
- SMART Manufacturing,
- ICT for Manufacturing Industry
- Manufacturing Plants Networks
- Prototypes, Trials and Pilot Schemes
- Supply Chain
- Factories of the Future
- Measurement Tools

Selection criteria

To be selected:

- The cluster or business network organisation shall be registered or planned to be registered in the ECCP (www.clustercollaboration.eu) **with a complete profile** (the complete cluster profile of each applicant registered or planned to be registered on the European Cluster Collaboration Platform shall be provided with their application);
- The cluster or business network organisation should comply with the definition given in the section 1.3 (s) on 'innovation clusters' in Annex I of the new *“EU Framework for State Aid for Research and Development and Innovation”*²;
- Each cluster or business network organisation has to be involved in offering or channelling cluster or network support services to businesses and should be identified on the basis of a **legal entity** established in the CIP participating countries.

¹ CIP participating countries include: (1) EU Member States, (2) non-EU-member countries participating in the Entrepreneurship and Innovation Programme (EIP) of the CIP programme including Albania, the former Yugoslav Republic of Macedonia, Iceland, Israel, Liechtenstein, Montenegro, Norway, Serbia and Turkey.

² 2014/C 198/01. According to this definition:

(‘**innovation clusters**’ means structures or organised groups of independent parties (such as innovative start-ups, small, medium and large enterprises, as well as research and knowledge dissemination organisations, non-for-profit organisations and other related economic actors) designed to stimulate innovative activity by promoting sharing of facilities and exchange of knowledge and expertise and by contributing effectively to knowledge transfer, networking, information dissemination and collaboration among the undertakings and other organisations in the cluster;)

See at: [http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52014XC0627\(01\)&from=EN](http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52014XC0627(01)&from=EN) with further information available at http://ec.europa.eu/competition/state_aid/modernisation/rdi_framework_en.pdf and

http://ec.europa.eu/competition/state_aid/legislation/horizontal.html, amending the Community Framework (2006/C 323/01 see at:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2006:323:0001:0026:en:PDF>

a reference of section 5.8 of which was included in the COSME Work Programme regarding the "innovation clusters" definition



Applications will be selected according to the following qualitative criteria:

- On the potential to maximise matchmaking opportunities based on a clear description of the type of partnership the cluster organisations are looking for through the participation to this mission and on the potential for establishing cooperation agreements as an outcome of the event. This expression of interest for collaboration shall be clearly articulated in the questionnaire provided in annex and to be submitted with the application;
- On the willingness to engage in closer cooperation with other cluster and network organisations from CIP participating countries to better support SMEs and companies in global competition through joint efforts. In this context, the participation in a pilot European Strategic Cluster Partnership is considered as an asset. For further information visit the following links: <https://www.clustercollaboration.eu/escps> and <http://www.clustercollaboration.eu/european-strategy>.

Participants are expected to attend the full programme of the European cluster matchmaking event. The participants' selection will be made by the competent European Commission services.

Cost and expenses

Participation at the brokerage event costs 119 Euro incl. VAT (payable on registration to the B2Match platform) and includes a day pass to visit the fair. **If you successfully apply to become a member of the European delegation, the participation fee will be covered for you (only 1 person per organisation).** All the costs for travel and accommodation must be assumed by the participants.

Application

To apply for this event, clusters and network organisations should keep the following dates in mind:

Please submit your expression of interest **by 13 March 2015** to:

- Lena Ohlig, ohlig@steinbeis-europa.de

The expression of interest should encompass:

- a completely filled out questionnaire on the cluster or network organisation profile with an evidence of the legal entity;
- the full cluster profile registered or planned to be registered in the ECCP;
- a short presentation of the cluster organisation in English language, using PowerPoint (3/4 slides only).

Please make sure to provide complete, accurate data and contact details.

Early applicants may receive timely acceptance to participate to this matchmaking event prior the above-mentioned call deadline.

For further information, please contact:

- Lena Ohlig, ohlig@steinbeis-europa.de / Andrea Koch, koch@steinbeis-europa.de
- or visit ECCP (<http://www.clustercollaboration.eu>)

