



Information Day

Call for Expressions of Interest

'Business Cooperation Centres' in third countries for the Enterprise Europe Network (2015/2020)



Business Support on Your Doorstep

Information Day



Welcome speech

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Information Day



Objectives of the call and why do business with the EU

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Business Support on Your Doorstep



Preparation of your application

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Objectives

THE CALL:

- Establish 'Business Cooperation Centres' in non-EU countries (2015-2020)
- Target: organisations established in non-EU countries (other than those associated to COSME)
- **Call does not finance Network membership**
- Membership gives access to technical support

THE ENTERPRISE EUROPE NETWORK:

- Provides quality support to SMEs going international
- Facilitates business, technology and research partnerships between SMEs
- Is financed by “COSME” (**CO**mpetitiveness of **SMEs**)
- COSME contributes to “Agenda 2020” objectives:
 - foster growth, employment and competitiveness of SMEs in the EU;
 - transition to resource and energy efficient economy;
 - increase social cohesion



Objectives of the Enterprise Europe Network outside the EU

- Facilitate SME **access** to growth international markets where know-how and added value of EU companies is needed
- Foster the development of **internationally competitive** companies
- Facilitate and achieve **partnerships** for SMEs in international markets
- **Stimulate SME innovation** management capacities through international collaboration
- DG ENTR /EASME will select and sign **cooperation agreements** with selected organisations in third countries



Target audience

Primary target group for Business Cooperation Centre services are ***Companies (SMEs)*** interested in doing business, technology transfer and/or research collaboration with EU companies.

Further clients:

- Clusters and cluster organisations;
- Public authorities and public enterprises (for example for tendering opportunities);
- Research institutes or higher education institutions such as universities;
- Sectoral business associations.



Eligibility

- Applications welcome from all over the world
- We expect organisations from countries already working with the Network (currently 26), and some that have been preparing for some time, to be ready **by 31 October 2014**.
- Organisations from other countries may wish to submit 15 March 2015.



Eligible organisations

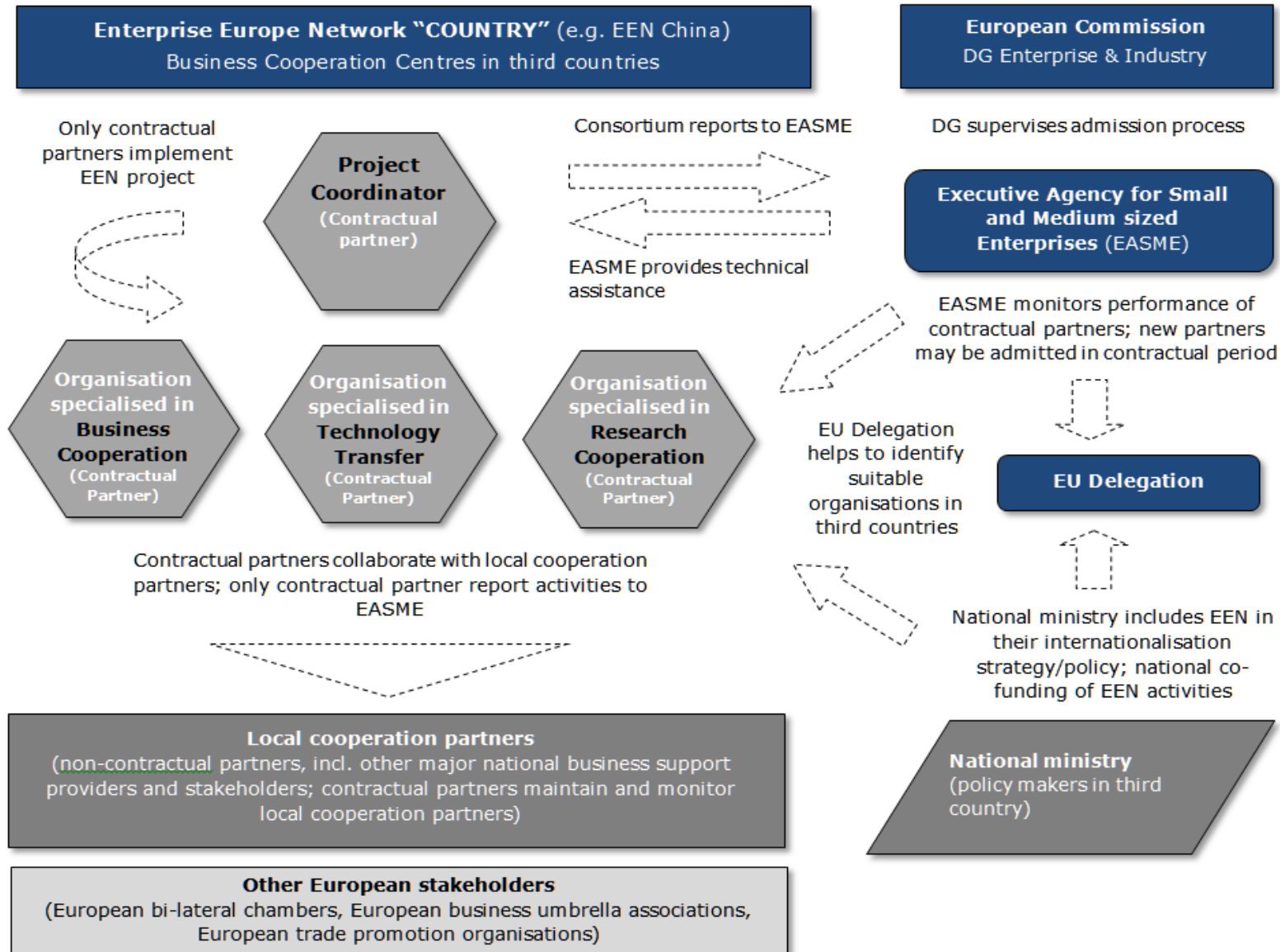
- **Open to all types of organisations**, as long as they:
 - Deliver high quality services to businesses
 - Proven track-record of working with SMEs and with European organisations and businesses
- **Indicative and non-exhaustive list of eligible organisations:**
 - SME organisations (*including EU-based business organisations and SME representative organisations based in the concerned third country*)
 - National development agencies
 - Innovation agencies
 - Research organisations or foundations
 - Business and technology transfer support units of higher education institutions such as universities
 - Foreign direct investment and/or export promotion agencies
- **Other eligible organisations**
 - EU-funded organisations (e.g. SME centres) (as coordinators or partners)
 - European bi-lateral chambers, EU trade promotion organisations and European business associations present in third countries (as partners, coordinators or local cooperation partners)



First steps to be taken...

- **Negotiate with interested organisations** to form consortium
 - Issues to be discussed when building-up a consortium:
leadership; finance; technical capacity to deliver added-value services to SMEs; commitment to the network; networking outreach; knowledge of and interests in EU markets; etc.
- **Contact EU Delegations** → supporting letter from the Delegation is required
- **Commit management** of interested organisations to:
 - Make Network activities a core one in your organisation
 - Ensure high visibility – within your organisation and towards SMEs
 - Connect Network activities to other activities carried out by your organisation

Structure of consortia





The **Size** of 'Business Cooperation Centre' consortia

Size of consortia is determined on basis of country's population (or the region covered):

- Population below 30 million: 2-3 partners;
- Population between 30 and 100 million: 3-4 partners;
- Population over 100 million: 4-5 partners.

More than five organisations from one country only admitted in exceptional cases → to be well-justified in implementation strategy!

'Business Cooperation Centre' are encouraged to collaborate with additional organisations as part of a group of local cooperation partners OR stakeholders. **No contractual relationship needed with EASME!**



Local cooperation partners

'Business Cooperation Centres' may identify further local business support organisations or intermediaries in the country with which they plan to formally collaborate, e.g.:

- to achieve better coverage of country
- to optimise delivery of services to SMEs

Organisations shall not sign Cooperation Agreement with EASME. Not eligible for operational support from EASME!

Targets outlined in work programme reported only by contractual partners!



Requirements → Organisational competences

- Capacity to provide **international partnering** services
 - Incl. access to large pool of local SMEs
- Experience **assisting SMEs to internationalise**
 - Incl. facilitating business, technology & research oriented partnerships from identification of needs to the signature of agreements
- Prove ability to **work with European organisations & experience in international projects**
- Capacity to **organise business-to-business (b2b)** matchmaking meetings & company missions
 - Incl. experience in using dedicated online tools

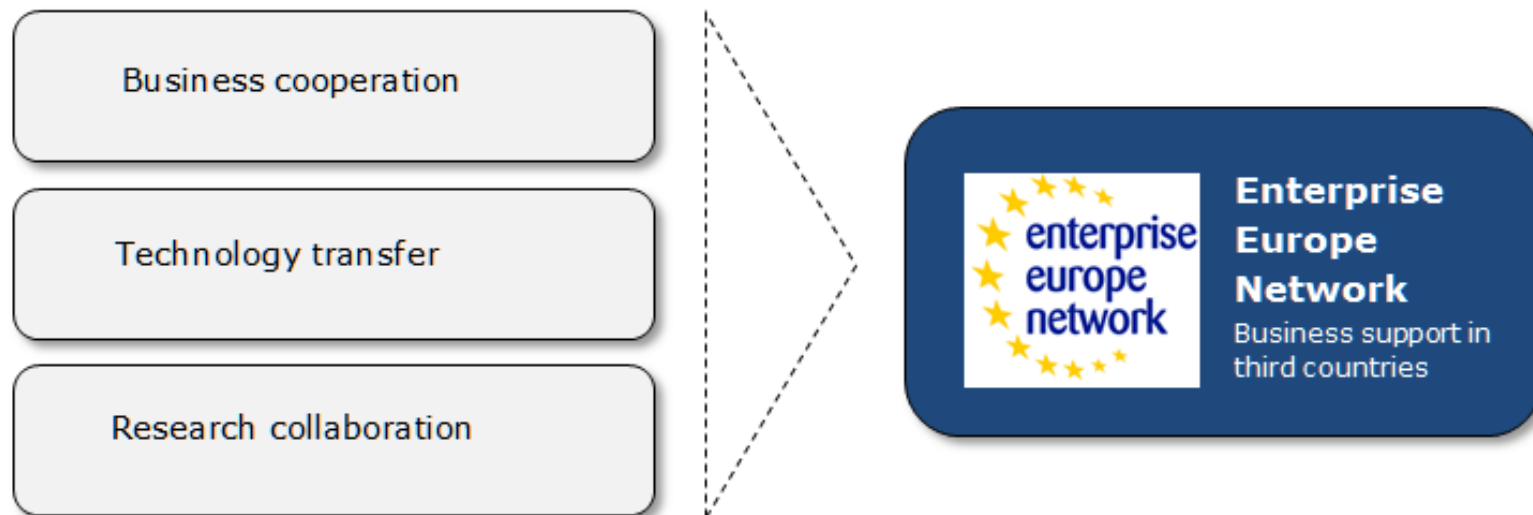


Requirements for staff

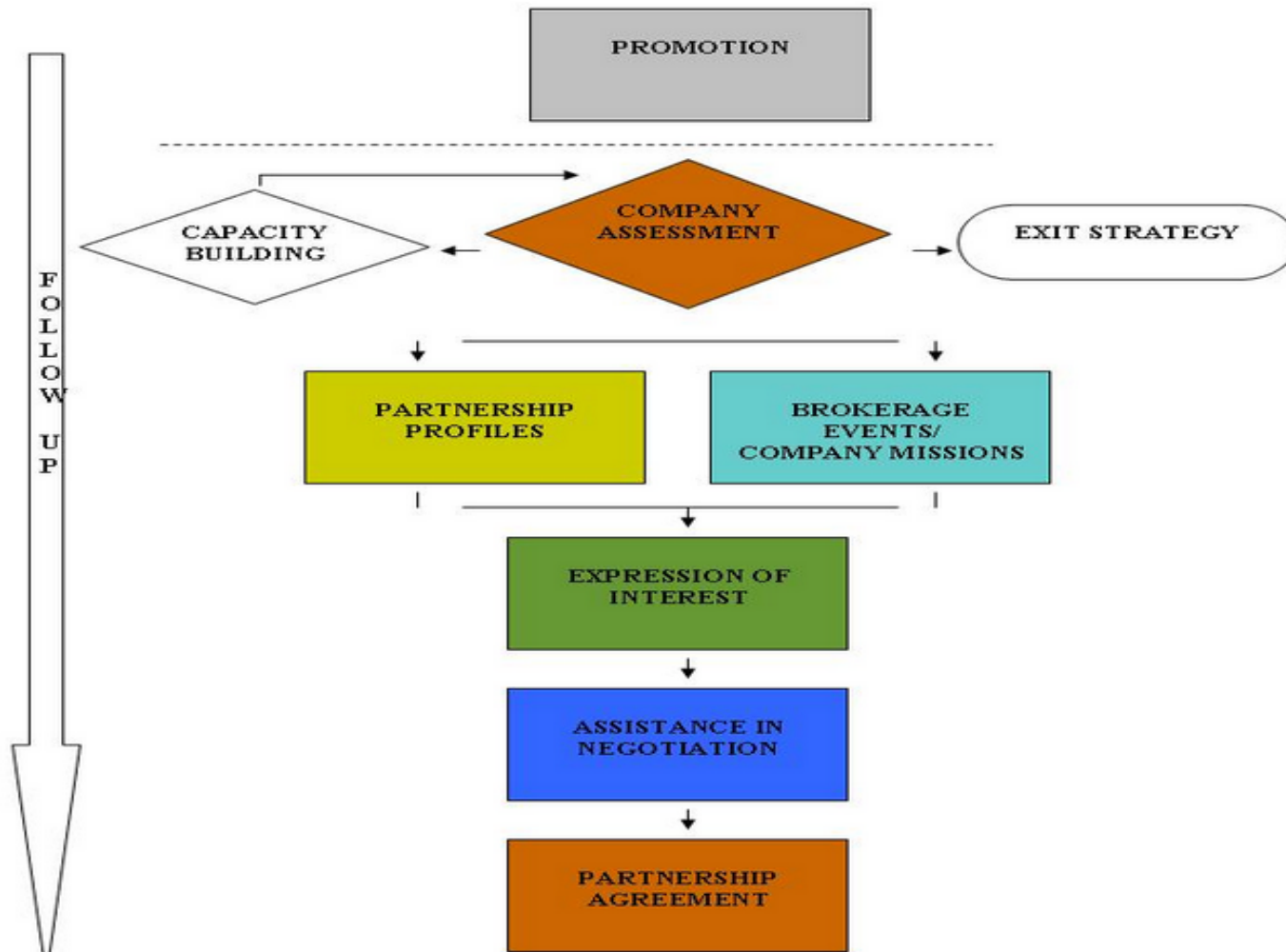
- Qualified and **experienced staff**
 - Incl. CVs of operational staff (*via LinkedIn*)
- Fluent in **English**
- Add all staff members to **Network directory**
- Assign **project manager** for daily operational issues
 - Nominate one more staff as back up
 - Make available more staff in busy periods (*during organisation of b2b event, etc.*)

Partnering activities

Business Cooperation Centres facilitate business cooperation, technology transfer and research cooperation between EU SMEs and their local clients.



Partnership Process of EEN





Activities in a nutshell

Service activities

- Cross-border partnership services to enhance business cooperation, technology transfer, innovation and research cooperation between SMEs established in the EU and in third countries;
- Support and information services related to partnership building between SMEs;

Only for organisations in third countries participating in Horizon 2020: Services to enhance the innovation management capacities of SMEs;

Enabling activities

- Promotion of the Network and communication activities;
- Network building and reinforcing the Network.



Cross-border partnership services

- Organise **b2b matchmaking** meetings & company missions
 - Together with EU partners & published in Network event calendar
 - Using effective online matching tools
- Draft quality **partnership proposals** (POD)
 - Business, technological & research
 - following prior in-depth analysis of client needs & capacities
- Disseminate EU proposal to local SMEs
 - Incl. expressing interest on their behalf to EU partners
- Assist in **partnership agreements** & follow-up of process from start to end



Support and information activities

- **Support & information services** to local SMEs or EU Network partners enquiring on behalf of clients
 - e.g. providing individual support and market access information, facilitate negotiations, etc.
- Carry out **business, technology & innovation reviews** of companies to ascertain their support requirements
- Individualised **partnering support** to help local SMEs to do business in EU
 - e.g. preparing SMEs for b2b meetings, advise on possible cooperation requests, etc.
- Cooperate with EU partners on possible **IPR issues**
 - referring clients to specialised services and helpdesks where appropriate



Project coordination and consortium management

- Consortium meetings
- Common strategy & agreement on targets
- Efficient communication flows
- Clear internal workflows
- Internal trainings (*e.g. IT tools, Network's partnership process, etc.*)
 - EASME recommends partners to conclude **consortium agreement** incl. rights and obligations.
 - internal organisation
 - respective responsibilities
 - rules on signposting of clients
 - settlement of disputes

Performance indicators: Activities, outputs & outcomes

Activity(ies)	Output(s)	Outcome(s)
<p>Cross-border partnering activities for business cooperation, technology transfer, innovation and research:</p> <ul style="list-style-type: none"> (Co-)organisation of brokerage events & company missions Generation and dissemination of partnership proposals 	<ul style="list-style-type: none"> Brokerage events/company missions organised SMEs in brokerage events/company missions Meetings at brokerage events/company missions Partnership proposals produced Expressions of interest received Expressions of interest made 	<p>Partnership Agreements:</p> <ul style="list-style-type: none"> Partnership Agreements Commercial Partnership Agreements Technological Partnership Agreements Research
Support and information activities (related to the partnership process)	<ul style="list-style-type: none"> Answered enquiries from EU Network partners 	
Promotion of the Network's services and communication activities	<ul style="list-style-type: none"> SMEs registered in official Enterprise Europe Network client database 	
Network building and reinforcing the Network	<ul style="list-style-type: none"> Active contributions to Network activities 	



Monitoring and reporting

- Consultation for **yearly work programmes**
 - i.e. targets for performance indicators and estimated/indicative budget & human resources required
- Submission of **yearly activity reports**
 - i.e. short narrative reports – most data extracted from our database (PAs, PPs, Eols, events, etc.)
- **Performance**: comparison targets vs. actual achievements



To sum up...

- Main objective → **Transnational partnering** of SMEs
 - Business, Technology & Research
- Very **high entry threshold!**
 - Only applications of excellent/very good quality shall be accepted
 - Sound funding of activities & keen service orientation
- Access to **large pool of local SME** clients required
- Membership based on **performance**
 - Targets vs. actual achievements
 - Strict application of contractual provisions!
- EEN remains **"Eurocentric"** business & innovation network
 - i.e. Activities must be directed towards EU market & vice versa



Essential checklist for submission of your application

- EUSURVEY online application form filled in?
 - All mandatory fields completed?
- Letter of support obtained from EU Delegation?
- Signed paper version of your application sent to Brussels?
 - incl. letter from EU Delegation

❑ Network directory

❑ Event calendar

- Click for example:

<http://een.ec.europa.eu/tools/services/EVE/Event/ListEvents>

❑ Partnership Opportunity Database

- Click for example:

<http://een.ec.europa.eu/tools/services/SearchCenter/Search/ProfileSimpleSearch?shid=32db25cb-726f-43b0-8b5f-7742d0935799>

