

EU-China Cluster Matchmaking Event

Chengdu (Sichuan), China

October 21st to 23rd, 2014

Call for Expression of Interest

Focus Sectors:

- **Bio-chemicals**
- **Bio-pharmacy & bio-technology**
- **Environmental protection**
- **ICT**
- **Renewable energy**



Background

From October 21st to 23rd 2014, Mr. Calleja, Director General of the European Commission responsible for Enterprise and Industry, will lead the European “Mission for Growth” to Chengdu (Sichuan, China) with the aim of promoting business partnerships between companies in Europe and China that are active in targeted sectors. This mission represents a real opportunity to foster cooperation between European and Chinese clusters, and their Small and Medium-sized Enterprise (SME) members, in their efforts to develop partnerships and business cooperation on a global scale.

The “Mission for Growth” to Chengdu will take place in the context of the 9th EU-China Business & Technology Cooperation Fair. The Fair is hosted by the Ministry of Science and Technology of China, the Ministry of Commerce of China, the China Council for the Promotion of International Trade and the Sichuan Provincial Government, as well as supported by the European Commission and official partners from EU member states.

The Fair provides a cooperation platform in West China for investment, trade and technology between the European Union and China. The previous eight editions of the Fair attracted 3.255 Chinese companies and 1.572 European companies in total, with the matchmaking event resulting in more than 10.000 bilateral meetings.

This call for expression of interest is launched to identify a European delegation composed of 18 representatives from cluster organisations that are willing and committed to participate in a cluster matchmaking mission to Chengdu (Sichuan, China) in the fields of:

- Bio-chemicals
- Bio-pharmacy & bio-technology
- Environmental protection
- ICT
- Renewable energy

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 on September 12th 2014** 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 Enterprise and Industry of the European Commission launched in 2012 an initiative, which was renewed in late 2013, that contributes to the organisation of specific cluster matchmaking missions to support cluster organisations and their Small and Medium-sized Enterprise (SME) members in their efforts to develop partnerships and business cooperation in global markets.

These missions seek to prepare the ground for practical cluster cooperation across borders and to make a more strategic use of international cluster cooperation in order to create access to overseas markets and to establish technology or business partnerships involving cluster organisations and



their SME members; thus, increasing the SMEs' innovation capacity and their ability to compete on a global scale.

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. In view of fostering closer cooperation worldwide, the ECCP has signed Memoranda of Understandings (MoUs) with international partners and more such collaboration agreements are envisaged in the near future.

The organisation of the matchmaking events is facilitated by a consortium led by the Sociedade Portuguesa de Inovação (Portugal) in partnership with inno TSD (France) and Steinbeis-europa-Zentrum (Germany).

EU-China Cluster Matchmaking Mission in Chengdu (Sichuan, China)

The EU-China Cluster Matchmaking Mission aims 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 and other types of partnership agreements are expected to be initiated possibly 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 to help them engage in collaborative projects.

The event will be held in Chengdu (Sichuan, China) from October 21st - 23rd, 2014, at the 9th EU-China Business & Technology Cooperation Fair. The following is a tentative agenda for the event:

October 21st

Registration

18:30-20:00 Welcome Cocktail

October 22nd

09:30-10:00 Opening ceremony

10:00-11:30 SME Centre, IPR helpdesk and EUCCC briefing meeting on doing business in China (for EU companies and clusters)

11:30-13:00 EU-China Cluster Cooperation Seminar

13:00-14:00 Lunch break

14:30-17:30 Company and cluster visit

18:30-21:00 Gala dinner

October 23rd

09:30-12:00 B2B and C2C matchmaking (1st session)

12:00-13:30 Lunch break



14:00-17:00 B2B and C2C matchmaking (2nd session)

17:00-18:00 Cluster mission debriefing session

As cluster organisations, do not hesitate to mobilize your SME members. On October 23rd, in parallel to the cluster to cluster matchmaking event, specific one-to-one business matchmaking meetings for SMEs will take place. Interested SMEs can register on the **b2Match website for the match-making event** (<https://www.b2match.eu/ninth-eu-china-cooperation-fair>).

Who can participate?

The mission is open to cluster and network organisations from countries participating in the Competitiveness and Innovation Framework Programmes (CIP)¹. This call is addressed to cluster and network organisations that present the highest potential for cooperation in the context of the event.

Selection criteria

To be selected:

- The cluster or network organisation shall be registered in the European Cluster Collaboration Platform (www.clustercollaboration.eu) **with a complete profile** and should comply with the definition given in the section 5.8 of the “*Community Framework for State Aid for Research and Development and Innovation*”².
- The core activity of the cluster or network organisation should correspond to the targeted thematic areas of the mission mentioned above.
- Each cluster or 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.

Applications will be selected according to the following qualitative criteria:

- On the potential to maximize matchmaking opportunities based: on a clear description of the type of partnership the cluster organisation and the SME member are looking for through the participation to this mission; and on the potential for establishing cooperation agreements as an outcome of the mission.
- On the willingness to engage in closer cooperation with other cluster and network organisations from CIP participating countries to better support SMEs in global competition

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



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 link: <http://www.clustercollaboration.eu/escps>.

Responses with regard to the qualitative criteria shall be clearly articulated by completing the questionnaire, provided in annex, and **submitting the questionnaire with the application**.

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

Cost and expenses

This action covers travel* and two nights accommodation costs for one representative of the cluster or network organisation, with a maximum amount of Euro 1.600 per individual. The reimbursement will be based on actual expenses related to the travel.

* Air travel: economy class fares on the basis of the shortest and most economical fare available at the time of the grant notification.

Application

Please submit your expression of interest **by midnight on September 12th, 2014 to:**

- Mark Spinoglio (c2cmatchmaking@spi.pt)

The expression of interest should encompass:

- a completely filled out questionnaire on the cluster or network organisation with evidence of the legal entity;
- the full cluster profile registered with the ECCP; and
- 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.

For further information, please contact:

- Mark Spinoglio (markspinoglio@spi.pt) or Noelia Dosil (noeliamayan@spiconsultoria.es)
- or visit ECCP (www.clustercollaboration.eu).

