

**SME INTERNATIONALISATION THROUGH CLUSTERS**

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**EU-Indian Cluster Matchmaking Event**

**Call for Expression of Interest**

**October 23<sup>rd</sup> to 25<sup>th</sup>, 2013**

**Focus Sector:**

**Resource Efficiency and Clean Technologies**



## Background

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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 has launched in 2012 an initiative that contributes to organise specific cluster matchmaking missions to support cluster organisations and their Small and Medium-sized Enterprises (SMEs) members in their efforts to develop partnerships and business cooperation on global markets.

This action shall facilitate the internationalisation of European SMEs involved in these business match-making events and allow them to access overseas markets and establish technology or business partnerships and therefore increase their innovation capacity and make them more competitive on the global scale. These events shall also contribute to prepare the ground for practical cluster cooperation across borders and make a more strategic use of transnational cluster cooperation on markets outside Europe in areas of strategic interest. The event will take place in countries that have signed Memoranda of Understanding (MoUs) with the European Cluster Collaboration Platform (ECCP) including Japan, Brazil, India, South Korea and Mexico.

The European Cluster Collaboration Platform 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 Understanding (MoUs) with international partners and more such collaboration agreements are envisaged in the coming months. Building upon these MoUs, the ECCP enables cluster organisations to establish new partnerships and networks in strategic markets outside Europe for the benefit of their SMEs.

The organisation of the matchmaking events is facilitated by a consortium led by the Fondation Sophia Antipolis in partnership with Clusterland (Austria), ERAI (France) and inno AG (Germany). The first matchmaking event was held in Japan, on November 2012, focusing on Green Materials and Cleantech sectors. The second event focusing on Biotechnologies will be organised in Brazil, on September 2013 (for further details see at: <http://www.clustercollaboration.eu/match-making-missions> ).

This call for expression of interest is launched to identify a European delegation composed of representatives from clusters and SME members that are willing and committed to participate in a matchmaking mission to India in the field of **Resource Efficiency and Clean Technologies** focusing more specifically on **waste management** and **water efficiency**.

This call is published on the European Cluster Collaboration Platform ([www.clustercollaboration.eu](http://www.clustercollaboration.eu)) and Expressions of interest to participate in this mission must be **submitted electronically by 17<sup>th</sup> of July 2013** at the latest. Please, see below for more information on the mission and to submit your expression of interest.



## Cluster Matchmaking Event in India in the field of Resource Efficiency and Clean Technologies

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This mission will allow a European delegation composed of up to 14 representatives from cluster and network organisations and SME members to initiate cooperation agreements and concrete partnerships with Indian partners in the field of **Resource Efficiency and Clean technologies focusing on waste management and water efficiency.**

India with population density of 333 persons / sqkm and urbanization rate of 25% shows tremendous upgrade potential in environment protection and waste management. In India, the scarce water resources at present will intensify with the ever-growing population, industrialization and agricultural usage. Rapid industrialization is resulting in a significant increase in the industrial demand for water. Industrial water demand is expected to grow by 17% annually by 2025. India has 4% of water resources of the world, while it has to support 16% of world population and 15% of livestock. The annual precipitation including snowfall, which is the main source of water in the country, is estimated to be the order of 4000 billion cubic meters (BCM). India's demand for water is growing at an alarming rate due to its rapidly growing population and is likely to exert increasing strain on its limited water resources when it reaches a staggering 1.6 billion by 2050 as expected. On the other side, India has approximately 36.5 million tons of waste generated annually. India will see a rise in waste generation from less than 40,000 metric tons per year to over 125,000 metric tons by the year 2030. Solid Waste Management in Indian cities has emerged as a major concern over the past few years. The rise in urban population and economic growth in the absence of an effective management mechanism has manifested in the current state of solid waste management in Indian cities which is far from perfect. Given the present situation, the quantum of waste generated in cities especially larger ones with higher population is expected to increase. Industrial solid waste, including hazardous waste, is also increasing at a phenomenal rate. The Indian market for environment services is expected to grow to a total volume of 3.2 billion Euros by 2013. Increasing urbanization and greater environmental consciousness in India are leading to a growing demand for modern environmental technologies and services which in return would result in large investments to develop and upgrade the environmental services.

The mission aims in first place to promote cluster and network cooperation between cluster organisations to explore common visions and seek partnerships at cluster and network organisations level. Letters of Intent, Memoranda of Understanding, other type of partnership agreements are expected to be initiated and agreed upon with roadmaps on how to sustain the collaboration. Ultimately the goal for the cluster and network organizations is to act as a catalyst for their SMEs to help them engage in collaborative projects. At the same time, specific, one-to-one business matchmaking meetings for SMEs working in clusters will take place with selected Indian companies in order to learn more about the market conditions and define a common ground to do business together.

The event will be held in Mumbai (India), **from October 23<sup>rd</sup> to 25<sup>th</sup>, 2013**. The mission is organised in close cooperation with the **European Business and Technology Centre (ebtc - [www.ebtc.eu](http://www.ebtc.eu))**, and will take place at the occasion of the IFAT India 2013, India's leading trade fair for Water, Waste, Sewage, refuse and Recycling ([www.ifat-india.com](http://www.ifat-india.com)). The annual event IFAT INDIA aims at providing an excellent international platform to showcase the full range of environmental technologies and



services, with a comprehensive product portfolio from basic to highly sophisticated machinery and environmental solutions both from domestic and international exhibitors.

The mission will focus on the field of **Resource Efficiency and Clean Technologies** covering in particular the following thematic areas:

- **Waste management** (technologies for separate collection, re-use and recycling of batteries, demolition waste, tyres, biodegradable waste, electric and electronic waste, packaging waste, paper, plastic waste and waste oils);
- **Water efficiency** (technologies for water metering, water filtration, water-saving and water efficient equipment for toilets, baths, kitchen and plants, collection and re-use of rainwater).

The mission will be structured as follows:

- Visits and meeting with Indian entities (e.g. incubators, university centres, companies...);
- Participation in IFAT India 2013 trade fair with presentation of the delegates and a plenary session with exchange of views on trends and opportunities for cooperation;
- CtoC meetings (cluster-to-cluster, i.e., between EU and Indian cluster and network organisations), BtoB and CtoB meetings for discussing / signing short - medium term cooperation agreements;
- Debriefing session

### Who can participate?

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The mission is opened to cluster and network organisations from countries participating in the Competitiveness and Innovation Framework Programmes (CIP)<sup>1</sup> and their SME members (one per cluster or network organisation). This call is addressed to cluster and network organisations which will propose with their application one SME that they consider the most suitable to participate in the mission and that presents the highest potential for cooperation in the context of this event.

### Selection criteria

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To be selected:

- The cluster or network organisation shall be registered in the European Cluster Collaboration Platform ([www.clustercollaboration.eu](http://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*”<sup>2</sup>.
- The core activity of the cluster and the SME should correspond to the targeted thematic area of the mission mentioned above.

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<sup>1</sup> 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.

<sup>2</sup> See at: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2006:323:0001:0026:EN:PDF>



- 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<sup>3</sup>.

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 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 in global competition through joint efforts. In this context, the participation in a European Strategic Cluster Partnership is considered as an asset (for further details, see at: <http://www.clustercollaboration.eu/european-strategic-cluster-partnerships>).

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

### Cost and expenses

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This action covers for up to 75% of the travel\* and two nights accommodation costs for one representative of the cluster or network organisation and one SME member, with a maximum amount of Euro 1.500 per representative. 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

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

Please submit your expression of interest **until July 17<sup>th</sup>, 2013 to:**

- Christoph Reiss-Schmidt ([christoph.reiss-schmidt@clusterland.at](mailto:christoph.reiss-schmidt@clusterland.at)),

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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 in the European Cluster Collaboration Platform;
- a completely filled out questionnaire on the SME profile proposed by the cluster or network organisation;
- a short power point presentation of the cluster organisation and the SME selected 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:

- Nadège Bouget ([bouget@sophia-antipolis.org](mailto:bouget@sophia-antipolis.org))

or visit ECCP ([www.clustercollaboration.eu](http://www.clustercollaboration.eu))

