

SME INTERNATIONALISATION THROUGH CLUSTERS

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**EU-Brazilian Cluster Matchmaking Event**

**Call for Expression of Interest**

**September 9<sup>th</sup> - 11<sup>th</sup>, 2013**

**Focus Sector:**

**Biotechnology dedicated to human health and  
personalised medicine**



# 1. Background

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As part of a new policy aimed at promoting SME internationalisation through clusters, DG Enterprise and Industry of the European Commission has launched in 2012 an initiative that contributes to organise specific business trips for business matchmaking 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, and South Korea.

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 business trips for business match-making events will be facilitated by a consortium led by the Fondation Sophia Antipolis in partnership with Clusterland (Austria), ERAI (France) and inno TSD (Germany). The first match-making event was held in Japan, on November 2012, focusing on Green Materials and Cleantech sectors.

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 business trip to Brazil in the field of biotechnology dedicated to human health and personalised medicine.

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 business trip must be **submitted electronically by 3<sup>rd</sup> of May 2013** at the latest. Please see below for more information on the business trip and to submit your expression of interest.



## 2.SME internationalisation through clusters: Business trip and Matchmaking Event in Brazil in the field of biotechnology dedicated to human health and personalised medicine

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This EU business trip to Brazil is about cluster and network cooperation, and business match-making in the field of biotechnology dedicated to human health and personalized medicine.

The Brazilian biotechnology dedicated to human health sector is witnessing considerable entrepreneurship and company growth, generating robust business opportunities capable to take Brazil and EU businesses to engaging in sustained market demand and better positioning in global value chains.

This business trip addresses business solutions primarily in biotech and pharmaceutical industry, but also convergent sectors, the diagnostics industry, medical devices (including new materials), information technologies, mobile services and creative industries for therapeutic applications (e.g., Patient / hospital animation, specialist entertainment games), other. User sectors and related would not be direct part in this match-making event but they constitute references for discussion (e.g. clinics, health agencies, health insurers, development banks and capital providers, regulatory authorities).

The purpose is for cluster and network organisations of both EU and Brazil to find common ground for business cooperation, i.e. for designing short and medium term common business objectives together with a joint roadmap for supporting actions for their SMEs to find a stable, collaborative environment.

The business trip focuses therefore in first place on cluster and network cooperation between cluster organisations to explore common visions and seek partnerships at cluster and network organizations level. Letters of Intent, Memoranda of Understanding, other type of partnership agreements are expected to be agreed upon and roadmaps discusses so as to sustain the collaboration. Ultimately the goal for the cluster and network organizations is to perform an incubating, facilitation function for their SMEs that engage in collaborative projects.

At the same time, specific, one-to-one business match-making meetings for SMEs will take place with selected Brazilian companies and the EU SMEs delegation in order for SMEs to learn more about the market conditions and define a common ground to do business together.

The event will be held in Rio de Janeiro (Brazil), **from September 9<sup>th</sup> to 11<sup>th</sup>, 2013**. The business trip is organised by the Fondation Sophia Antipolis in close cooperation with the Brazilian Ministry for Development, Industry and Foreign Trade. This event will take place at the occasion of the BioPartnering Latin America (BPL) co-organised by [Biominas](#) (a company dedicated to create and develop life science companies in Brazil since 1990 and recognized as the most successful institution acting on the support of new life science ventures in Brazil) and [Technology Vision Group LLC](#) (a life science networking company that is built on industry expertise and long-standing relationships).

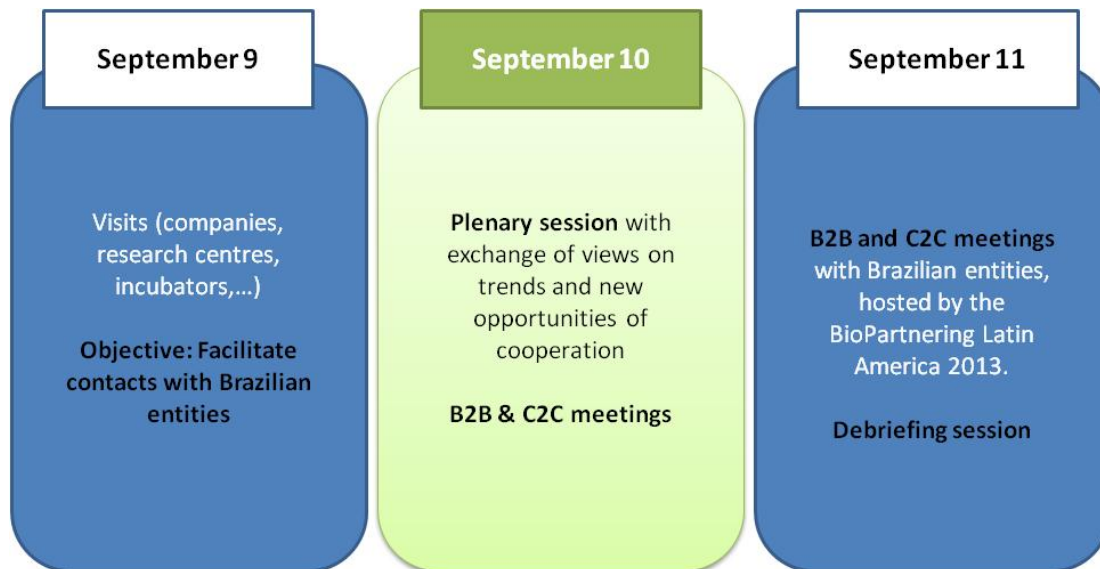


BioPartnering Latin America (BPL) is the biggest partnering event in the biotech and life sciences sector in Latin America. BPL 2012 was a great success with over **270 registered participants** from **157 companies** and **15 countries**. BPL cultivated a productive networking atmosphere with **942 requested meetings** through biopartnering.com. BioPartnering Latin America supports an innovative, dynamic and global biotechnology-based industry and facilitates partnering and dialogue between government bodies, clusters, organizations and companies during the partnering sessions with the organization of business-to-business meetings (BtoB).

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 concretise partnerships in the field of **biotechnology dedicated to human health and personalised medicine**.

The mission will be structured as follows:

- Meetings with Brazilian entities (incubators, university centres, companies)
- Participation in the BioPartnering event with presentation of the delegates - Plenary session; one-to-one gatherings, as below.
- C2C meetings (cluster-to-cluster, i.e., between EU and Brazilian cluster and network organisations) for discussing / signing short - medium term agreements (two rounds possible)
- B2B meetings (business-to-business) with Brazilian clusters and companies to review business opportunities / sign MoUs, and other, on business, technology agreements (two rounds possible)
- Debriefing session



### 3. Who can participate?

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The business trip is opened to cluster and network organisations from countries participating in the Competitiveness and Innovation Framework Programmes (CIP) and their SME members (one per cluster or network organisation and to a maximum total of seven in the delegation). This call is addressed to cluster and network organisations which will select one SME that they consider the most fit to participate in the business trip and that presents the highest potential for cooperation in the context of this event.

To become eligible, 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>1</sup>. 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 identity established in the CIP participating countries<sup>2</sup>.

Applications will be selected according to the following criteria:

- On the potential to maximize business match-making opportunities based on a clear description of the type of partnership the cluster organisation and the SME member are looking for
- 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.

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

### 4. 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 1.500 Euros per representative. The reimbursement will be based on actual expenses related to the travel. Some cost-free services related to meetings logistics (e.g., shuttles, entrance fees) may be provided *in situ* by the hosts to the EU delegation subject to notification.

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

<sup>1</sup> See at: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2006:323:0001:0026:EN:PDF>

<sup>2</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, Croatia, the former Yugoslav Republic of Macedonia, Iceland, Israel, Liechtenstein, Montenegro, Norway, Serbia and Turkey.



## 5.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 May 3<sup>rd</sup>, 2013** to:

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

The expression of interest should encompass:

- a completely filled out questionnaire
- the cluster profile registered in the European Cluster Collaboration Platform
- the SME profile selected by the cluster 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))

