

# **EU-ASEAN Cluster Matchmaking Event**

## **on creativity and innovation in the agro-food sector**

**Milan, Italy**

organised in the context of the EXPO Milano 2015

**29<sup>th</sup> and 30<sup>th</sup> September 2015**

**Call for Expression of Interest**

### **Venue**

Finlombarda S.p.A

Via Pola, 12

20124 Milano, Italy



## Background

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On 29<sup>th</sup> and 30<sup>th</sup> June 2015 the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs will organise the **EU-ASEAN Days: joint cooperation to enhance business and investment opportunities** in Milan (Italy), including an **EU-ASEAN Cluster matchmaking event**, with the aim to foster cooperation between clusters from Europe with clusters from ASEAN (Association of Southeast Asian Nations<sup>1</sup>) countries.

The cluster matchmaking event will represent a unique opportunity for representatives of cluster organisations interested in cluster collaboration with ASEAN countries 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.

The thematic matchmaking event will take place in the context of Expo Milano 2015, the central theme of which is "Feeding the Planet, Energy for Life" and which takes place from the 1<sup>st</sup> May 2015 to the 31<sup>st</sup> October 2015.

This call for expression of interest is launched to identify a European delegation composed of up to 30 representatives from cluster organisations from agro-food sectors such as food producers, companies offering new products, services and technologies for the AgroFood and HO-RE-CA (hotel, restaurant and catering) sector, designers, tourism operators and food/agriculture experts that are willing and committed to participate in a EU-ASEAN Cluster Matchmaking Event in the context of Expo Milano 2015.

This call is published on the European Cluster Collaboration Platform (ECCP) ([www.clustercollaboration.eu](http://www.clustercollaboration.eu)) and expressions of interest to participate in this mission must be **submitted electronically by midnight (CET) on 15<sup>th</sup> September 2015** at the latest. Please, see below for more information on the mission and how to submit your expression of interest.

## Context

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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 EU-ASEAN Cluster Matchmaking Event organised in Milan will thus be in line with recent European cluster matchmaking events organised in Spain, China, Belgium, Germany and Italy respectively in April, October 2014 and April and May 2015.

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

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<sup>1</sup> 10 member states: Brunei Darussalam, Myanmar/Burma, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand, Vietnam



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 the Enterprise Europe Network.

### EU-ASEAN Cluster Matchmaking Event in Milan, Italy

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The event aims in the first instance to promote cluster and network cooperation between cluster organisations from Europe and the ASEAN region 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 Milan (Italy) on 29<sup>th</sup> and 30<sup>th</sup> September 2015. The following is a tentative agenda for the event:

#### Tuesday, 29<sup>th</sup> September 2015

09.00 *Registration*

09.30 *Welcome speeches*

- **Carlo Calenda**, Vice Minister for economic development (tbc)
- Dato' Sri **Mustapa Mohamed**, Malaysia Minister of International Trade and Industry, ASEAN Chair

#### *Round Table on EU-ASEAN relations*

- **Didier Herbert**, Director, DG Internal market, Industry, Entrepreneurship & SMEs, European Commission
- **Ranieri Sabatucci**, Head of ASEAN Division, European External Action Service
- Senior representative of **European Commission**, DG Trade
- Representative from the ASEAN Secretariat (tbc)
- **Chris Humphrey**, EU-ASEAN Business Council (tbc)

*coffee break*

11:15 *Investment access to finance for European & ASEAN SMEs internationalisation*

- Min. **Plen. Perugini**, Director of Asia-Oceania, Ministry of Foreign Affairs, Italy (tbc)
- Representative from ASEAN

11:45 *EU Business-related initiatives in ASEAN countries*

- **Philippe de Taxis du Poët**: EU Gateway / Business Avenues in South East Asia: European Commission, DG GROW
- **Serafin Gonzalez Sanchez**: EU-business related initiatives in ASEAN, including SMEs centre and EEN: European Commission, DG GROW
- **Simon Cheetham**, ASEAN IPR SME Help Desk expert (tbc)

12:15 *Conclusions*

- EU Ambassador to ASEAN (tbc)
- ASEAN Brussels Committee (tbc)



12:45 *Networking buffet lunch*

#### Afternoon

- **Organised visit of Expo Milan 2015**

#### Wednesday, 30<sup>th</sup> September 2015

09:30 *Business-to-Business and Cluster-to-Cluster meetings*  
(<https://www.b2match.eu/expo2015-eu-aseandays>)

*Venue: Finlombarda S.p.A (via Pola 12, Milano)*

13:30 *Networking buffet lunch*

14:30 *Continuation of the Business-to-Business and Cluster-to-Cluster meetings*

18:00- 18:30 *Cluster debriefing session*, inno TSD

This cluster mission is a broad one and **targets representatives of cluster organisations from a wide range of agro-food sectors such as food producers, companies offering new products, services and technologies for the AgroFood and HO-RE-CA (hotel, restaurant and catering) sector, designer, tourism operators and food/agriculture experts.**

As cluster organisations, do not hesitate to mobilise your SME members. On the 30<sup>th</sup> September, 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 matchmaking event (<https://www.b2match.eu/expo2015-eu-aseandays>).

### Who can participate?

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The mission is open to cluster and business network organisations from countries participating in the Competitiveness and Innovation Framework Programmes (CIP)<sup>2</sup>. This call is addressed to cluster and network organisations that are interested in engaging in cluster collaboration in the ASEAN region in areas such as:

- Food design
- HO-RE-CA (hotel, restaurant and catering) design
- Food and wine tourism
- Food tradition and culture

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<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, the Former Yugoslav Republic of Macedonia, Iceland, Israel, Liechtenstein, Montenegro, Norway, Serbia and Turkey.



- Technologies for agriculture
- Other topics relevant to the thematic focus of the event

## Selection criteria

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To be selected:

- The cluster or business network organisation shall be registered or planned to be registered in the ECCP ([www.clustercollaboration.eu](http://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 ([www.clustercollaboration.eu/add-my-cluster](http://www.clustercollaboration.eu/add-my-cluster)) 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”*<sup>3</sup>;
- 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.

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 ASEAN 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>  
<http://www.clustercollaboration.eu/european-strategy>

Participants are expected to attend the full programme of the EU-ASEAN Cluster Matchmaking Event. The participants' selection will be made by the competent European Commission services.

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<sup>3</sup> 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](http://ec.europa.eu/competition/state_aid/modernisation/rdi_framework_en.pdf) and

[http://ec.europa.eu/competition/state\\_aid/legislation/horizontal.html](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



## Cost and expenses

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This action covers the travel\* and two nights' accommodation costs for one representative of the cluster or network organisation, with a maximum amount of Euro 750. The reimbursement will be based on actual expenses related to travel. Travel costs (air or train travel) for representatives of **Italian clusters from outside the Lombardy region** can also be reimbursed. Please note that local travel costs and meals are **not** reimbursable.

\* 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 event, clusters and network organisations should keep the following dates in mind:

Please submit your expression of interest **by 15<sup>th</sup> September 2015** to:

- Camille Vidaud, [c.vidaud@inno-group.com](mailto:c.vidaud@inno-group.com)

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.

For further information, please contact:

- Camille Vidaud, [c.vidaud@inno-group.com](mailto:c.vidaud@inno-group.com)  
And Marc Pattinson, [m.pattinson@inno-group.com](mailto:m.pattinson@inno-group.com)
- or visit ECCP (<http://www.clustercollaboration.eu>)

