



**CALL MODIFIED: 2016-06-22**

## **EU-MEXICO CLUSTER & BUSINESS COOPERATION SEMINAR AND MATCHMAKING EVENT**

**Mexico City, Mexico**

**organised in the context of The Green Expo 2016**

**by**

**the European Cluster Collaboration Platform and the Low Carbon  
Business Action in Mexico**

**Tuesday 25<sup>th</sup> to Thursday 27<sup>th</sup> October 2016**

### **Venues**

**ProMexico and the Centro Internacional de Exposiciones y  
Convenciones World Trade Center**

**Mexico City, Mexico**

### **Call for Expression of Interest**

#### **Focus areas:**

- Renewable Energy
- Energy Efficiency
- Waste Management
- Wastewater Management

## Objectives

From the 25<sup>th</sup> to 27<sup>th</sup> October 2016 the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs will organise a Cluster & Business Cooperation Seminar & Matchmaking Event within the context of The Green Expo 2016 to be held in Mexico City, Mexico. The three day agenda, which includes an **EU-Mexico Cluster & Business matchmaking event**, will aim to foster cooperation between clusters and SMEs from Europe and clusters and SMEs from Mexico.

The cluster and SME matchmaking event will represent a unique opportunity for:

- representatives of European cluster organisations interested in cluster collaboration with Mexico to explore possible common areas of interest for cooperation and complementarities, in terms of sectoral, value chain, and market focus of their SMEs and other companies; and
- representatives of European SMEs interested in establishing cooperation partnerships with SMEs from Mexico to introduce low carbon related technologies within the Mexican market.

This call for expression of interest is launched to identify a European delegation composed of representatives from cluster organisations and SMEs **from technology fields in support of the following areas: Renewable Energy, Energy Efficiency, Waste Management, and Wastewater** that are willing and committed to participate in an EU-Mexico Cluster Matchmaking Event in the context of The Green Expo 2016.

**Expression of interest deadline extended:** This call is published on the European Cluster Collaboration Platform (ECCP). Expressions of interest to participate in this mission must be **submitted electronically by midday (CET) on the 29<sup>th</sup> June 2016** at the latest to [EUmatchmaking@spi.pt](mailto:EUmatchmaking@spi.pt). Please see below for more information on the mission and how to submit your expression of interest.

<sup>1</sup> EU Programme for the Competitiveness of Enterprises and SMEs 2014-2020

## Context

This mission is designed to support the facilitation of international cooperation partnerships at the European cluster organisation and SME levels.

### European Cluster Organisations

As part of an approach aimed at promoting international cluster cooperation for the benefit of SMEs, the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (DG GROWTH) is continuing its support of international cluster cooperation through the European Cluster Collaboration Platform. The organisation of specific matchmaking missions is carried out in support of cluster organisations in their efforts to develop partnerships and business cooperation in European and global markets, for the benefit of their members. The matchmaking missions are currently funded under the EU COSME Programme.

Moreover, this EU-Mexico Cluster & Business Seminar and Matchmaking Event is in line with previous European cluster matchmaking events organised in Belgium, China, Germany, Italy, Spain, and Taiwan from 2014 to 2016. These matchmaking events seek to prepare the ground for practical cluster cooperation across borders and to make a more strategic use of transnational cluster cooperation. The NEW European Cluster Collaboration Platform, launched on the 8<sup>th</sup> March 2016, provides a visible framework for this event and for subsequent events. The 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.

### European SMEs

The Low Carbon Business Action (LCA - <https://www.lowcarbon.mx/>) in Mexico is a project funded by the EU that aims to the reduction of CO<sub>2</sub> emissions in Mexico. The LCA conducts several activities that support this aim such as: a mapping exercise in Mexico and the EU to detect, classify and detail profiles of industries and entities that are interested in establishing cooperation partnership agreements in this field; the detection of needs, existing technology gaps, possible funding in Mexico and at the same time creating a pool of potential Mexican consumers of green technologies with suppliers from the EU; and matchmaking events organised in Mexico, bringing together European companies with Mexican companies and other relevant entities.

Due to complementing aims, the ECCP and LCA have joined to organise this matchmaking event in support of the European cluster and SME communities. The organisation of this matchmaking event is facilitated jointly by ECCP and LCA. ECCP is facilitating the organisation of the cluster delegation; while the LCA project is facilitating the organisation of the business delegation. Significant additional local efforts to ensure the Event's success are provided by the local representatives of the Enterprise Europe Network and the Mexican agency ProMexico.

# EU-Mexico Cluster & Business Cooperation and Matchmaking Event in Mexico City, Mexico

The Cluster & Business Cooperation and Matchmaking Event in Mexico City aims:

- To promote cluster and network cooperation between cluster organisations from Europe and Mexico 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 to help them engage in collaborative projects.
- To promote business cooperation between companies from Europe and Mexico that will lead to partnership agreements to introduce European based Low Carbon technologies in Mexico.

The event will be primarily for the representatives of the selected European Cluster organisations, their Low Carbon technology companies, and the equivalent Mexican counterparts.

The event will be held in Mexico City (Mexico) from Tuesday 25<sup>th</sup> to Thursday 27<sup>th</sup> October 2016. It is jointly organised by The European Commission, DG Internal Market, Industry, Entrepreneurship and SMEs and ProMexico.

Prior to the event potential participants will have an opportunity to participate in two jointly organised webinars – introductory session and pre-matching session for selected SMEs.

The following sets out a **tentative draft agenda** for the event:

## 25 October 2016 – Morning Session

### **Seminar – Clusters & SMEs in the EU and Mexico: Opportunities for Growth and Collaboration** - Venue: ProMexico

**9.00 -9.30** Registration (speakers and cluster/business representatives)

**9.30- 10.00** Welcome and Introduction on Organisation Priorities

*Moderator: TBD*

- ✓ Member of the European Commission (tbd)
- ✓ Member of ProMexico (tbd)

**10.00- 10.15** Overview of the 3-day Agenda

*Moderator: TBD*

**10.15- 11.00** Doing Business In Mexico

*Moderator: TBD*

- ✓ Business Culture (tbd)
- ✓ Legal Perspective (tbd)

**11.00- 11.20** Coffee Break

**11.20 -13.00** EU-Mexico Cluster Collaboration: Experiences and Tools to Intensify Transatlantic Cluster Cooperation

- ✓ Strategies for cluster/business collaboration, by speaker (tbd)
- ✓ Learnings on cluster/business EU-Mexico collaboration: One EU case-study (tbd) – One Mexico case-study (tbd) by speakers (tbd)
- ✓ Q&A's
- ✓ The European Cluster Collaboration Platform and European Cluster Observatory: the tool and the services by (tbd),
- ✓ The Low Carbon Business Action: the services by (tbd)
- ✓ Panel and open discussion

**13.00 – 14.30** Lunch Break

**25 October 2016 – Afternoon Session**

**EU-Mexico Cluster and Business Matchmaking Event, Part I - Venue: ProMexico**

**14.30 – 18.00** C2C, C2B, B2B meetings

- ✓ Each matchmaking meeting will last 25 minutes with 5 minutes to move between meetings.

**26 October 2016 – Morning Session**

**EU-Mexico Cluster and Business Matchmaking Event, Part II - Venue: ProMexico**

**9.00- 9.30** Welcome and Overview of the Day

*Moderator: TBD*

**9.30 – 12.30** C2C, C2B, B2B meetings

- ✓ Each matchmaking meeting will last 25 minutes with 5 minutes to move between meetings.

**12.30 – 14.00** Lunch Break

**26 October 2016 – Afternoon Session**

**Company Visits - Venue: TBD**

**14.00- 18.00** Company Visit

*Company: TBD*

27 October 2016 – Full Day

**The Green Expo** - Venue: *Centro Internacional de Exposiciones y Convenciones World Trade Center*

This mission **targets** representatives from cluster organisations and SMEs in **technology fields in support of the following areas: Renewable Energy, Energy Efficiency, Waste Management, and Wastewater** that are willing and committed to participate in an EU-Mexico Cluster Matchmaking Event in the context of The Green Expo 2016.

## Who can participate?

This call is addressed to cluster and network organisations, and their affiliated SME members, that are interested in engaging in collaboration with Mexican counterparts in technology fields related to the following areas:

- Renewable Energy
- Energy Efficiency
- Waste Management
- Wastewater

**The mission is open to cluster and business network organisations from countries eligible for participating in the COSME programme.**

**Each cluster delegate will have the opportunity to include at least one cluster affiliated SME as part of the European delegation.**

**The clusters will be selected, in part, on the quality of the cluster affiliated SMEs they propose to be included in the European delegation. The cluster affiliated SMEs must be current members of the cluster.**

Participation of Cluster organisations involved in ESCP-4i (European Strategic Cluster Partnership for internationalisation) is strongly encouraged.

Up to 50 % of the places may be available for cluster organisations that are members of a "European Strategic Cluster Partnerships - Going International (ESCP-4i)". Strand 2 ESCP-4i partnerships are required to identify if Mexico is among their target countries of their internationalisation strategy.

## Selection criteria

To be selected:

- The cluster or business network organisation shall be registered in the European Cluster Collaboration Platform (ECCP) <http://www.clustercollaboration.eu/> **with a complete profile** (the complete cluster profile of each applicant registered on the ECCP shall be provided together 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>1</sup>;
- The cluster or business network organisation has to be involved in offering or channelling cluster or network support services to SMEs and should be identified on the basis of a **legal entity** established in the COSME participating countries;
- The **cluster or business network must include at least 1, preferably 3, affiliated SME members** that are interested in establishing partnership agreements to introduce European based Low Carbon technologies in Mexico.

Applications will be selected according to the following qualitative criteria:

- On the cluster’s potential to maximise matchmaking opportunities, through the participation to this mission, based on a clear description of the type of partnership the applicant cluster organisation is looking for, and on the potential for establishing tangible cooperation as an outcome of the event. In this regard, a cluster organisation proposing cluster affiliated SMEs that have identified Mexican SMEs for possible partnerships will have a strong advantage to be selected and funded for the mission. This expression of interest for collaboration shall be clearly articulated in the **cluster questionnaire** provided in annex and to be submitted with the application.
- On the cluster affiliated SME’s potential to maximise matchmaking opportunities, through the participation to this mission, based on a clear description of the type of partnership the SMEs are looking for, and on the potential for establishing tangible cooperation as an outcome of the event. This expression of interest for collaboration shall be clearly articulated

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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

through the completion of the SME online questionnaire:  
[www.lowcarbon.mx/matchmaking/register-of-participants/form/](http://www.lowcarbon.mx/matchmaking/register-of-participants/form/) .

- On the willingness to engage in closer cooperation with other cluster and network organisations from Mexico to better support SMEs and companies in global competition through joint efforts.
- In this context, the participation in COSME funded or non-funded European Strategic Cluster Partnership is considered as an asset. For further information visit the following link:  
<http://www.clustercollaboration.eu/> .

The decision on the selection of applicants will be based both on the requirements above and qualitative merit of each application; the balanced geographical coverage of the COSME participating countries will, in case of equal merit, be taken into consideration.

Participants are expected to attend the full programme of the EU-Mexico Cluster & Business Cooperation Seminar and Matchmaking Event (the full 3-day agenda). The selection of the applicants based on the criteria above will be made by the EASME and the European Commission services.

## Cost and expenses

The selected clusters and their selected affiliated SMEs that are eligible for travel reimbursement in accordance with this call will have the possibility to be reimbursed as follows:

### Clusters

This action covers the travel\*, three nights' accommodation costs for one representative of the cluster or network organisation (for a maximum of 18 clusters and network organisations), with a maximum amount of Euro 1500. The reimbursement will be based on actual expenses related to travel.

Please note that local travel costs and meals are **not** reimbursable. Attendance to the full three day agenda is required to be eligible for the reimbursement of the costs.

### Affiliated SMEs

This action covers the travel\*, three nights' accommodation costs for one representative of the cluster or network organisation affiliated SME member (for a maximum of 40 SME members), with a maximum amount of Euro 1500. The reimbursement will be based on actual expenses related to travel.

Please note that local travel costs and meals are **not** reimbursable. Attendance to the full three day agenda is required to be eligible for the reimbursement of the costs.

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



## Application

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

Please submit your expression of interest **by midday (CET) on the 29<sup>th</sup> June 2016** to:

- Mark Spinoglio and Noelia Dosil, [EUMatchmaking@spi.pt](mailto:EUMatchmaking@spi.pt)

**The expression of interest should encompass:**

- a completely **filled out cluster questionnaire (template annexed)** on the cluster or network organisation profile with proof/ evidence of the legal entity;
- a completely **filled out SME online questionnaire** ([www.lowcarbon.mx/matchmaking/register-of-participants/form/](http://www.lowcarbon.mx/matchmaking/register-of-participants/form/)) for each cluster **affiliated SME** proposed to be included in the delegation (1 to 3 SME questionnaires);
- the completed **cluster profile** 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:

- Mark Spinoglio and Noelia Dosil at [EUMatchmaking@spi.pt](mailto:EUMatchmaking@spi.pt)
- Or visit ECCP [www.clustercollaboration.eu/](http://www.clustercollaboration.eu/)