

EU-China Cluster Matchmaking Event – Mission for Growth to China

21st to 24th of October 2014 – Chengdu, China

From the 21st to 24th of October 2014, a delegation of 15 cluster representatives from 9 European countries participated in a Cluster Matchmaking Event in Chengdu, organised in the scope of the Mission for Growth to China. The event aimed to promote the development of collaborations between European and Chinese clusters; thus, creating greater possibilities for European SMEs to grow through opportunities such as access to new markets or to new products and services.

The Event was supported by the DG Enterprise and Industry of the European Commission in the framework of an initiative promoting international cluster cooperation for SMEs, and was organised by a consortium coordinated by Sociedade Portuguesa de Inovação (SPI).

The EU-China Cluster Matchmaking Event aimed to promote cluster and network cooperation between cluster organisations to explore common visions and seek partnerships at the cluster and network organisations level. In this regard, the European Cluster Delegation that participated in this event was formed by clusters willing to engage in closer cooperation with other cluster and network organisations from China to better support SMEs in global competition through joint efforts.

The European Cluster Delegation was formed by 15 representatives of European clusters that are active in the fields of bio-chemicals, bio-pharmacy and bio-technology, environmental protection, ICT and renewable energy from the following countries: Denmark, France, Germany, Greece, Ireland, Portugal, Romania, Serbia and Spain.



The EU-China Cluster Matchmaking Event was comprised of several activities, which included: an EU-China Cluster Cooperation Seminar, cluster-to-cluster (C2C) and cluster-to-business (C2B) meetings, and a cluster visit to Tianfu Software Park.



The EU-China Cluster Cooperation Seminar took place on the 22nd of October and aimed to facilitate a better matchmaking performance. The seminar gave each representative of the Chinese and European delegation the opportunity to briefly present their clusters to a large audience. Moreover, the seminar participants had the chance to know the point of view of European and Chinese experts regarding new trends and opportunities for cluster collaboration between the EU and China. The seminar finished with a roundtable, which comprised three showcases. These showcases focused on collaborations between European and Chinese clusters, on experiences for European cluster internationalisation, and on the internationalization experience of the Chinese Laser and Photoelectric Cluster. The seminar indicated there are strong opportunities for business cooperation between the EU and China in relation to innovation, technology and IP. In this regard, the Jiangsu International Technology Centre was highlighted. In terms of sectors with



major opportunities, it was highlighted the fact that China is moving to a new stage to be more concerned about eco-protection and sustainable development; thus, this raises great opportunities for European companies that have specific technologies in this field. In terms of barriers for cluster cooperation, participant experts referred to the lack of trust between potential partner clusters, the lack of Chinese that speak European languages and the lack of understanding about the different decision-making processes in China and Europe.

On the 23rd of October the European Cluster Delegation participated in C2C and C2B meetings, where they had the opportunity to discuss potential collaborations and partnerships. The cluster participants conducted roughly 80 meetings with Chinese and European clusters and companies. These meetings allowed them to identify cooperation opportunities, including potential cooperation agreements and collaborative project ideas between clusters.



On the 24th of October, clusters attended a visit to the Tianfu Software Park in Chengdu, which included a visit to Tongwei Group, one of the largest agricultural companies in China. After the cluster visit to Tianfu Software Park, the delegation had the opportunity to continue the visit to Neijiang city, located in the south of Sichuan Province. Neijiang is specialised in the automotive and electronic information industry.

In general terms, clusters considered the Event was very beneficial for their international relations, since it provided the opportunity to better understand the Chinese market, and meet and initiate collaborations with clusters and companies in China and Europe; thus, facilitating greater international opportunities for European SMEs.

For more information about this Cluster Matchmaking Event, please consult:

<https://www.clustercollaboration.eu/china-2014>

