



EUROPEAN  
CLUSTER COLLABORATION  
PLATFORM .eu

## EU-South MED Cluster Matchmaking Event & TechDays



9<sup>th</sup> – 11<sup>th</sup> of April, 2019 | Casablanca, Morocco

### *Mission Follow-up Report*

### *July 2019*

© – 2019 – European Union. All rights reserved

The information and views set out in this report are those of the author(s) and do not necessarily reflect the official opinion of the Executive Agency for Small and Medium-sized Enterprises (EASME) or of the Commission. Neither EASME, nor the Commission can guarantee the accuracy of the data included in this study. Neither EASME, nor the Commission or any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.

[www.clustercollaboration.eu](http://www.clustercollaboration.eu)

1



## Contents

1	Introduction .....	3
2	Overview of the European Delegation .....	4
3	Cooperation activities as a result of the matchmaking event .....	6
3.1	Type of organisation and cooperation .....	6
3.2	Progress of the cooperation cases in the mid-term.....	16
4	SMEs benefited .....	17
5	Feedback .....	20
5.1	Testimonies of cluster representatives.....	20
5.2	Future events involving the South Mediterranean.....	23
6	Conclusions .....	24
	Annex 1 – Debriefing Questionnaire Template.....	26
	Annex 2 – Survey Template.....	33

## Figures

Figure 1 - Origin and composition of the European Cluster Delegation .....	4
Figure 2 - Type of organisations with which clusters reported cooperation .....	6
Figure 3 - Cooperation cases per country .....	8
Figure 4 - Type of cooperation established through the event .....	9
Figure 5 - Continuity of cooperation, formal agreements and involvement of SMEs .....	16
Figure 6 - Benefits obtained by the SMEs through their cluster organisation participation in the event .....	20
Figure 7 - Interest in participating in future events with the South Med .....	23

## Tables

Table 1 - Overview of the European Cluster Delegation.....	5
Table 2 - Cooperation and next steps envisaged (C2C).....	10
Table 3 - SMEs and their benefits .....	17



## 1 Introduction

The EU-South MED Cluster Matchmaking Event & TechDays was jointly organised by the Directorate-General Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) through the European Cluster Collaboration Platform (ECCP) in collaboration with the Directorate-General for Neighbourhood and Enlargement Negotiations (DG NEAR) through THE NEXT SOCIETY (TNS). The event took place from the 9<sup>th</sup> to 11<sup>th</sup> of April 2019 in Casablanca, Morocco, in the context of the Logismed Fair, which promotes the transportation and logistics sector at national and international levels.

The event represented an excellent opportunity for the European delegation to get familiar with the South Mediterranean market and its opportunities, as well as to foster cooperation with clusters from South Mediterranean countries. In this regard, the three-day agenda included a tour of the Logismed Fair, three workshops aimed at providing useful information on how to foster collaboration, three field visits to Moroccan organisations to provide more details on potential collaborative opportunities, and a full day dedicated to cluster-to-cluster (C2C) matchmaking sessions.

At the closing of the event, the European cluster delegation provided feedback on the event and opportunities identified during the event through a debriefing session, which included both verbal and written feedback in the form of a questionnaire (Annex 1). In order to gauge the long-term impact of the event, a follow-up survey was conducted four months after the event to gain further knowledge on the event's effectiveness (Annex 2). This survey covered a wide range of topics, with an emphasis on the cluster cooperation activities and formal agreements established as a result of the EU-South Med Cluster Matchmaking Event & TechDays.

**All of the 17 European clusters that attended the event as part of the official delegation responded to the four-month follow-up survey.**



## 2 Overview of the European Delegation

The European cluster delegation included 17 cluster organisations from eight European countries, namely: Austria, Bulgaria, France, Hungary, Latvia, Romania, Serbia and Spain (Figure 1). The clusters represented different sectors including agriculture and food industry, energy and environment, information and communication technologies (ICT), mechatronics, textile, and transport and logistics (Table 1).



Figure 1 - Origin and composition of the European Cluster Delegation

In addition to the selected European cluster organisations, two small and medium-sized enterprises (SMEs) joined the official delegation and participated in the EU-South MED Cluster Matchmaking Event & TechDays, namely: Exopalma (Romania) and Smartcom Bulgaria AD (Bulgaria). It should be noted that Exopalma had an active role during the event, having several meetings in the matchmaking session, participating in the full programme of the event and answering the debriefing questionnaire. Therefore, immediate feedback was received through the debriefing from 17 clusters and one SME. With respect to this follow-up report, all



information was received from the 17 clusters. The SMEs perspective is represented within the report through their clusters.

**Table 1 - Overview of the European Cluster Delegation**

#	Cluster	Field of activity(s)	Country
1	AgroTransilvania Cluster	Transport and logistics / Agriculture and food industry / Energy and environment	Romania
2	ARCHENERG/ COSMENERG-4i	Energy and environment	Hungary
3	Aria Normandie	Transport and logistics	France
4	Bulgarian Cluster Telecommunications	ICT	Bulgaria
5	Castra	ICT / Aerospace	Bulgaria
6	Catalonia Logistics	Transport and logistics	Spain
7	Cluj IT Cluster	Transport and logistics / ICT / Medical	Romania
8	Cluster de l'Energia Eficient de Catalunya	Energy and environment	Spain
9	Food Cluster, Business Upper Austria	Agriculture and food industry	Austria
10	Food Products Quality Cluster	Agriculture and food industry	Latvia
11	Foundation Cluster Information and Communication Technologies	ICT	Bulgaria
12	ICT Cluster of Central Serbia	ICT	Serbia
13	Packaging Cluster	Transport and logistics / Agriculture and food industry / Textile	Spain
14	SECPHO	Transport and logistics / Agriculture and food industry / Energy and environment / ICT / Textile	Spain
15	South West Hungarian Engineering Cluster	Agriculture and food industry / Energy and environment / ICT	Hungary
16	Transilvania IT Cluster	Transport and logistics / Agriculture and food industry / Energy and environment / ICT / Textile	Romania



#	Cluster	Field of activity(s)	Country
17	Transylvania Textile & Fashion	Textile	Romania

### 3 Cooperation activities as a result of the matchmaking event

#### 3.1 Type of organisation and cooperation

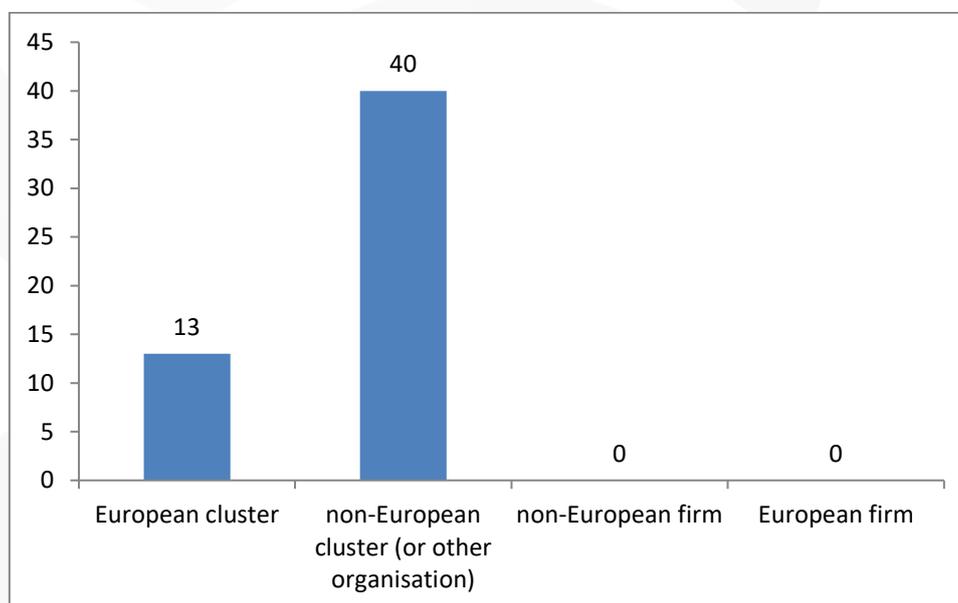


Figure 2 - Type of organisations with which clusters reported cooperation

A total of **53 cooperation cases** related to the EU-South MED Cluster Matchmaking Event & TechDays were reported through the follow-up survey. According to the results of the survey, the European delegation developed collaborative opportunities with 13 European clusters and 40 non-European clusters (or other cluster organisations). Since the event focused on clusters and cluster-like organisations, the European delegation did not initiate cooperation activities with European and non-European firms (Figure 2). Compared to the 102 collaborative ideas that



emerged from the event and given the number of collaborations that often do not continue over time, this outcome is notable<sup>1</sup>.

As shown in Figure 2, the significance of the cooperation opportunities established with non-European clusters (or other organisations) represents approximately 75% of the initiated cooperation activities; while the cooperation with European clusters accounts for the remaining 25%. Therefore, this data emphasises the importance of organising outgoing international matchmaking cluster events in order to promote cooperation with cluster organisations (or other organisations) from targeted third countries, as well as with European clusters.

Moroccan organisations were the main counterparts accounting for 21% of the established cooperation opportunities, which is logical since Morocco was the host country of the event (Figure 3). Morocco was followed by Egypt and Tunisia, with each of the countries represented 17% of the cooperation opportunities pursued (Figure 3), which emphasises the importance of establishing cooperation between European clusters and clusters from South Mediterranean countries. In the case of cooperation with European clusters, Spain (5%) and Hungary (5%) were the main European counterparts.

---

<sup>1</sup> D2.9. EU-South MED Cluster Matchmaking Event & TechDays: mission proceedings report.

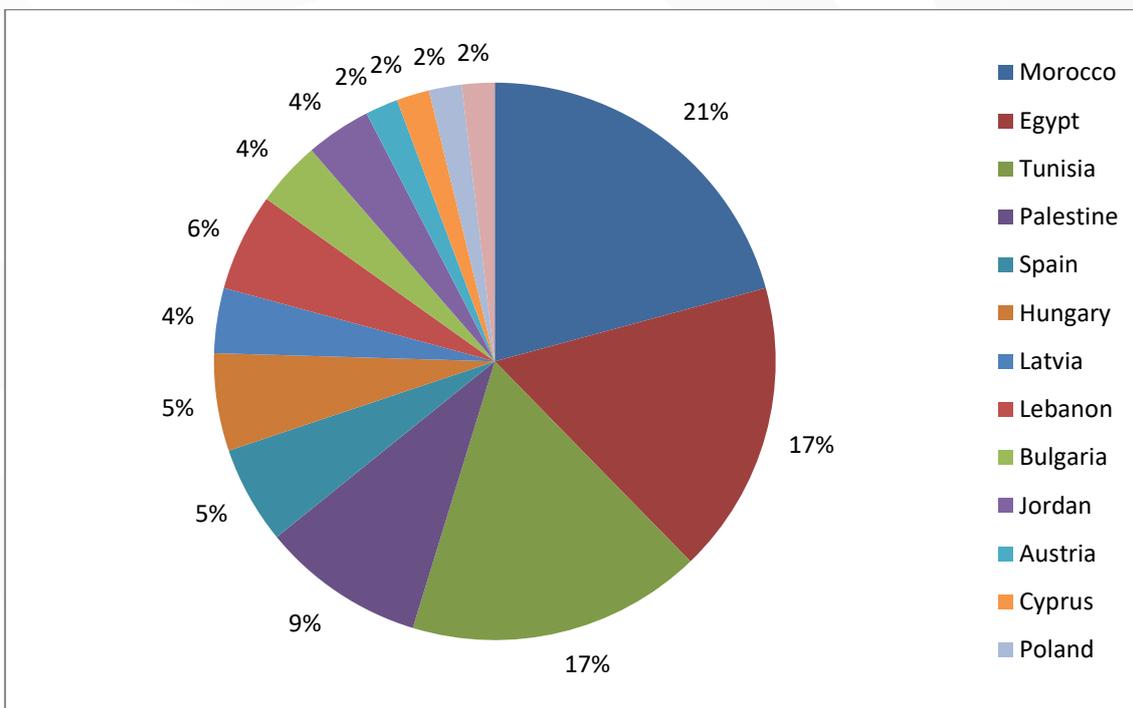


Figure 3 - Cooperation cases per country

Regarding the type of cooperation established through the event, Knowledge sharing & information exchange (24%) was the most common type of cooperation identified by the European delegation followed by Establishment of business contacts among members (18%) and Research and development (13%) (Figure 4). On the contrary, Academic (3%), Joint venture



(1%), and Foreign Direct Investment(s) (1%) and were the least popular types of cooperation among the members of the European delegation that attended the clusters matchmaking event.

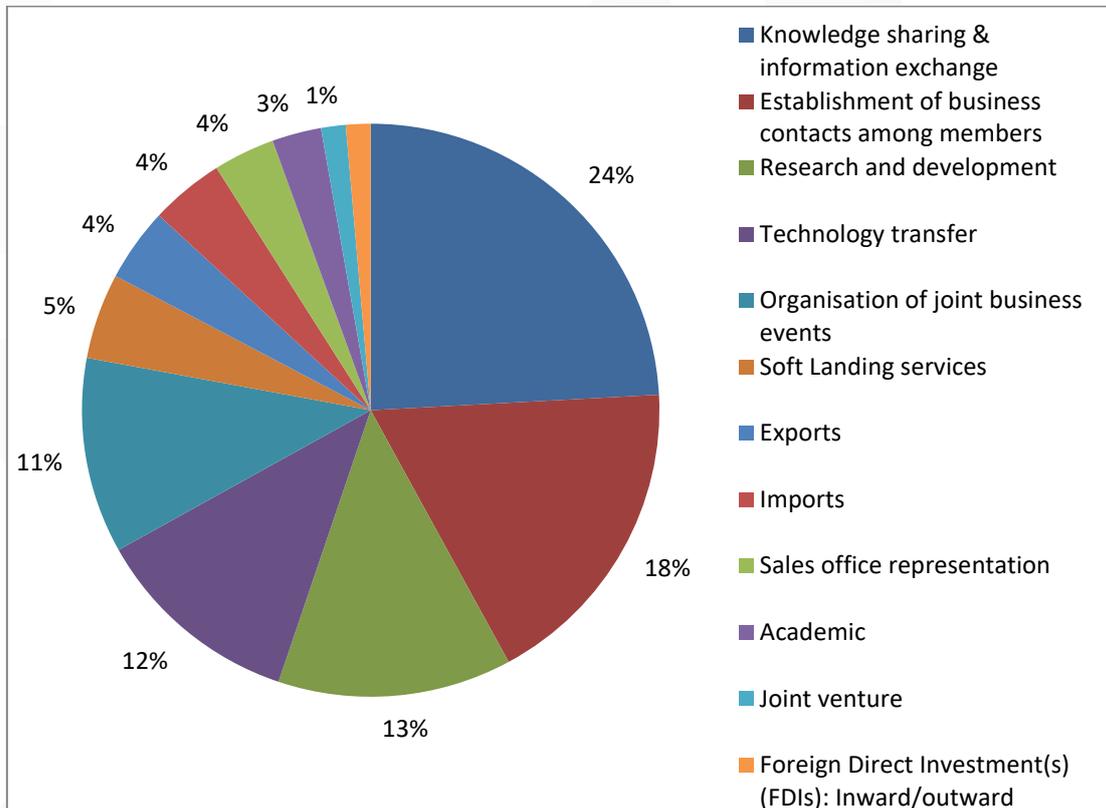


Figure 4 - Type of cooperation established through the event

Table 2 - Cooperation and next steps envisaged (C2C)

Cluster organisation	Organisation	Cooperation objective & next steps	SME(s) name	Involvement & benefits
AgroTransilvania Cluster	Pôle De Jerid (Tunisia)	Possibility to join FoodNet MetaCluster		
	Agrinova Cluster (Morocco)	Possibility to join FoodNet MetaCluster		
	Berytech (Lebanon)	Possibility to join FoodNet MetaCluster		
	Secpho (Latvia)	Possibility to join the network of each one.		
	Pôle De Compétitivité De Bizerte (Tunisia)	Joined the FoodNet MetaCluster. This was created in the framework of the COSME Project as an ESCP-4i.		
South West Hungarian	Renewable Energy Cluster In Egypt (Egypt)	Technology transfer between clusters, cluster members, as well as experience and information sharing were defined as the main cooperation objectives of the clusters. A Cooperation Agreement is currently in progress.	Lakics Ltd.	Selling the products, cooperation in manufacturing and service and maintaining activities.
	Morocco Mechatronics Cluster (Morocco)	The signature of a Cooperation Agreement was defined at the event as a specific action/objective. The signature of the Cooperation Agreements is crucial for the implementation of cooperation actions.		
	Aerospace Cluster (Bulgaria)	The clusters are interested in all the cooperation activities listed in the survey plus market information.		
Food Cluster, Business Upper Austria	Packaging Cluster Catalonia (Spain)	The start of a common COSME project was mentioned as the main cooperation objective.		
	Egypt University (Egypt)	The clusters are interested in cooperating to reduce food waste, gain value of waste, created new products, and energy, among others.		
	Food Products Quality Cluster (Latvia)	The start of a common COSME project was mentioned as the main cooperation objective.		
ICT Cluster of Central Serbia	Archenerg/Cosmenerg-4i (Hungary)	The clusters agreed to meet each other on the next scheduled joint meeting on EU Cluster Conference in Bucharest 2019. The clusters had a meeting during which introduced COSMENERG-4's representative to the representatives of the ESCP-4i partnership called Green ICT Development – GIVE. During the meeting both parties discussed future collaboration, as well the possibility to create Innosup proposals for 2020.		

Cluster organisation	Organisation	Cooperation objective & next steps	SME(s) name	Involvement & benefits
		<p>The clusters also exchanged valuable information between their partnerships since COSMENERG-4i partnership is in the middle of Strand 2 project and valuable information was shared in order to support the ICT Cluster of Central Serbia better preparing for applying for the next phase.</p> <p>Furthermore, COSMENERG-4i has agreed to provide support to ICT Cluster of Central Serbia's internationalisation strategy.</p>		
	Borg Al Arab Innovation Cluster (Egypt)	<p>The ICT Cluster of Central Serbia and the Borg Al Arab Innovation Cluster had one Skype call on June 12, 2019. The Skype call was focused on the presentation of the Green ICT Development (GIVE) project and partnership to Mr. Mohamed Shedeed and his colleagues. During the call, Mr. Mohamed Shedeed and his colleagues were informed about the GIVE project, next steps and were invited to present Borg Al Arab Innovation Cluster to the GIVE partnership during the 4<sup>th</sup> B2B event within the framework of Green ICT Development - GIVE project, which was organised in Belgrade, Serbia on June 19-20, 2019. This was conducted through a Zoom call between GIVE and Borg Al Arab Innovation Cluster representatives. All GIVE partners represented themselves and asked questions about the Egyptian cluster and situation on the Egyptian market.</p> <p>Outcomes:</p> <ul style="list-style-type: none"> <li>• Both parties agreed on sending the GIVE Memorandum Of Understanding (MoU) to Borg Al Arab Innovation Cluster for the next phase; and</li> <li>• Signature of a MoU between Borg Al Arab Innovation Cluster and GIVE partnership.</li> </ul>		
	Cyprus Egypt Greece Collaborative Innovation Network (Egypt)	The ICT Cluster of Central Serbia offered entrance to the GIVE project, within the enlargement of the partnership purpose towards Strand 2 COSME call proposal preparation.		
Food Products Quality Cluster	South West Hungarian Engineering Cluster (Hungary)	Dissemination of information among the members of the ICT Cluster of Central Serbia regarding the offers of the South West Hungarian Engineering Cluster.		
	Agrotransilvania Cluster (Romania)	Exchange of the information about the clusters and clusters' members.		

Cluster organisation	Organisation	Cooperation objective & next steps	SME(s) name	Involvement & benefits
	Agrinova (Morocco)	<ul style="list-style-type: none"> <li>Exchange of information about the production of the members of the Food Products Quality Cluster; and</li> <li>Help to organise more contacts and import/export activities.</li> </ul>	SIA Vinnis; SIA Pērnes I SIA Piejūra	Exchange of the information for future cooperation
	Agro Food (Tunisia)	Exchange of the information of the clusters and clusters' members.		
	Food Cluster, Business Upper Austrian (Austria)	<ul style="list-style-type: none"> <li>Exchange of the information of the clusters and clusters' members;</li> <li>Planning of common events with SMEs from Austria, Spain and Lithuania; and</li> <li>Exchange of experience, visits, common export activities, and exchange of knowledge.</li> </ul>	SIA Vinnis SIA Piejūra SIA SFT Seafood SIA Pērnes L.	Activities are being prepared
Cluj IT Cluster	Rawabi Tech Hub (Palestine)	Both cluster are interested on conducting cooperation activities on technology transfer and information and technology (IT) products / services' co-creation and development. In this sense, both parties signed a collaboration protocol.	Christian Gavrilă SRL (CRISoft), Trencadis SRL, ARQUES SRL	Not yet available
	Catalonia Logistics (Spain)	Both clusters are interested in the development of a software platform for complex logistics / transportation management.		
Bulgarian Cluster Telecommunications	For Joint R&D Cooperation And Preparation R&D Project Exchange Of Academic Staff Between Universities (Egypt)	Both clusters are interested in a joint research and development (R&D) cooperation and preparation of a R&D project. In addition, the exchange of academic staff between universities was mentioned as one cooperation objectives.		
	Cluster De L'Energia Efficient De Catalunia (Spain)	Both clusters agreed to work together and cooperate on the preparation of joint project under COSME, the Cluster Go International call and the Cluster Excellence call. Moreover, the clusters agreed on second meeting at European Cluster Conference in Bucharest, May 2019.		
	Cluster Of Electronics, Mechatronics and	The clusters are interested in the establishment of business relationships between the clusters' members.		

Cluster organisation	Organisation	Cooperation objective & next steps	SME(s) name	Involvement & benefits
	Mechanics Of Morocco (Morocco)			
Transilvania IT Cluster	Creative Industries (Lebanon)	The contact between the clusters' organisations was initiated and there was an exchange of information about the technologies the clusters' company members. Both organisations disseminated these information to their company members.		
	Mechatronics (Tunisia)	The contact between the clusters' organisations was initiated and there was an exchange of information about the technologies the clusters' company members. Both organisations disseminated these information to their company members.		
	Ict (Morocco)	The clusters exchanged business offers of their company members and shared ideas and information about creating an eventual internal cluster platform, through which the company members and other clusters in the region could communicate.		
Castra	Bayti Real Investment Company (Palestine)	Both clusters are interested in education and training, start-up-community development in Palestine, as well as C2C among others.	Tinusaur Ltd, other	Provide tools and methodology for TTEM related training in Palestine; and offer business service and products
	Oasis 500 (Jordan)	Both clusters are interested in start-up-community development, C2C and Cluster to Business (C2B) opportunities, investments and joint R&D activities.		
	Cluster Mecatronic Tunisia (Tunisia)	Both clusters are interested in the development of joint R&D and C2B initiatives, education and training opportunities, as well as on the exchange of business expertise regarding the local markets/customers.		
	Ereci Cluster (Egypt)	Technology transfer, education and training opportunities, and joint C2B initiatives in the MENA region were identified as the clusters' main cooperation objective.		
Cluster de l'Energia Eficient de Catalunya	Renewable Energy Cluster (Egypt)	Signature of a MoU to promote collaboration between both clusters and its members in the field of energy.		

Cluster organisation	Organisation	Cooperation objective & next steps	SME(s) name	Involvement & benefits
Catalonia Logistics	Food Cluster (Poland)	Both clusters are focused on improving the logistics inside the retailers.	Tapnex	Possibility of new market/ new costumers
Packaging Cluster	Hungarian Engineering Cluster (Hungary)	The clusters agreed to dissemination among members information about the clusters' technology.	Machinery Producers (Comexi, Aranow, etc).	
	Cluster Menara (Morocco)	The Packaging Cluster put the Cluster Menara in contact with a European SME since their packaging is very expensive and they need a distributor.	Multiembalajes del Valles	Expand European companies
ARIA Normandy	Maroc Numeric Cluster (Morocco)	Benchmark with ARIA Normandy's 4.0 SMEs solutions was identified as the main cooperation objective.	5 FOF SMEs	New market
	Cluster Mecatronic Tunisia (Tunisia)	Both cluster are interested in the development of new solutions.		
Archenerg Cluster / COSMENERG-4i	Rawabi Tech Hub (Palestine)	The clusters had a meeting in Casablanca and following that both agreed to stay in contact and to proceed with cooperation. In this sense, Archenerg Cluster / COSMENERG-4i proposed one MoU that Rawabi Tech Hub is discussing. Moreover, COSMENERG-4i has been invited to visit Rawabi In Palestine.		
	Novation City Tunisia (Tunisia)	Archenerg Cluster / COSMENERG-4i proposed one MoU, which has been accepted by Novation City Tunisia. Although, Novation City Tunisia has agreed with the MoU, the cluster is still in the process of discussing it internally.		
	Ereci - Federation Of Industries From Egypt / Egyptian Renewable Energy Cluster (Egypt)	After the event, both cluster have been in contact to discuss ways to cooperate. The clusters agreed in Casablanca to sign a MoU. In this sense, COSMENERG-4i proposed a MoU but Ereci - Federation Of Industries From Egypt / Egyptian Renewable Energy Cluster has not replied yet.		
	Palestinian Stone Cluster (Palestine)	Both clusters stayed in contact after the meeting through emails. However, currently, the cluster in Palestine is not following the communication.		

Cluster organisation	Organisation	Cooperation objective & next steps	SME(s) name	Involvement & benefits
Bulgarian ICT cluster	Cluster Mechatronic Tunisia (Tunisia)	Cluster Mechatronic Tunisia has a broad number of activities, including ICT, Mechatronics, E-mobility; however the cluster is all at an initial phase of development and industrialisation. Thus, a conversation about technology transfer and business model development was initiated between both clusters.	Smartcom Bulgaria, Loren Networks.	Not activities conducted yet.
	Maroc Numeric Cluster (Morocco)	Potential cooperation in field of Electronic Design Automation and methodology for implementation of Industry 4.0 principles.		
	The Egyptian Renewable Energy Cluster (Egypt)	Both clusters agreed on the preparation of a visit of Bulgarian innovative SMEs to Egypt Autumn ICT & Green Energy fair 2019.	International Power Supply	Presentation of IPS technology and establishment of sales representation.
	Cyprus Egypt Greece Collaborative Innovation Network (Cyprus)	The Bulgarian ICT cluster is interested in joining Cyprus Egypt Greece Collaborative Innovation Network.		
	Oasis500 (Jordan)	Both clusters discussed the opportunity of Business Angels and Venture Capitalists from Bulgaria to invest in Oasis500 companies		
Secpho	Food Sector (Tunisia)	The clusters are interested in developing joint projects, joint events and matchmaking between members.		
	Security And Defense (Bulgaria)	The clusters are interested in developing joint project proposals for EU calls.		
	Food (Morocco)	Mapping of members, mapping of synergies, and joint activities were identified as the clusters' main cooperation objectives.		
	Textile (Morocco)	The clusters are interested in developing matchmaking between members and joint actions with other sectors.		
	Food (Morocco)	The clusters are interested in developing matchmaking between members and joint activities.		
Transylvania Textile & Fashion	Hebron Leather and Shoe Cluster (Palestine)	One of Transylvania Textile & Fashion's member firms will buy shoes from Hebron Leather and Shoe Cluster	Unibag SRL	Will buy shoes from Hebron Leather and Shoe Cluster
	Lebanon Creative Cluster (Lebanon)	The clusters are interested in developing matchmaking between the creative designers of the two clusters.		



### 3.2 Progress of the cooperation cases in the mid-term

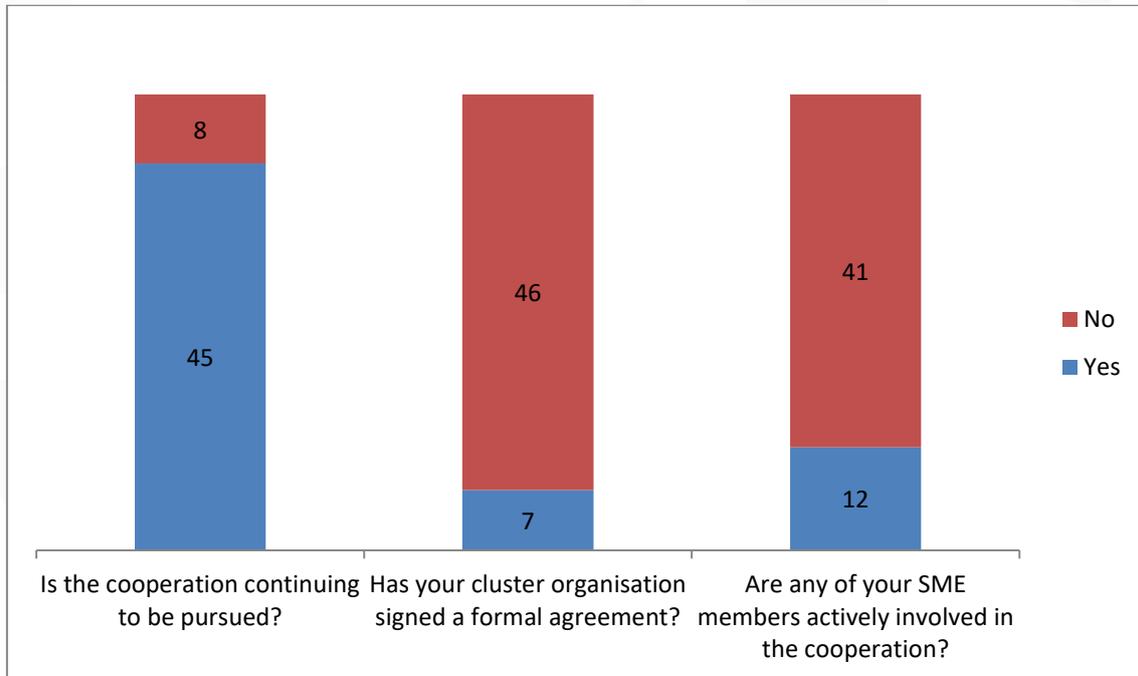


Figure 5 - Continuity of cooperation, formal agreements and involvement of SMEs

As shown by Figure 5, approximately 85% of the cooperation cases continued to be pursued, which reinforces the existing potential for cooperation between European clusters and clusters from South Mediterranean countries. However, the number of SME members actively involved in cooperation is quite low with 12 collaboration opportunities proactively involving SMEs. Moreover, seven formal agreements have been signed between cluster organisations.

The abovementioned cooperation agreements were signed by:

- AgroTransilvania Cluster (Romania) and Pôle de Compétitivité de Bizerte (Tunisia);
- South West Hungarian Engineering Cluster (Hungary) and Morocco Mechatronics Cluster (Morocco);
- Food Cluster (Austria) and Packaging cluster Catalunya (Spain);
- Food Cluster (Austria) and Food cluster (Latvia);
- ICT Cluster of Central Serbia (Serbia) and Borg Al Arab Innovation Cluster (Egypt);



- Cluj IT Cluster (Romania) and Rawabi Tech Hub (Palestine); and
- Cluster de l'Energia Eficient de Catalunya (Spain) and Renewable Energy Cluster (Egypt).

## 4 SMEs benefited

According to Table 3, 35 identifiable SMEs have benefited from the EU-South MED Cluster Matchmaking Event & TechDays, while several more benefited indirectly. This information was obtained through the clusters' responses to the follow-up survey, not obtained directly from the SMEs.

Table 3 - SMEs and their benefits

Cluster organisation	SME name	Describe how the SME benefited
AgroTransilvania Cluster	SME producers of agrifood	The products are deeper integrated into value chain.
South West Hungarian Engineering Cluster	SOMAPAK Ltd	Access to new client and possibility to increase the revenues by selling products.
	Lakics Ltd.	
	Sampo Ltd.	
	Seres Ltd,	
	Kontakt - ELektro Ltd.	
Food Cluster, Business upper Austria	inovia	Access to new clients.
ICT Cluster of Central Serbia	ZWEB Sweden - ZWEBB Serbia	The SMEs benefit from the GIVE Strand 2 project if granted. The SMEs will also benefit from the study visits and B2B events in Egypt and in the EU.
Food Products Quality Cluster	SIA Piejura	Exchange of the information and participation in future activities.
	SIA Vinnis	
	SIA SFT Seafood	
	SIA Pērnēs L.	
	SIA Glear	
Cluj IT Cluster	Christian Gavrița SRL	The company presented its products / services offers and agreed to explore all the possibilities to further develop together with some of the members of Cluj IT Cluster, mainly on innovative parts. Thus, the plan is to deliver together these products / services in the common markets.
	ARQUES SRL	Plan to participate in an exploratory visit. The visit is planned to take place in Rawabi City.
	Trencadis SRL	



Cluster organisation	SME name	Describe how the SME benefited
	DSA SRL	
Bulgarian Cluster Telecommunications	All 19 BCT's members	Receive information regarding possibilities on this third country's markets, opportunities for new partners, as well as about further matchmaking events.
Transilvania IT Cluster	More than 100 SMEs, company members of our cluster and other organisations	More than 100 SMEs benefited from this matchmaking mainly, because of the business offers of company members presented to all the organisations that the Transilvania IT Cluster had meetings with and vice versa.
Castra	Novorell Ltd	Potential for participation in the implementation of joint R&D in the domain of smart cities /electronics.
	Lymicomp Design Ltd	Offer of company's solutions in the smart cities/renewable energy domain, more precisely in LED lightning and smart power; participation in the implementation of the joint activities; offer of business expertise; and access to new customers in Egypt/MENA region.
	Green Embedded Ltd.	Offer company's expertise and products in the field of renewable energy technologies; and access to new customers.
	Microplus-A Ltd	Provide company's expertise in developing mechatronics product solutions and R&D capacity towards the topics in which the cooperation is to take place.
	O&K Ltd.	Offer company's solutions in the field of UAV and communications towards the implementation of joint R&D&I and B2B projects between the cluster and MENA partners.
Cluster de l'Energia Eficient de Catalunya	The activities that the MoU includes are open to all our members.	
Catalonia Logistics	Tapnex	
Packaging Cluster	Multiembalajes del Valles	Access to the African Market.
	Carinsa	Access to the Tunisian Market.
Aria Normandie		Access to new markets and technical sharing.
ARCHENERG/ COSMENERG-4i	Polish SME	One partner cluster very active in Horizon 2020 projects is collaborating with Novation City Tunisia. Novation City Tunisia is very much interested in partnering for H2020 projects.
	4 Polish SMEs	Develop joint H2020 projects.



Cluster organisation	SME name	Describe how the SME benefited
Bulgarian Cluster Telecommunications	Smartcom Bulgarian AD	Smartcom has organised a few meetings in Casablanca with potential clients from telecom business. Smartcom technology was presented and discussed its suitability for the Moroccan market.
	Loren Networks	Loren Networks presented its innovative Mondis solution to telecom operators.
	IPS	IPS established C2C contact with potential industrial clients from Egypt.
SECPHO	Alter Technologies	Access to a new market.
Transylvania Textile & Fashion	Unibag SRL	Unibag SRL will buy shoes from Hebron Leather and Shoe Cluster.
	iNNoHUB	iNNoHUB will collaborate with Rawabi Tech Hub regarding knowledge transfer.

According to the clusters' responses to the follow-up survey, the SMEs benefited from the event primarily through the Access to new clients or distributors that accounted for 24% of the total. This was followed by the Participation in collaborative RDI projects (13%) and Participation in exploratory visits (10%) (Figure 6). The clusters did not consider Staff exchanges (0%) as a benefit to their SMEs.

Furthermore, the Cluster de l'Energia Eficient de Catalunya stated that the activities included in the MoU are open to all its members; while the Transylvania IT Cluster mentioned that after the event its representative met with more than 100 SMEs, company members of the cluster and other organisations to present opportunities identified through the event.

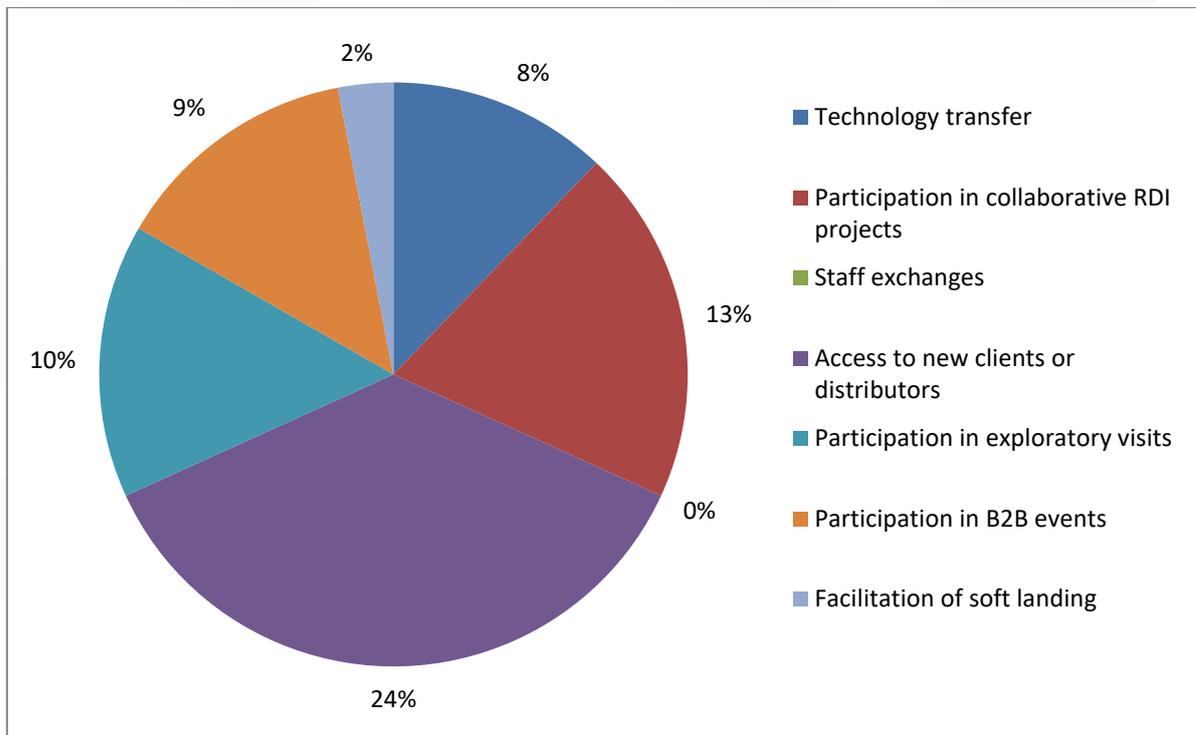


Figure 6 - Benefits obtained by the SMEs through their cluster organisation participation in the event

## 5 Feedback

### 5.1 Testimonies of cluster representatives

This section presents the impressions, observations and comments of the cluster representatives concerning the EU-South MED Cluster Matchmaking Event & TechDays<sup>2</sup>.

#### AgroTransilvania Cluster

The mission was well organised. As possible improvements: shorter B2B meetings and, possibly, more. Also, organising more focused visits, based on the profile of the clusters.

#### South West Hungarian Engineering Cluster

<sup>2</sup> The content of the feedback has not been modified. ECCP's intervention was limited to correcting the grammar.



ECCP provides great and valuable services to the clusters to know each other by organising events, editing and maintaining the ECCP web platform, and helping in the internationalisation process of the cluster. The newsletter of ECCP is the defining information source in the world of clusters.

#### **Food Cluster, Business Upper Austria**

ECCP helped me to get in contact with other networks, to start common EU-Projects, to get in contact with important persons for new markets for cluster members ( we will organise in future learning journeys to new and interesting regions for cluster members) - possible knowledge sharing and exchange.

#### **ICT Cluster of Central Serbia**

It was a very important C2C event and it was also a raising awareness event for the South-MED market. Good and strong connections established. We got useful information regarding these markets and also possibilities for collaboration in the future.

#### **Food Products Quality Cluster**

Everything was OK.

#### **Cluj IT Cluster**

It was a good opportunity to have contact with clusters and companies from South Mediterranean countries. It's very important for us to understand the culture of these organisations in order to build a common vision and strategy for economic collaboration purposes. The event helped us a lot to understand the real needs in the economy of these countries as well as their export possibilities and the possible exchanges of products / services between us.

#### **Bulgarian Cluster Telecommunications**

The major outcome is establishment of relations and networking with MED clusters.

#### **Transilvania IT Cluster**

It was a very good occasion to put in contact the European clusters and organisations of South Med countries. The whole matchmaking event was well organised. On behalf of Transilvania IT Cluster and its company members, I am very grateful for this opportunity provided by the ECCP Team. The only thing I would like to mention is to have all the speakers prepare their presentations in English. Looking forward to the next events organised by ECCP Team and future opportunities regarding this.

#### **Castra**



We value and appreciate a lot the ECCP initiative and effort to organise the first EU-MENA region cluster meeting and match-making event in Morocco. We believe it is of strategic business interest for the EU clusters and SME's to expand activities in the MENA region and develop joint cluster to cluster and B2B activities with their partners in the region. Without the ECCP support, it would be extremely difficult for EU SME's to reach the MENA region and initiate partnership contacts, and we believe it would be helpful to continue exploring on a long term the EU-MENA potential for mutually beneficial business interactions.

#### **Cluster de l'Energia Eficient de Catalunya**

I am very pleased of the ECCP services, including the matchmaking event, from the registration procedure to finally the assistance of the ECCP program during the Matchmaking event.

#### **Catalonia Logistics**

My global impression about the ECCP services was good. The people that came were very nice, all was quite well organized, but some processes are not clear neither fast.

#### **Packaging Cluster**

Very good organisation.

#### **Aria Normandie**

Very well organised.

#### **ARCHENERG / COSMENERG-4i**

The ECCP services were excellent. The matchmaking event was very well organised and fruitful. It has opened the way for COSMENERG-4i to have contacts and open the way to new markets (Tunisia, Egypt, Palestine, etc).

#### **Bulgarian Cluster Telecommunications**

Extremely useful mission - have unveiled the practical approach how to address EMEA markets.

#### **SECPHO**

The event was perfectly organised and initiated collaborations are very promising. Looking forward for the next activities of the ECCP!

#### **Transylvania Textile & Fashion**

Accomplishments achieved thanks to the ECCP:

-Connecting our designers with designers from Jordan, Lebanon and Palestine;



- To host the Rawabi Tech Hub and the Moroccan Technical Textile cluster representatives in Romania;
- To host the Salfit House of Furniture in Romania in order to establish cooperation;
- To connect the Rawabi Tech Hub and the iNNoHUB;
- To sign two cooperation agreements with Rawabi Tech Hub and Moroccan Technical Textile Cluster; and
- To establish an online selling point in cooperation with the Hebron Leather and Shoe Cluster.

## 5.2 Future events involving the South Mediterranean

Out of the 17 respondents to the follow-up survey, 16 would like to attend the EU-South Med matchmaking event during 2020. The majority of the participants are interested both in following-up with their contacts from the South Mediterranean and making new ones (Figure 7).

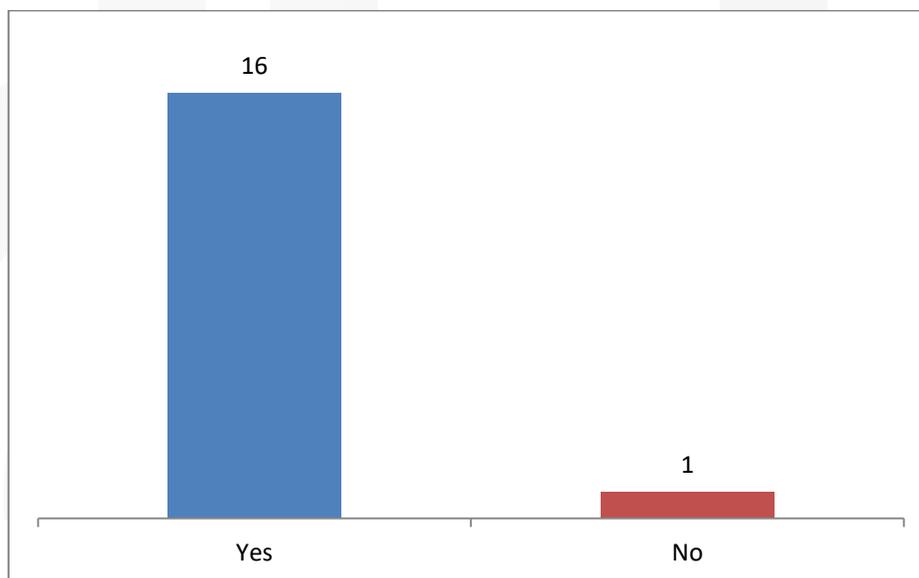


Figure 7 - Interest in participating in future events with the South Med



## 6 Conclusions

This report analyses the information collected through the EU-South MED Cluster Matchmaking Event & TechDays follow-up survey. The overall results of the survey indicate the long-term impact of the achievements accomplished during the cluster matchmaking event, which are expected to lead to further cooperation activities.

According to the results of the follow-up survey, 53 cooperation cases were reported by the European delegation that attended the cluster matchmaking event. More precisely, there were identified 40 cooperation opportunities with non-European cluster (or other organisations) and 13 with European clusters, which reveals a strong potential for cooperation between European clusters and clusters from South Mediterranean countries.

Knowledge sharing and information exchange was determined to be the most common type of cooperation identified by the European delegation followed by Establishment of business contacts among members and Research and development. Regarding the type of benefits obtained by the SMEs through their cluster organisation participation in the event, the Access to new clients or distributors was considered the primary benefit; while none of the SMEs benefited from Staff exchanges.

Even though many of the abovementioned cooperation activities are still under development, the majority continues to be pursued and the details provided on their progress seem promising. Until now, seven formal agreements have been signed. Furthermore, the cluster organisations reported that 35 specific SMEs benefited from the EU-South MED Cluster Matchmaking Event & TechDays, which can be seen as a positive sign of collaboration moving forward.

The quantitative results and the qualitative feedback provided by the follow-up survey, lead to the conclusion that the event was largely successful. The event covered the wide range of objectives set by cluster organisations and helped to establish contacts with relevant clusters from South Mediterranean countries. In this sense, it is expected that more formal agreements will materialise over time; therefore, increasing the involvement of SMEs.



Finally, another evidence of the effectiveness of the event is that 16 out of the 17 cluster participants would like to attend the EU-South Med matchmaking event in 2020. Thus, there is a clear opportunity to continue to pursue ECCP organised EU-South MED cluster matchmaking event.



## Annex 1 – Debriefing Questionnaire Template

# EU-South MED Cluster Matchmaking & TechDays

9<sup>th</sup> - 11<sup>th</sup> of April 2019 | Casablanca (Morocco)

### Debriefing questionnaire for the 9<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> of April

Please return this questionnaire by hand to the ECCP team right after the event activities. If this is not possible, please send it to [EUmachmaking@spi.pt](mailto:EUmachmaking@spi.pt) until April 21<sup>st</sup>.s

#### 1. Cluster profile

**All fields are mandatory!**

Cluster Organisation:	
Contact Person:	
Position/Title:	
E-mail Contact Person:	
Phone:	

#### 2. Overall quality of the event

Please score from 0 to 5 (being 0 the lowest value and 5 the highest value) the following aspects related to the overall quality of the event:

Indicator	Score (0-5)
Quality of the overall event content / agenda	
Quality of the seminar	
Quality of the matchmaking sessions	
Quality of the seminar speakers	
Quality of the overall organisation	
Quality of the facilities	



Quality of the information provided to the participants	
Participation of South MED clusters in the event	

Please indicate below your suggestions to improve future cluster matchmaking events:

What international event (trade fair/conference) do you plan to attend in the next 12 months and would you propose us to organise a matchmaking mission at?

What countries are you interested in collaborating with (EU and worldwide)? Would the organisation of a matchmaking event related to these countries be helpful to you (in the EU or the specific country)?

### 3. Relevance of the event towards individual objectives

Please score from 0 to 5 the following aspects related to the relevance of the event towards your individual objectives:

Indicator	Score (0-5)
Vision and knowledge of new markets and technology trends	
Knowledge of geographical market entry barriers for cluster organisations / members	
Signature of cooperation agreements between companies and/or laboratories within participating clusters/regions/countries	
Development of new business activities	
Increased international visibility and market penetration: facilitate search for strategic alliances/partners	



Accessing new research and innovation competences and developing concrete projects	
--	--

#### 4. Impact of the event

Please quantify the following aspects related to the impact of the event:

Indicator	Number
Number of cooperation agreements/letters of intent your cluster has initiated or plans to establish with clusters/businesses/RDI actors/business network/facilitators met at the event	
Number of clusters/businesses you plan to keep further contact with to establish cooperation	
Number of collaborative project ideas that have emerged from the C2C/C2B meetings	
Number of FORMAL and INFORMAL meetings conducted with South MED organisations (SMEs and Clusters), ie. Informal include networking during breaks, lunches, etc.	
Number of FORMAL and INFORMAL meetings conducted with European organisations (SMEs and Clusters)	

Please provide information on the organisations you plan to keep further contact with to establish cooperation:

##### Organisation 1

Cooperation initiated with the following organisation:	
<input type="checkbox"/> European cluster	<input type="checkbox"/> non-European cluster (or other organisation)
<input type="checkbox"/> European firm	<input type="checkbox"/> non-European firm
Organisation Name (or main activity if confidential):	
Organisation Country:	
Organisation web address (if available):	
Type of cooperation (select one):	
<input type="checkbox"/> Research & Development	<input type="checkbox"/> Staff Exchange
<input type="checkbox"/> Technology transfer	<input type="checkbox"/> Academic
<input type="checkbox"/> Exports	<input type="checkbox"/> FDIs: Inward/outward
<input type="checkbox"/> Imports	<input type="checkbox"/> Other (specify)
<input type="checkbox"/> Soft Landing services	



Please briefly specify the cooperation objective/activity explored, agreed upon, initiated or established and indicate the specific actions/implementation steps you plan to undertake or have undertaken:

### Organisation 2

Cooperation initiated with the following organisation:

- European cluster  non-European cluster (or other organisation)  
 European firm  non-European firm

Organisation Name (or main activity if confidential):

Organisation Country:

Organisation web address (if available):

Type of cooperation (select one):

- Research & Development  Staff Exchange  
 Technology transfer  Academic  
 Exports  FDIs: Inward/outward  
 Imports  Other (specify)  
 Soft Landing services

Please briefly specify the cooperation objective/activity explored, agreed upon, initiated or established and indicate the specific actions/implementation steps you plan to undertake or have undertaken:

### Organisation 3

Cooperation initiated with the following organisation:

- European cluster  non-European cluster (or other organisation)  
 European firm  non-European firm

Organisation Name (or main activity if confidential):



Organisation Country:
Organisation web address (if available):
Type of cooperation (select one): <input type="checkbox"/> Research & Development <input type="checkbox"/> Technology transfer <input type="checkbox"/> Exports <input type="checkbox"/> Imports <input type="checkbox"/> Soft Landing services <input type="checkbox"/> Staff Exchange <input type="checkbox"/> Academic <input type="checkbox"/> FDIs: Inward/outward <input type="checkbox"/> Other (specify)
Please briefly specify the cooperation objective/activity explored, agreed upon, initiated or established and indicate the specific actions/implementation steps you plan to undertake or have undertaken:

#### Organisation 4

Cooperation initiated with the following organisation: <input type="checkbox"/> European cluster <input type="checkbox"/> European firm <input type="checkbox"/> non-European cluster (or other organisation) <input type="checkbox"/> non-European firm
Organisation Name (or main activity if confidential):
Organisation Country:
Organisation web address (if available):
Type of cooperation (select one): <input type="checkbox"/> Research & Development <input type="checkbox"/> Technology transfer <input type="checkbox"/> Exports <input type="checkbox"/> Imports <input type="checkbox"/> Soft Landing services <input type="checkbox"/> Staff Exchange <input type="checkbox"/> Academic <input type="checkbox"/> FDIs: Inward/outward <input type="checkbox"/> Other (specify)



Please briefly specify the cooperation objective/activity explored, agreed upon, initiated or established and indicate the specific actions/implementation steps you plan to undertake or have undertaken:

#### Organisation 5

Cooperation initiated with the following organisation:

- |   |   |
|---|---|
| <input type="checkbox"/> European cluster | <input type="checkbox"/> non-European cluster (or other organisation) |
| <input type="checkbox"/> European firm    | <input type="checkbox"/> non-European firm                            |

Organisation Name (or main activity if confidential):

Organisation Country:

Organisation web address (if available):

Type of cooperation (select one):

- |   |   |
|---|---|
| <input type="checkbox"/> Research & Development | <input type="checkbox"/> Staff Exchange       |
| <input type="checkbox"/> Technology transfer    | <input type="checkbox"/> Academic             |
| <input type="checkbox"/> Exports                | <input type="checkbox"/> FDIs: Inward/outward |
| <input type="checkbox"/> Imports                | <input type="checkbox"/> Other (specify)      |
| <input type="checkbox"/> Soft Landing services  |   |

Please briefly specify the cooperation objective/activity explored, agreed upon, initiated or established and indicate the specific actions/implementation steps you plan to undertake or have undertaken:

#### Organisation 6

Cooperation initiated with the following organisation:

- |   |   |
|---|---|
| <input type="checkbox"/> European cluster | <input type="checkbox"/> non-European cluster (or other organisation) |
| <input type="checkbox"/> European firm    | <input type="checkbox"/> non-European firm                            |

Organisation Name (or main activity if confidential):



Organisation Country:
Organisation web address (if available):
Type of cooperation (select one): <input type="checkbox"/> Research & Development <input type="checkbox"/> Technology transfer <input type="checkbox"/> Exports <input type="checkbox"/> Imports <input type="checkbox"/> Soft Landing services <input type="checkbox"/> Staff Exchange <input type="checkbox"/> Academic <input type="checkbox"/> FDIs: Inward/outward <input type="checkbox"/> Other (specify)
Please briefly specify the cooperation objective/activity explored, agreed upon, initiated or established and indicate the specific actions/implementation steps you plan to undertake or have undertaken:

### Testimonial

Please include a few sentences explaining what outcomes or results you have achieved or expect to achieve thanks to this event.



## Annex 2 – Survey Template

### [event name] Follow-up Survey

We kindly request you to fill this questionnaire in order to provide valuable information about the impact of the [event name] organised by the European Cluster Collaboration Platform (ECCP). Your feedback is essential to improve and justify further events. Thank you!

#### 6.1 I. Cluster Profile

Cluster organisation\*:

Sector:

Country\*:

Contact Person\*:

#### 6.2 II. Specific Cooperation Cases

Please indicate how many organisations you have initiated or establish cooperation activities following the event:

<input type="checkbox"/> 1	<input type="checkbox"/> 4
<input type="checkbox"/> 2	<input type="checkbox"/> 5
<input type="checkbox"/> 3	<input type="checkbox"/> More than 5

COOPERATION CASE 1+i	
Cooperation initiated with the following type of organisation:	
<input type="checkbox"/> European cluster	<input type="checkbox"/> non-European cluster (or other organisation)
<input type="checkbox"/> European firm	<input type="checkbox"/> non-European firm
Organisation Name (or main activity if confidential)*:	
Organisation Country:	
Sector:	



<b>Type of cooperation (select one):</b>	
<input type="checkbox"/> Research & Development	<input type="checkbox"/> Staff exchange
<input type="checkbox"/> Technology transfer	<input type="checkbox"/> Academic
<input type="checkbox"/> Exports	<input type="checkbox"/> Foreign Direct Investment(s) (FDIs): Inward/outward
<input type="checkbox"/> Imports	<input type="checkbox"/> Organisation of joint business events
<input type="checkbox"/> Sales office representation	<input type="checkbox"/> Knowledge sharing & information exchange
<input type="checkbox"/> Joint venture	<input type="checkbox"/> Establishment of business contacts among members
<input type="checkbox"/> Merger and Acquisition	<input type="checkbox"/> Other (specify):
<input type="checkbox"/> Soft Landing services	
Please briefly specify the cooperation objective and activity explored, initiated or established following the event and indicate specific actions undertaken:	
Is the cooperation objective/activity continuing to be pursued with the partner organisation? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please indicate next steps envisaged:	
<b>Formal agreements</b>	
Has your cluster organisation signed a formal agreement (or memorandum of understanding) in regard to this cooperation activity? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please briefly describe the objective(s) and planned activities in the scope of this formal agreement:	
<b>SMEs benefited</b>	
Are any of your SME members actively involved in this cooperation activity? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please identify which of your SME members are actively involved in this cooperation activity and describe how they are benefited. SME(s) name: Involvement and benefits:	



### 6.3 III. Specific cases of how SMEs benefited from the event

Please indicate how many SMEs have benefited from your participation in the matchmaking event (not necessarily related to particular cooperation activities):

<input type="checkbox"/> 1	<input type="checkbox"/> 4
<input type="checkbox"/> 2	<input type="checkbox"/> 5
<input type="checkbox"/> 3	<input type="checkbox"/> More than 5

SME 1+i								
SME Name:								
Please specify how the SME benefited from the cluster participation in the matchmaking event: <table border="0"><tr><td><input type="checkbox"/> Technology transfer</td><td><input type="checkbox"/> Participation in exploratory visits</td></tr><tr><td><input type="checkbox"/> Participation in collaborative RDI projects</td><td><input type="checkbox"/> Participation in B2B events</td></tr><tr><td><input type="checkbox"/> Staff exchanges</td><td><input type="checkbox"/> Facilitation of soft landing</td></tr><tr><td><input type="checkbox"/> Access to new clients or distributors</td><td><input type="checkbox"/> Others, please specify</td></tr></table>	<input type="checkbox"/> Technology transfer	<input type="checkbox"/> Participation in exploratory visits	<input type="checkbox"/> Participation in collaborative RDI projects	<input type="checkbox"/> Participation in B2B events	<input type="checkbox"/> Staff exchanges	<input type="checkbox"/> Facilitation of soft landing	<input type="checkbox"/> Access to new clients or distributors	<input type="checkbox"/> Others, please specify
<input type="checkbox"/> Technology transfer	<input type="checkbox"/> Participation in exploratory visits							
<input type="checkbox"/> Participation in collaborative RDI projects	<input type="checkbox"/> Participation in B2B events							
<input type="checkbox"/> Staff exchanges	<input type="checkbox"/> Facilitation of soft landing							
<input type="checkbox"/> Access to new clients or distributors	<input type="checkbox"/> Others, please specify							
Please briefly describe how the SME benefited (e.g. Participation in exploratory visits, b2b matchmaking events, facilitation of soft landing, access to new clients or distributors, etc.) and qualify the degree of impact if possible (e.g. increase in the percentage of turnover from international activities):								

### 6.4 IV. Final Observations

Please provide a brief statement on your impressions concerning the ECCP services, including the matchmaking event (i.e. how it helped your cluster and its members, the quality of support received, accomplishments achieved thanks to the ECCP etc.). This information may be made public.
---



Would you be interested in participating in an EU-South MED matchmaking event during 2020?

- Yes  No

If yes, please select which reason better applies to your case:

- I would like to follow-up with my South MED contacts  
 I would like to make new contacts  
 Others, please specify

Would you like to add some comment or suggestion regarding a possible EU-South MED event?

Thank you for taking the time to complete this survey! Your feedback is crucial to ensure proper support is provided to the European Cluster Community.

Visit us at [www.clustercollaboration.eu](http://www.clustercollaboration.eu)

For any questions, please send an email to the ECCP team: [contact@clustercollaboration.eu](mailto:contact@clustercollaboration.eu)

