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## **European Cluster Matchmaking Event**

**13-14 September 2017**



## **Mission Proceedings Report**

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## 1. Introduction

The tenth European Cluster Matchmaking mission took place from the 13th to the 14th of September 2017 in Thessaloniki, Greece. The event was supported by EASME and the DG Internal Market, Industry, Entrepreneurship and SMEs (DG GROW, European Commission), and organised by the European Cluster Collaboration Platform in collaboration with the Centre for Research and Technology – (Hellas), the Chorus and Corallia clusters and with the support of the Region of Central Macedonia, the local European Enterprise Network (EEN) Hellas and of the Balkan Cluster House network.

The matchmaking event was conducted back to back with the 82<sup>nd</sup> Thessaloniki International Fair (9-17 September).

inno TSD (inno) was in charge of the preparation and onsite organisation of the event. The event included a policy session with speakers from the European Commission presenting new policy initiatives notably the forthcoming European Strategic Cluster Partnerships for smart specialisation investments (ESCP-S3) as well as various speakers from regional and national organisations presenting the role of clusters in their respective territories. The event also included a matchmaking session as well as a programme of on-site visits at Hellas covering three thematic areas: smart city and creative industries, energy and agrofood.

The event gathered some 42 clusters from 16 countries from the EU and especially the Balkan-Med region, active in the sectors of creative and cultural industries, smart cities, the circular economy, mobility and automotive sectors. The following European countries were represented (Greece, Spain, France, Italy, Croatia, UK, Hungary, Slovenia, Poland, Romania, Bulgaria, Lithuania, Sweden) and additionally from the Balkan-Med region (Serbia, Montenegro, FYROM and Albania). Overall 116 meetings, essentially C2C, were conducted.

In order to measure the participants' satisfaction and to align future ECCP activity as far as possible to cluster organisations' needs and expectations, the project team organised a debriefing session open to all participants at the end of the C2C session. Overall feedback received orally during the debriefing session was very positive, notably underlining the usefulness of combining policy and learning opportunities with C2C activities as well as allowing clusters to engage in C2B activities with businesses present at the Thessaloniki Fair. Participants also highlighted the need to maintain a strong sectoral focus to ensure better quality C2C interactions. Clusters also called for additional light funding support to organise exploratory visits of clusters and SME members across Europe as a concrete follow-up to the cooperation interest identified at the matchmaking event. This would give clusters and SME managers an opportunity to pursue cooperation in a practical manner.

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The offer of preparatory actions and information sharing was also regarded as being important and on the practical side clusters would like the matchmaking platform to be left open as long as possible. Some participants also noted the necessity to take into account the specific characteristics of the Balkan cluster community, for example their relative youth and size and their limited funding models.

In order to cross-check these oral comments with qualitative and written feedback, a feedback questionnaire was shared with the participants, covering 3 major topics:

- Overall quality of the event
- Relevance of the event towards individual objectives
- Impact of the event

Out of the 42 clusters delegation, 36 participants completed the debriefing questionnaire. The following sections provide more information about the responses received, as well as qualitative information on specific cooperation actions initiated through the event by each participant.

## 1. Overview of the European Delegation

The European delegation was selected based on a competitive call for expression of interest launched and published on the ECCP at the end of July 2017. The clusters were selected based on their relevance, merit and added value to the event. A focus was placed on clusters belonging to the following sectors: **cultural and creative industries, circular economy, agrofood, smart city, mobility, automotive and**

A total of 52 expressions of interest from clusters across Europe were received. Following the selection process, which included the verification of the eligibility criteria and the assessment of qualitative criteria, a total of 45 clusters, from 16 countries from the EU and the Balkan Med region were selected. It should be noted that two initially selected clusters from Italy and Bulgaria could not participate due to personal reasons and another selected cluster from Serbia could not come to the event due to last minute medical problems.

**The final delegation was thus composed of 42 clusters from 16 different EU Member States and the Balkan Med region (Albania, Bulgaria, Croatia, France, Greece, Hungary, Lithuania, Montenegro, Poland, Romania, Serbia, Slovenia, Spain, Sweden, The Former Yugoslavian Republic of Macedonia, United Kingdom).**



The table below provides an overview of the final delegation:

N°	Cluster	Field(s) of activity	Country
1	Bioenergy and Environment Cluster of Western Macedonia	Sustainable energy, mobility	Greece
2	ARIA Normandie	Automotive	France
3	Transylvanian Mechanical Engineering Cluster	Automotive	Romania
4	CHORUS	Mobility, smart city	Greece
5	Hellenic Mobile Cluster	Mobility	Greece
6	Gi-Cluster (Corallia)	Creative industries	Greece
7	Transylvania Energy Cluster	Smart cities, mobility, circular economy	Romania
8	Silesian Aviation Cluster	Automotive	Poland
9	South West Hungarian Cluster	Automotive	Hungary
10	Agrofood Murcia	Agrotech	Spain
11	iTech Transylvania Cluster	Mobility	Romania
12	Cluster Smart Cities de la Region de Murcia	Smart cities	Spain
13	INTELLIGENTNA ENERGIJA	Sustainable energy, mobility	Croatia
14	Green Energy Innovative Biomass Cluster	Sustainable energy, mobility	Romania
15	MLC ITS Euskadi	Mobility, smart city	Spain
16	si-cluster	Aerospace, automotive	Greece
17	Construction Cluster of Slovenia	Smart city, circular economy	Slovenia
18	Užupis Creative Cluster	Creative Industries	Lithuania
19	CATS	Creative Industries	France
20	AEC Agricultural Equipment Cluster	Agrotech	Croatia
21	Serbian Automotive Cluster	Automotive	Serbia
22	ROSENC	Sustainable energy, mobility	Romania
23	Cluster Energia Valencia	Sustainable energy, mobility	Spain
24	OMNIPACK First Hungarian Cluster of Packaging Technology	Circular economy	Hungary
25	Future Position X	Smart city	Sweden



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26	Cap digital	Cultural and creative industries	France
27	Cambridge Clean Tech	Sustainable energy, mobility	UK
28	Cluster Sofia Knowledge City	Creative and cultural industries	Bulgaria
29	IT Brasov	Smart city, mobility, circular economy	Romania
30	ECOPANONIA	Circular economy, agrotech, smart city	Serbia
31	CASTRA	Space and engineering, automotive	Bulgaria
33	Klaster Facts Serbia	Creative and cultural industries	Serbia
34	Rovest Cluster	Business services	Romania
35	Marine Cluster	Mobility, smart city, circular economy	Bulgaria
36	TTA Textile Cluster	Cultural and creative industries	The Former Yugoslav Republic of Macedonia
37	Agropro Oltenia Cluster	Agrotech	Romania
38	Wine Cluster Montenegro	Agrotech	Montenegro
39	Agrinet	Agrotech	Albania
40	Cluster agro start up Serbia	Agrotech	Serbia
41	Activator Cluster	Cultural and creative industries	Serbia
42	Urban Planning cluster	Smart city	Serbia

Table 1 List of clusters Delegation

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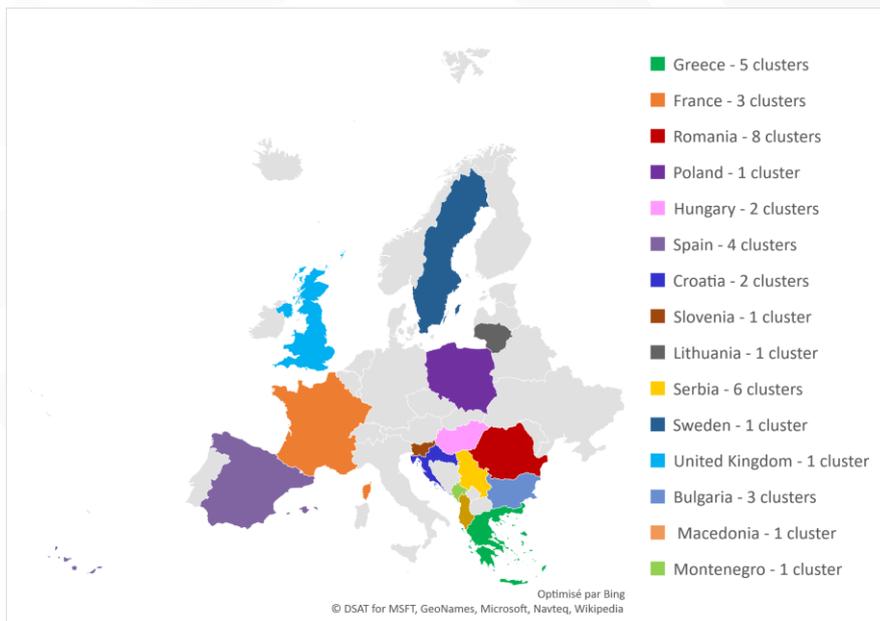


Figure 1 Origin and geographical repartition of the cluster delegation

Clusters from Romania (8) Greece (5) and Serbia (6) were particularly well represented as shown in the map above. All the clusters selected were deemed to have a high potential to maximise the opportunities from the matchmaking session and a strong willingness to engage in closer cooperation.

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## 2. Feedback session & questionnaire: analysis summary

### 2.1 Overall quality of the event

The results are very positive as all indicators achieved a good to excellent score (see Figure below). The criteria “overall event and the content of the agenda”, “matchmaking sessions”, “overall organisation” and “facilities” all received feedback indicating they were “very good”. As regards the criteria “information provided to the participants”, the participants scored it excellent.

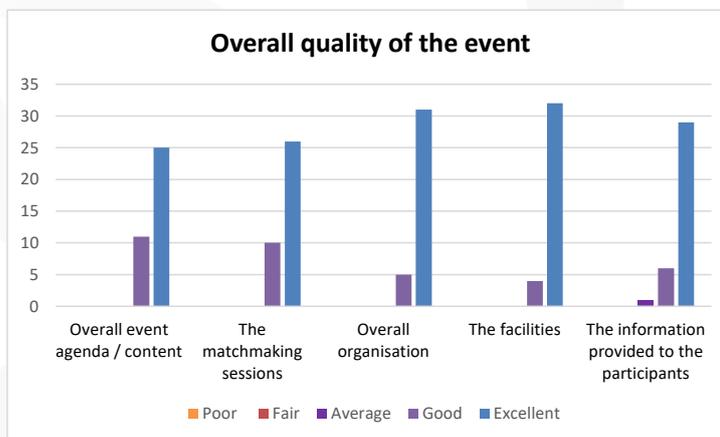


Figure 2 Results regarding the quality of the event

#### 1. Suggestions to improve future cluster matchmaking events

The cluster participants were asked to provide their impressions and comments about the event during the on-site debriefing session and through the electronic debriefing questionnaire. These observations are listed below and need to be seen not only as direct recommendations to improve certain aspects of future ECCP activities, but also as a means to contextualise and complement the quantitative inputs of the matchmaking debriefing form (see Annex 5).

**The comments can be divided into four main sections (all items below are direct citations):**

##### ***Suggestions for improvement regarding the overall agenda and event***

- The format of the event was great and managed to strike a good balance between opportunities for matchmaking and offering us access to new information during the first-day presentations;
- The 1-minute speed presentation of each cluster was very beneficial;



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- Providing more detailed information about programmes and forthcoming calls especially targeting clusters would have been good;
- Some content was very region specific and not relevant to all clusters;
- Sign cooperation agreements and/or make collaborative projects ideas to emerge during the event is difficult, but this first contact is a starting point to explore synergies, complementarities to follow-up for future collaborations;
- Having parallel sessions like roundtable discussions and in working groups like in Brussels in December 2016 would have been more pleasant and more effective (ECCP comment probably a reference to the Brussels ECO Conference);
- Having more workshops and speakers;
- Having a time-slot dedicated for further in-depth meeting of initiated groups of partners addressing common topics/ideas, as the ideas are fresh in the moment and the interested partners are already taking to each other could be useful;
- Providing free-tables for on-spot meetings (ECCP comment: these were provided in the matchmaking venue);
- 8 AM is too early for the start of the event (ECCP comment: transport requirements);
- Organising an informal networking session on the evening before the start of the event;

### ***Suggestions for improvement regarding the cluster delegation***

- Having a broader focus by inviting a few more industries;
- Having more creative clusters (fashion design) from the EU (Italy, France, Spain, Scandinavia, Netherlands, Germany...);
- Having more textile and fashion cluster from Western Europe;

### ***Suggestions for improvement regarding the overall organisation of the event***

- Having the information about the event earlier (programme, location);
- Providing a phone number to be able to contact the organisers in emergency situations (ECCP comment: mobile numbers were available on the agenda);
- Having less emails regarding the event and better information to avoid confusion;
- The registration procedure was complex
- The registration procedure for the event should be friendlier with Balkan clusters (ECCP comment: a number of Balkan clusters did not have ECCP profiles prior to the event)
- The administrative procedure was heavy (A cluster cited that they had to fill-in the Eol, create a ECCP profile and complete the B2M platform)
- Having a longer registration period (ECCP comment: probably refers to the B2match platform closing date);

### ***Recommendations for future matchmaking events***

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- Some cluster organisations welcome an event with a broad cross sectoral focus (ECCP comment: for this to work we need a large number/critical mass of clusters). Other participants however would have preferred a narrower sectoral cluster matchmaking events (ECCP comment: normally this is the case, but this event took the form of a mixed geographical/sectoral approach);
- Creating and developing recommendations to be sent to the European Commission and all participants (ECCP comment: probably refers to a need of a declaration type statement);
- Improving the integration of ECCP into the “social network” tools to allow better cluster-cluster interaction also outside of the event. Suggestion: to link cluster profiles and B2B meeting data from the b2match site to the ECCP cluster registration pages.

**2. 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?**

Listed below are the events that members of the cluster delegation indicated that they planned to attend. The list includes 30 events in 2017 and 12 events in 2018. The table below (table 2) presents in detail all the events in chronological order:



EVENTS YEAR 2017						
N°	Dates	Event	Location	Link	Topic	Cluster
1	17/09/2017-21/09/2017	<b>ITS World Congress 2018</b>	Copenhagen, Denmark	<a href="http://itsworldcongress.com/">http://itsworldcongress.com/</a>	ITS solutions	MLC ITS Euskadi
2	19-09/2017-21/09/2017	<b>Premiere Vision Paris</b>	Paris, France	No website available	Fashion	TTA Textile Cluster
3	20/09/2017-24/09/2017	<b>The National Agriculture and Food Exhibition and Fair (OMÉK)</b>	Budapest, Hungary	<a href="http://en.omek2017.hu/omek-2017/">http://en.omek2017.hu/omek-2017/</a>	Agriculture	ECOPANONIA
4	21/09/2017-22/09/2017	<b>5th Cluster Matchmaking Conference</b>	Stuttgart, Germany	<a href="https://events.b2match.com/e/cluster-matchmaking-2017">https://events.b2match.com/e/cluster-matchmaking-2017</a>	International cooperation, clusters	South West Hungarian Cluster, Užupis Creative Cluster
5	27/09/2017	<b>Brokerage Event at the International Forum Mechatronics</b>	Linz, Austria	<a href="https://www.b2match.eu/mechatronikforum2017">https://www.b2match.eu/mechatronikforum2017</a>	International cooperation, clusters	South West Hungarian Cluster
6	04/10/2017-06/10/2017	<b>Open4Business Matchmaking Event</b>	Pécs, Hungary	<a href="http://open4business.talkb2b.net/">http://open4business.talkb2b.net/</a>	International cooperation, clusters	South West Hungarian Cluster, ECOPANONIA



7	11/10/2017-15/10/2017	<b>Frankfurt Book Fair</b>	Frankfurt, Germany	<a href="http://www.buchmesse.de/en/fbf/">http://www.buchmesse.de/en/fbf/</a>	Media industry	CAP DIGITAL
8	16/10/2017-17/10/2017	<b>CEE Automotive Forum</b>	Prague, Czech Republic	<a href="http://www.ceeautomotive.com/">http://www.ceeautomotive.com/</a>	Automotive industry	Serbian Automotive Cluster
9	24/10/2017-26/10/2017	<b>Space Tech Expo Bremen 2017</b>	Bremen, Germany	<a href="http://www.spacetecheexpo.eu/">http://www.spacetecheexpo.eu/</a>	Space Technology	si-cluster
10	02/11/2017-04/11/2017	<b>Kikk Festival</b>	Namur, Belgium	<a href="https://www.kikk.be/2017/">https://www.kikk.be/2017/</a>	Digital and creative industries	CAP DIGITAL
11	06/11/2017-09/11/2017	<b>Lisboa Web Summit</b>	Lisboa, Portugal	<a href="https://websummit.com/?gclid=EAlalQobChMIueSugpDt1gIV1c0bCh37LgX5EAAYASAAEgKI8fD_BwE">https://websummit.com/?gclid=EAlalQobChMIueSugpDt1gIV1c0bCh37LgX5EAAYASAAEgKI8fD_BwE</a>	Technology	CAP DIGITAL
12	07/11/2017	<b>EU-Japan ICT Business Matching Event 2017</b>	Tokyo, Japan	<a href="http://www.eu-japan.eu/events/eu-japan-ict-business-matching-event-2017">http://www.eu-japan.eu/events/eu-japan-ict-business-matching-event-2017</a>	ICT	iTech Transylvania Cluster
13	07/11/2017-09/11/2017	<b>Global TCI conference</b>	Bogota, Colombia	<a href="http://www.tci-network.org/tci2017">http://www.tci-network.org/tci2017</a>	International cooperation, clusters	Cluster House
14	08/11/2017-09/11/2017	<b>Boosting smart interregional collaboration through clusters</b>	Valencia, Spain	<a href="http://cor.europa.eu/fr/events/Pages/boosting-smart-interregional-collaboration.aspx">http://cor.europa.eu/fr/events/Pages/boosting-smart-interregional-collaboration.aspx</a>	International cooperation, clusters	ECOPANONIA, Agropro Oltenia Cluster
15	09/11/2017-10/11/2017	<b>ICT Proposers' Day 2017</b>	Budapest, Hungary	<a href="https://ec.europa.eu/digital-single-market/en/events/ict-proposers-day-2017">https://ec.europa.eu/digital-single-market/en/events/ict-proposers-day-2017</a>	ICT	iTech Transylvania Cluster, CAP DIGITAL



16	09/10/2017-12/10/2017	<b>European Week of Cities and Regions</b>	Brussels, Belgium	<a href="http://ec.europa.eu/regional_policy/regions-and-cities/2017/index.cfm">http://ec.europa.eu/regional_policy/regions-and-cities/2017/index.cfm</a>	Knowledge sharing	IT Brasov
17	12/10/2017-16/10/2017	<b>Bursa Agriculture Fair</b>	Bursa, Turkey	<a href="http://tuyap.com.tr/en/exhibitions/bursa-agriculture-2017-buras-15th-international-agriculture-saplings-and-dairy-industry-fair#scope-of-the-fair">http://tuyap.com.tr/en/exhibitions/bursa-agriculture-2017-buras-15th-international-agriculture-saplings-and-dairy-industry-fair#scope-of-the-fair</a>	Agriculture	Agrinet
18	12/11/2017-18/11/2017	<b>Agritechnica 2017</b>	Hannover, Germany	<a href="https://www.agritechnica.com/en/">https://www.agritechnica.com/en/</a>	Agricultural machinery	AEC Agricultural Equipment Cluster
19	14/11/2017-16/11/2017	<b>Smart City Expo</b>	Barcelona, Spain	<a href="http://www.smartcityexpo.com/en/">http://www.smartcityexpo.com/en/</a>	Smart cities	IT Brasov
20	15/11/2017-16/11/2017	<b>Creative Business Cup</b>	Copenhagen, Denmark	<a href="http://www.creativebusinesscup.com/">http://www.creativebusinesscup.com/</a>	Cultural and creative industries	CAP DIGITAL
21	20/11/2017-22/11/2017	<b>10th Enterprise Europe Network Annual Conference</b>	Tallinn, Estonia	<a href="http://www.b2fair.com/eenconf2017">http://www.b2fair.com/eenconf2017</a>	International cooperation, clusters	iTech Transylvania Cluster
22	20/11/2017-24/11/2017	<b>Errin H2020 Project Development Week</b>	Brussels, Belgium	<a href="http://www.errin.eu/events/errin-h2020-project-development-week">http://www.errin.eu/events/errin-h2020-project-development-week</a>	European projects	CAP DIGITAL
23	22/11/2017	<b>Hypermotion Frankfurt 2017</b>	Frankfurt, Germany	<a href="https://hypermotion-frankfurt.messefrankfurt.com/frankfurt/en.html">https://hypermotion-frankfurt.messefrankfurt.com/frankfurt/en.html</a>	Smart mobility, smart logisitcs	MLC ITS Euskadi
24	22/11/2017-23/11/2017	<b>VI Romanian Cluster Conference</b>	Bucharest, Romania	<a href="http://clusterhouse.rs/index.php?option=com_content&amp;view=article&amp;id=1085%3Aavi-romanian-cluster-">http://clusterhouse.rs/index.php?option=com_content&amp;view=article&amp;id=1085%3Aavi-romanian-cluster-</a>	International cooperation, clusters	Cluster House



				<a href="#">25conference-bucharest-romania-22-23-november-2017&amp;catid=1%3Avesti&amp;Itemid=13&amp;lang=en</a>		
25	22/11/2017-23/11/2017	<b>Bucharest Biennale</b>	Bucharest, Romania	<a href="#">No website available</a>	Contemporary art	Cluster agro start up Serbia
26	28/11/2017-30/11/2017	<b>TRUSTECH 2017</b>	Cannes, France	<a href="http://www.businessbeyondborders.info/trustech-2017/">http://www.businessbeyondborders.info/trustech-2017/</a>	ICT	Agropro Oltenia Cluster
27	29/11/2017-30/11/2017	<b>NEM Summit 2017</b>	Madrid, Spain	<a href="https://nem-initiative.org/nem-summit-2017-call-for-extended-abstracts/">https://nem-initiative.org/nem-summit-2017-call-for-extended-abstracts/</a>	Cultural and creative industries	CAP DIGITAL
28	30/11/2017-01/12/2017	<b>Slush Event</b>	Helsinki, Finland	<a href="http://www.slush.org/">http://www.slush.org/</a>	Technology	CAP DIGITAL
29	04/12/2017-05/12/2017	<b>EIT Health Summit</b>	London, United-Kingdom	<a href="https://www.eithealth.eu/events/-/asset_publisher/edyL3PzI94kn/content/eit-health-summit?inheritRedirect=false">https://www.eithealth.eu/events/-/asset_publisher/edyL3PzI94kn/content/eit-health-summit?inheritRedirect=false</a>	Health	CAP DIGITAL
30	06/12/2017-07/12/2017	<b>Energy From Waste</b>	London, United-Kingdom	<a href="http://www.globaleventslist.elsevier.com/events/2015/12/energy-from-waste/">http://www.globaleventslist.elsevier.com/events/2015/12/energy-from-waste/</a>	Energy	Cluster Energia Valencia



EVENTS YEAR 2018						
N°	Dates	Event	Location	Link	Topic	Cluster
1	21/01/2018	<b>Modefabriek</b>	Amsterdam, Netherlands	<a href="https://10times.com/modefabriek">https://10times.com/modefabriek</a>	Fashion	Klaster Facts Serbia
2	01/02/2018	<b>Smart Cities UK 2018</b>	London, United-Kingdom	<a href="http://www.smartcityuk.com/">http://www.smartcityuk.com/</a>	Smart cities	Cluster Sofia Knowledge City
3	13/02/2018-18/02/2018	<b>Premiere Vision Paris</b>	Paris, France	<a href="http://www.premierevision.com/en/">http://www.premierevision.com/en/</a>	Fashion	TTA Textile Cluster
4	13/03/2018-16/03/2018	<b>MIPIM</b>	Cannes, France	<a href="http://www.mipim.com/french/">http://www.mipim.com/french/</a>	Real estate	CATS
5	20/03/2018-23/03/2018	<b>Intertraffic Amsterdam 2018</b>	Amsterdam, Netherlands	<a href="https://www.intertraffic.com/amsterdam/">https://www.intertraffic.com/amsterdam/</a>	Traffic	MLC ITS Euskadi
6	20/03/2018-23/03/2018	<b>European TCI cluster conference March 2018</b>	Sofia, Bulgaria	<a href="http://www.tci-europe2018.com/">http://www.tci-europe2018.com/</a>	International cooperation, clusters	Cluster agro start up Serbia, Urban Planning cluster
7	23/04/2018-27/04/2018	<b>Hannover Messe</b>	Hannover, Germany	<a href="http://www.hannovermesse.de/home">http://www.hannovermesse.de/home</a>	Industrial technologies	IT Brasov
8	14/05/2018-18/05/2018	<b>European Biomass Conference and Exhibition</b>	Copenhagen, Denmark	<a href="http://www.eubce.com/home.html">http://www.eubce.com/home.html</a>	Biomass, bioenergy	ROSENC



9	26/06/2018-28/06/2018	<b>Toulouse Space Show 2018</b>	Toulouse, France	<a href="http://www.toulousspaceshow.eu/tss18/">http://www.toulousspaceshow.eu/tss18/</a>	Space Technology	si-cluster, CASTRA
10	06/09/2018-07/09/2018	<b>19th European Conference on Knowledge Management</b>	Padua, Italy	<a href="http://www.gurteen.com/gurteen/gurteen.nsf/id/eckm-2018?open">http://www.gurteen.com/gurteen/gurteen.nsf/id/eckm-2018?open</a>	Knowledge Management	Cluster Sofia Knowledge City
11	07/11/2018-11/11/2018	<b>EIMA</b>	Bologna, Italy	<a href="https://www.eima.it/it/index.php">https://www.eima.it/it/index.php</a>	Agricultural machinery	AEC Agricultural Equipment Cluster
12	No date available yet	<b>Futur en Seine 2018</b>	Paris, France	No website available yet	Digital	CAP DIGITAL

Table 2 List of the events 2017-2018



**3. 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)?**

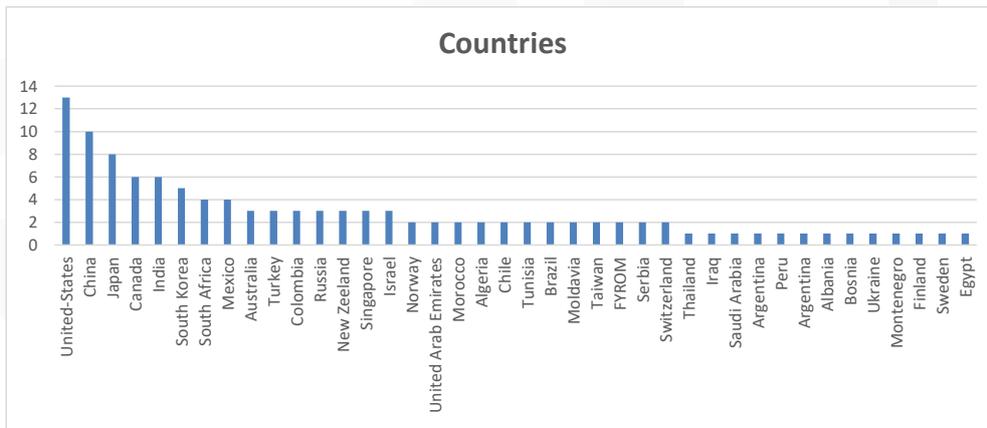


Figure 3 Countries of interest for the cluster delegation

The countries that concentrate the major interest of the clusters are the **United-States, China, Japan, Canada and India** followed by **South Korea**. These results are similar and consistent with the results of other ECCP surveys and matchmaking debriefing reports.

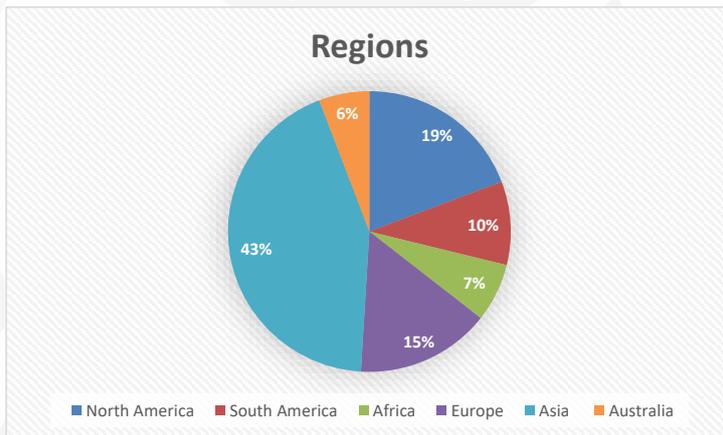


Figure 4 Results of the countries of interest divided by global regions

In addition, clusters specifically mentioned the following geographical regions as being of interest: Middle-East and North Africa, Scandinavian countries and Asia.

## 2.2 Relevance towards individual objectives

The figure below indicates the relevance of the event with regards to the specific objectives of the participants. The event seemed to be extremely relevant for the identification and search of strategic alliances/partners by cluster organisations, sharing strategic visions and knowledge of new markets and technology trends. The relevance of the event to develop new business activities and learn more about geographical markets and entry barriers also received a good rating.

The signature of cooperation agreements was assessed very unequally by the cluster delegation, indicating that not all clusters had the same experience. While for 1/3 of the participants the possibility to sign an agreement was deemed very positive, a slightly higher number gave a rating of “poor” to this criterion. Indeed, some 2/3 of the clusters declared that the signature of cooperation agreements was between poor and average. Some clusters indicated that at this stage it was too early to sign cooperation agreements and rather that this matchmaking event represented a good starting point and opportunity for future collaboration.

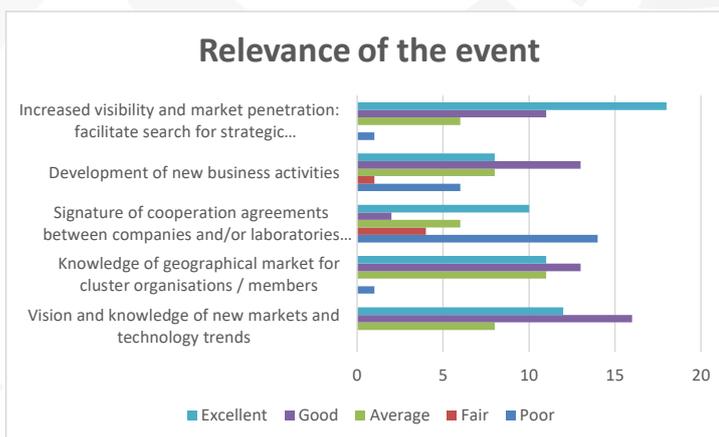


Figure 4 Results on the relevance of the event towards individual objectives



### 2.3 Impact of the event

The impact of the event was analysed through the debriefing form on several aspects such as: “number of cooperation agreements/letters of intent your cluster has initiated or plans to establish with clusters/businesses/RDI actors/business network/facilitators you met at the event”; “number of clusters/businesses you plan to keep further contact with to establish cooperation” and the “number of collaborative project ideas that have emerged from the C2C meetings”.

The scope for developing some 86 cooperation agreements and a further 89 collaborative project ideas was mentioned in the debriefing form. An average of 5 cooperation agreements and 5 collaborative projects ideas were identified by the cluster organisations that took part in the matchmaking event. These figures illustrate a very positive impact of the event and high expectations for future collaborations.

In addition, each of the cluster participants plans to continue contacts with an average of 9 organisations met at the event. This figure is also very positive and indicates that not only did the cluster delegation identify the possibility of signing a high number of cooperation agreements but more importantly that the participants intend to continue to be in touch after the event.

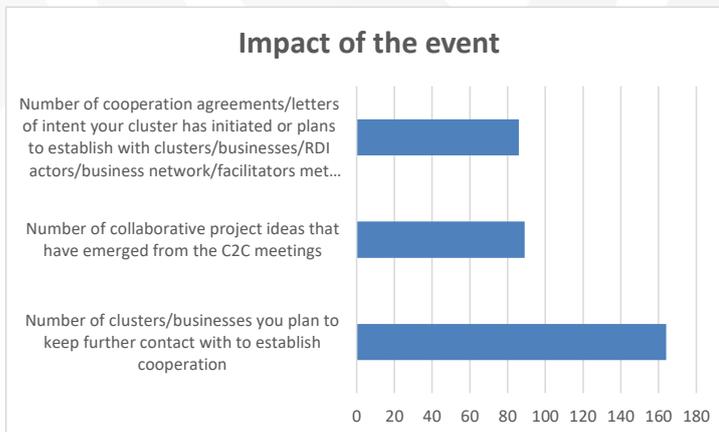


Figure 5 Impact of the event in terms of collaborative projects, agreements & cooperation with organisations

## 2.4 Organisation's cooperation objectives and next steps

This section specifies information regarding the organisations that each member of the cluster delegation met during the matchmaking event and with whom they plan to keep in touch with for further cooperation. The details regarding meetings are collected in Table 3 below and include information on some cooperation agreements that were actually signed during the event! The comments are taken directly from the feedback forms with minimal editing although we have made some changes when the message was not sufficiently clear.

**Commenté [I1]:** Thanks this table is a good start.  
 1. There are inconsistencies in the table: information does not seem to be perceived the same way on both sides. Example: TMEC with SWHEC: one says an agreement was signed. The other doesn't mention anything about it...  
 2. Could you please separate collaboration cases and formal agreements for better follow-up and better insertion in the annex D2.11

Cluster Delegation	Cluster / Sector	Cooperation objective/Action envisaged/Next steps
ARIA Normandie	TMEC	COSME project for conference/exhibition
	Cambridge Cleantech	Open innovation Platform
	Serbian automotive Cluster	Members mission in Serbia / Mission in France, discover business opportunities
	South West Hungarian Engineering cluster	Agreement to be signed
Transylvanian Mechanical Engineering Cluster	ARIA Normandie	Organising a B2B meeting for cluster members and visiting cluster organisation in field
	Serbian automotive Cluster	Supporting each others' events and seeking future collaboration regarding Interreg Danube projects



	South West Hungarian Engineering cluster	<b>We signed a cooperation agreement here in Thessaloniki at the C2C meeting. We agreed on going together for an EU funded project in the near future.</b>
	Silesian Aviation Cluster	Agreed on some common interests and put in contact the academic members for R&D projects.
<b>Transylvania Energy Cluster</b>	Balkan cluster house	We will become members of Balkan Cluster House and seek cooperation in EU projects
	Cluster Energia	Cooperation in international projects
	Cluster Circular Construction	We will apply on COSME calls and cluster excellence
	Cluster Smart Cities	Cooperation between cluster and consortia for projects
<b>South West Hungarian Engineering Cluster</b>	Transylvania Engineering Cluster	Academic and company site seeing
	Agricultural Equipment Cluster	Academic, company site seeing, common products
	Transylvanian Mechanical Engineering Cluster	<b>We signed a cooperation agreement here in Thessaloniki at the C2C meeting.</b>
	Serbian automotive Cluster	Share information about programmes, events, methods, national policy development, business plans, tertiary education
<b>Agrofood Murcia</b>	organic products cluster	Research & Development cooperation areas
<b>iTech Transylvania Cluster</b>	CAP DIGITAL	We want to find new collaboration opportunities for the cluster entity and also for our member companies. We are interested to collaborate in research and innovation area in order to create innovative projects with major impact on the community.



	Mobility & Logistics Cluster (MLC ITS Euskadi)	<p>We want to find new collaboration opportunities for the cluster entity and also for our member companies. We are interested to collaborate in research and innovation area in order to create innovative projects with major impact on the community.</p> <p>During years, iTech Transylvania Cluster by ARIES T developed projects in order to create collaborative projects between companies, universities, research institutions, local authorities and various service entities for developing the business environment of Cluj-Napoca.</p> <p>iTech Transylvania cluster by ARIES T strives to develop new links with other clusters from mobility fields of activity in order to initiate new trans sectoral projects and collaboration.</p>
	Cluster Sofia Knowledge City	<p>Since April 2017 our cluster supports the implementation of the Cluj-Napoca Strategy for Smart Specialization. Cluster Sofia Knowledge City support the implementation of the Strategy for Smart Specialization in Sofia so we want to collaborate and made exchange of best practices in this field.</p>
Cluster Smart Cities de la Region de Murcia	Logistics Cluster of Basque Country	Transfer of technology for intelligent collection and management of solid urban waste.
	Cluster of Energy of Valencia	R&D projects
	University of Western Macedonia	Agreement to participate in sustainable transport initiative.
	Construction Cluster of Slovenia	<p><b>Signature of Cooperation Agreement ECCA (European Circular Construction Alliance).</b></p> <p>Future meeting in Spain. Project under HORIZON 2020.</p>
INTELIGENTNA ENERGIJA	Mobility & Logistics Cluster (MLC ITS Euskadi)	Research & Development, conversion of standard cars into e-cars
	ROSENC	<p>Research &amp; Development</p> <p>Import</p> <p>Export</p> <p>Low energy</p> <p>Energy efficiency</p>
	Trec cluster	Research & Development



		Hydro energy Solar energy
	SGG	Horizon 2020 ECCA
<b>Green Energy Innovative Biomass Cluster</b>	Construction Cluster of Slovenia	Project to explore consortium of clusters in energy efficiency
	Chorus Clean Energy Cluster	Research in biomass;
	Inteligentna Energija Cluster	Imports, Company from cluster export the solar panels
	Bioenergy and Environment Cluster of Western Macedonia	Technology transfer - Best practices (logistic concepts)
<b>MLC ITS Euskadi</b>	Cluster for Innovation and Technology	Keep contact to find out more about possible collaboration in the field of smart cities/mobility
	Inteligentna Energija Cluster	Sharing information to find out for future possible collaborations in the field of clean vehicles (electromobility)
	iTech Transylvania Cluster	Keep contact to find out more about possible collaboration in the field of smart cities/
<b>si-cluster</b>	Silesian Aviation Cluster	Communication to explore potential partnerships in Poland.
	Transylvanian Mechanical Engineering Cluster	Communication to explore R&D trends in Romania.
	ARIA Normandy	Communication to explore future opportunities in mobility.
	CASTRA	Collaboration so as to explore opportunities in defense and dual-use sectors.
<b>Construction Cluster of Slovenia</b>	CHORUS Clean Energy Cluster	The solutions offered by CHORUS clusters address the circular economy principles and can be internationalized. <b>The collaboration within ECCA ESCP4i was initiated.</b>



	Cambridge Cleantech	The outcome of the meeting was that many complementarities can be found among ECCA clusters and UK cluster as all address circular economy in their mission. The partnership in ECCA was suggested to continue the collaboration. ESCP4i for internationalisation
	Inteligentna energija	Existing collaboration within H2020 proposal elaboration will continue within the ECCA ESCP4i.
	Cluster Smart cities de la region Murcia	The cluster connects some of the partners of EU LIFE project Construction Cluster of Slovenia is partner in, and some of them already participated in H2020 proposals initiated within ECCA ESCP4i. More concrete applications can be prepared for EUREKA calls. <b>The cluster was invited to become a member of the ECCA ESCP4i.</b> The EU LIFE HEATLAND project's KOM will be used to talk about new collaborative opportunities and internationalization objectives.
	Green energy Innovative Bioamass cluster	Focusing on local production (cross sectoral collaboration with agro sector) of renewable energy sources and their use as local energy sources (smaller cities, villages) can be a circular solution applicable in many countries around the world.
<b>Užupis Creative Cluster</b>	Not specified	Plans to cooperate at cluster EU funded projects
<b>CATS</b>	CASTRA	CASTRA gathers a lot of data through their space satellite projects. They want to collaborate with CATS to create solutions in User interface / User experience to bring those data to a wider audience.
	Užupis Creative Cluster	UCC has a great video gaming ecosystem that could benefit ours.
	Si-Cluster	SI specification is aerospace. Those projects often induce communication budgets. <b>They want to collaborate with CATS on their aerospace projects.</b>
<b>AEC Agricultural Equipment Cluster</b>	South West Hungarian Engineering cluster	Research & Development Exports Production cooperation
<b>Serbian Automotive Cluster</b>	Cluster of Transylvanian Mechanical Engineering Cluster	Research & Development, Investigate possibilities for future cooperation between our members



	ARIA Normandy	The idea is that companies from Normandy to visit companies in Serbia, also companies from Serbia to visit big OEMs in Normandy
<b>ROSENC</b>	OMNIPACK First Hungarian Cluster of Packaging Technology	Possible collaboration on HU-RO programme, cluster cooperation.
	Cambridge Cleantech	Network enlargement. Possible new ideas may emerge.
<b>Cluster Energia Valencia</b>	Smart Cities	Further cooperation to work in projects involving the main companies in our clusters
	Cambridge cleantech	Participate in a join platform and EU call
<b>OMNIPACK First Hungarian Cluster of Packaging Technology</b>	Sofia Knowledge Cluster	Research & Development Cooperation in international projects FDIs: Inward/Outward
	Agrofood Cluster	Research & Development FDIs: Inward/Outward
	ROSENC	Research & Development Cooperation in international projects
<b>Future Position X</b>	CERTH	Research & Development
	Si-cluster	Research & Development
	Cap Digital	Research & Development Technology transfer
	Citizen Smart City MurciaMenu	Research & Development
<b>Cap digital</b>	Future Position X	Future Position X and Cap Digital have common areas of interest, with regards to our areas of involvement and members. Areas such as: smart cities, health, sustainability. The two clusters might collaborate as partners in European Projects as well as a bridge between the members.
	Cluster Citizenem	Cluster Citizenem and Cap Digital have common areas of interest, with regards to our areas of involvement and members. Areas such as: Smart Cities and IoT. The two clusters might collaborate as partners in European Projects as well as a bridge between the members.
	iTech Transylvania	iTech Transylvania and Cap Digital have common areas of interest, with regards to our areas of involvement and members. Areas such as: communication and media, entertainment, support services,



		IT, education, eHealth, eTourism. The two clusters might collaborate as partners in European Projects as well as a bridge between the members.
Cambridge Clean Tech	Cluster citizenem	Sharing open innovation calls from our members
	ARIA Normandie	Sharing open innovation calls from our members
Cluster Sofia Knowledge City	Cluster House	1. To sign an agreement on a regional cooperation for strategic development in Balkans; 2. To restart the Balkan Cluster; To create experts' database for a technical support to the clusters within the Balkan network; 4. To develop a Balkan training centre for clusters.
	iTech Transylvania Cluster	1. To foster cooperation between Cluj - Napoca and Sofia on the exchange of experience and information about the Cluj smart city strategy and the strategy of the Sofia Knowledge City. 2. To share information about the products and services of their members in order to promote and accelerate the possible business partnerships on value chain / supply chain. Possible letter of intent or memorandum of understanding on this could be signed between us for providing services to members relaying on help to another part. 3. Both parties to invite and support workshops and matchmaking for the members in their internationalization missions. 4. Common events that concern smart city technologies or other topics related to the clusters development innovation management and/or open innovation; 5. Open innovation activities under 4helix model; 6. Smart cities development projects under EU funding.
	Cap Digital	<b>1. To have a cooperation agreement on Internationalization of the cluster and its member; 2. B2B matchmaking and Technology Transfer</b>
	si-Cluster	1. Project based collaboration in the field of the space technologies and applications. 2. Exchange ideas, staff and technical solutions on the global value chain of space technologies and applications that can be used for the smart cities development
IT Brasov	Cluster Sofia Knowledge City	Cooperation on cross border projects
	Citizenem Smart City Murcia	Cooperation on developing common Living Labs projects
	Future Position X	<b>Cooperation on H2020 projects and cluster specific projects focused on developing smart city technologies and validating them in Living Labs.</b>
	ECOPANONIA	Cooperation on cross border projects



ECOPANONIA	Agricultural Equipment cluster	Contacts with Hungarian agricultural mechanisation production companies.
	Inteligentna energija	Exchange of experience in sector of use of geothermal and biomass energy.
	Transylvania Textile and fashion Cluster for Cloths	Transylvania Textile and fashion Cluster for Cloths both struggle to attract young employees and would like to share experiences. <b>Also looking for partners who could use textile waste material. Ecopanonia will offer them some solutions for this.</b>
	Serbian automotive cluster	Cluster Ecopanonia has partner clusters in Hungary and in Hungary is automotive industry developed (Mercedes, VW,..). Ecopanonia will connect Serbian automotive cluster with its partner clusters from Hungary with goal of technology transfer and to include suppliers from Serbia in these activities
CASTRA	Serbian automotive cluster	Technology partnership, cooperation in approaching new customers of common interest in Serbia and Bulgaria
	CATS	Joint participation in R&D of common interest; B2B interaction in areas of interest within the value chains of both clusters
	Agricultural Equipment Cluster	B2B interaction to import / introduce AEC Agricultural Equipment Cluster's products in Bulgaria
	Si cluster	Joint participation in funded cluster programmes; Joint R&D in areas of common interest; joint business development
Transylvania Textile & Fashion Cluster Clothes	FACTS	Joint projects, staff exchange, knowledge transfer, export, development, waste management
	TTA Textile Cluster	Joint projects, staff exchange, knowledge transfer, export, development, waste management
Klaster Facts Serbia	TTA Textile cluster	Joint projects and exchange knowledge
	Transylvania textiles	Exchange knowledge and joint projects
Marine Cluster	Si Cluster	Together we'll explore the possible uses of space technologies not only for monitoring the Black Sea together with some of our members, but also explore the idea of using materials for some cutting edge ship/boat building. Another option would be putting sensors on the vessel itself to monitor absolutely every aspect of a ship's voyage.
	CASTRA	We'll explore the possibility of technology transfer from their field to the maritime field, just like the attempts with Si Cluster, Greece.



	Cluster Sofia Knowledge City	We'll explore the options of transfer of knowledge and the possibility of offering different courses in order to increase the competence of the members of the respective clusters.
	CluBE	We'll take a look at the possible applications of using fuel cells and hydrogen as an energy source for the propulsion of vessels, as well as possible applications in powering port infrastructure in Bulgaria.
<b>TTA Textile Cluster</b>	FACTS	Exchange of experience, joint projects, sharing information
	House of clusters	Joint projects, exchange of information, organisation of events
	EMIN Leskovac	Joint projects in employment of young people
	ECOPANIA	Possibilities of recycling textile waste in purpose of environment protection and eco-treatment
	Transylvania Textile and fashion Cluster	Knowledge transfer, joint projects, staff exchange, waste management
<b>Agropro Oltenia Cluster</b>	organic products cluster	Cooperation in research and projects regarding organic farming, alternative food system, food value chains, future trends in the agrifood sector, food security and sustainable innovative agriculture
	Agrofood Cluster	Cooperation and partnership in EU projects and/ actions related to food, environment, energy, agriculture, biotechnology, internationalization
	Agricultural Equipment Cluster	Developing partnerships in EU projects focused on: production of agricultural machinery and equipment, exchange of know-how, good practices and experience, technology transfer, exports, imports, equipment sales
<b>Agrinet</b>	Organic Production Cluster	The objective of cooperation is the exchange the experience and knowledge regarding the organic production. Partnership on different project proposals.
	AEC	The objective of cooperation is the import of agricultural equipment.
	Cluster House	Cooperation on exchange the experiences on cluster development. Staff capacity building
<b>Cluster agro start up Serbia</b>	Agricultural Equipment Cluster	Project partnership with the aim of transfer of know-how and access to new markets, joint projects funded by development funds (EU, other)
	OMNIPACK	The cluster members are interested in packaging solutions for their food processing products (winter food)
	Agrinet	Project partnership to access EU funds, exports-import development, organisation of events in the Balkans



	AROMA INNOVATION HUB	Project partnership to access to EU funds to encourage innovation, entrepreneurship and business development in agriculture and food processing
<b>Activator Cluster</b>	Future Position X	We agreed to share ideas, models and experiences, and to find the way for future cooperation.
	Agricultural Equipment Cluster	We agreed to stay in touch and to find the way for future cooperation.
	Cluster Sofia Knowledge City	We agreed to have close cooperation in the area of research and development and improvement of quality of business environment. We also want to develop a joint project.
	Textile Trade Association Textile Cluster	We agreed to develop a joint project in future, very soon.
<b>Urban Planning cluster</b>	Inteligentna energija	Project partnership, know-how transfer, consulting
	Trec cluster	Exchange ideas with the aim to find project possibilities in the field of energy cluster
	Future Position	Exchange ideas with the aim to find project possibilities
	Cluster Sofia Knowledge City	Project partnership, know-how transfer, consulting
<b>Cluster House</b>	Cluster Sofia Knowledge City	Project based partnership, Balkan consulting cluster establishment, cluster training centre in the Balkans, Membership in the BBS CLUSNET
	Trec cluster	Membership in the BBS CLUSNET, project based partnership development in the energy field (cluster house is a cluster management organisation of the South Serbia energy cluster initiatives since 2014)
	CAP DIGITAL	Cooperation in transfer of know-how in the field of health services (medicine), e-health services platform
	Transylvania Textile and Fashion Cluster	Project partnership, networking with Serbian, Macedonian and Bulgarian textile clusters

Table 3 information about the clusters with whom the participants plan to keep in touch for further cooperation



## 2.5 Type of cooperation

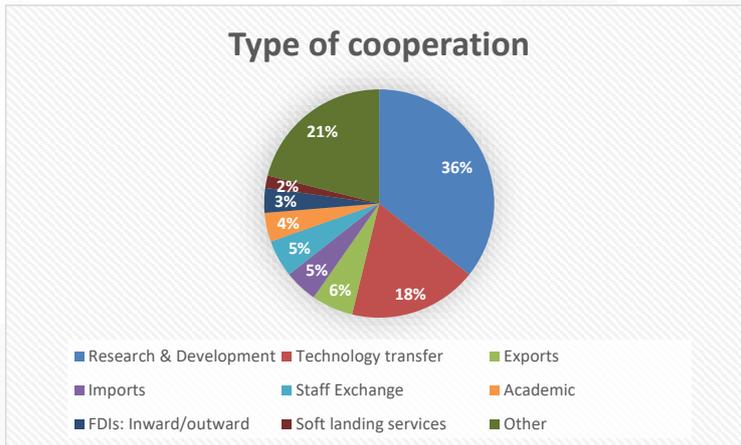


Figure 6 Type of cooperation for future contacts between members of the cluster delegation

Most members of the cluster delegation highlighted their intention to progress cooperation activities in the field of Research & Development and technology transfer. The responses to the question category “other” indicated that clusters favoured the following: organisation of common events such as B2B meetings, application for EU funded projects (Interreg, Horizon 2020), establishment of ESCP-4i type partnerships, cooperation in cross-border projects, sharing knowledge via open innovation working methods and exchanging information.



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### 3. Testimonial

Bianca Muntean, the iTech Transilvania Cluster Manager (Romania) provided a short testimonial on her experience and impressions at the matchmaking mission in Thessaloniki:



"The ECCP matchmaking mission in Thessaloniki, as all the other events organised by the ECCP, was a very applied and concrete event and it offered the perfect environment for making new contacts, best practice sharing and links for future projects. It was a great experience, a lot of innovative ideas and good vibes from Clusters all over the Balkan&Med area and Western Europe".

**Sam Goodall, Cambridge Clean Tech UK:** "First of all, thank you ECCP for this great event. This is my second mission, my first was in May of this year in the USA. Just a thought: these big scale matchmaking events are great, but it would be good to have smaller scale cooperation projects, maybe an interregional voucher scheme, micro interaction between clusters, develop small collaboration on a specific project and to enable follow up of such events."

**Natasa Sivevska, Textile Cluster, the former Yugoslav Republic of Macedonia:** "I thought I would only meet clusters from the textile cluster, but then I met other clusters of interest that were not directly in my field, for example a cluster for ecology, offering further cooperation opportunities on the basis of textiles."

**Christos Koutousis CHORUS cluster, Greece** "Very enlightening event, very good that it was cross sectoral and not just focused on one sector."

**Vladimir Gumilar Construction Cluster of Slovenia:** "I am representing one ESCP 4i and I think there should be more events for these networks!"

### 4. Conclusions

The questionnaires analysed represented 85% of the total European delegation that was supported by the ECCP. According to the overall assessment of the feedback received, it can be concluded that the European Cluster Matchmaking Event – Thessaloniki was deemed a success and achieved its objectives

The matchmaking session event provided a good environment for identifying and launching cooperation discussions between clusters. The contacts established among the members of the cluster delegation have set the ball rolling regarding the establishment of numerous cooperation agreements and also for cross-sectoral relationships. The event follow-up survey (planned for N+3 months) will

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be able to test the reality of this potential and assess to what extent clusters have been able to progress cooperation actions.

Discussions between the ECCP team and the delegates highlighted the appreciation of the “cluster pitch” sessions that allowed everybody to “meet” the full delegation and to make contact, even informally during the various networking breaks.

Despite the overall positive feedback, several issues have been raised at the event and should be addressed to improve future events. Some participants found that the content of the event was very specific to the region and not always relevant for all clusters. Some participants expressed the wish to receive more information on existing EC calls and programmes targeting clusters. Moreover, several participants found the registration process and the administrative procedure too complex and not always taking into account the specificities of the Balkan region clusters (for example the need to register on the ECCP and create a cluster profile).

The cluster delegation also highlighted the fact that more dedicated space and time should be provided for informal networking in order for clusters to get to know each other and to start exploring synergies and identify future collaboration opportunities.

Despite these remarks on the overall organisation, the outcome of the event was seen as positive by the cluster delegation. The follow – up survey (+ 3 months after the event) will provide more insights on how fruitful the event was for the European cluster participants over the long-term.

Finally, the discussions triggered by the first day policy focussed sessions provide some useful insights into some of the issues and framework conditions that could be improved to facilitate and accelerate the development of clusters in the Balkan-Med region. Some of these points are highlighted below:

European programmes and initiatives (COSME, H2020 INTERRG etc) can play an important role in accelerating interregional and cross border collaboration but they can sometimes be challenging and complex environments for young and small clusters (as found in the Balkan region). Greater consideration could be given to these issues in designing cluster calls and facilitating access to them;

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Almost all cluster “pitches” included a reference to “Cross sectoral collaboration” actions and this should be supported by relevant funding calls (EU/National/regional) with a clear focus on business led/value chain cooperation;

The various Interreg programmes covering the region, such as Balkan-Med provide useful opportunities for enhancing cross border/regional collaboration and clusters can play a key role in this context. In some cases, such funding can help lay the ground for the creation of meta-clusters;

Regional structural funds/RIS3 are also key opportunities for supporting SME growth and competitiveness and cluster organisations can play a key role in supporting these activities. Specific cluster support and development programmes can also play a part in improving framework conditions for cluster organisational development and delivering support to SMEs

A number of policy speakers and cluster managers highlighted the role of clusters in supporting entrepreneurial and start up activities (offering facilities, funding access etc ...) and this role could be better acknowledged and supported in regional programmes;

ECCP Cluster Organisation mapping and case studies drawn from the Balkan-Med region should be continued and can be progressed by working through existing networks such as the Balkan Cluster House and national level cluster organisations;

Finally, ECCP policy events can play an important role in sharing good practices and the acceleration of policy learning within administrations and this aspect could be reinforced in future actions in the Balkan-Med region to create stronger framework conditions for clusters across the region.

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## 5. Annexes

### Annex 1 – Agenda



### European Cluster Matchmaking Event

in the context of the 82th Thessaloniki International Fair

13-14 September 2017 – Thessaloniki, Greece

*Organised by the European Cluster Collaboration Platform (ECCP)*

*with the support from the Center for Research and Technology Hellas (CERTH), the CHORUS and Corallia Clusters, the Balkan Cluster House, EEN Hellas, Praxi Network, SBBE*



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**Day 1 - 13 September 2017**

*CERTH Centre for Research and Technology Hellas – 6th km. Charilaou  
– Thermi Rd, 57001, Thermi-Thessaloniki*

Timing	Activities
8.00	Departure from Makedonia Palace with the bus for ECCP delegation
8.30	Registration and Coffee
9 – 9.20	<b>Welcome and introductory remarks</b>  <b>Michailides Constantinos</b> , Head of Innovation and Entrepreneurship Directorate, Region of Central Macedonia, Greece  <b>Ulla Engelmann</b> , Head of Unit for Clusters, Social Economy and Entrepreneurship, DG GROW, European Commission
9.20 – 10.30	<b>Policy Round Table</b> Aim to illustrate how cluster based interregional collaboration can foster and improve territorial cooperation in the BalkanMed region, with a focus on the support and funding of Interreg programmes, cluster networks and regional smart specialisation strategy implementation. Animated by Marc Pattinson of the ECCP  <b>Policy Input Speakers</b> (10-12 minutes each):  <b>George Kostaras</b> (Region of Central Macedonia) will present the policies of the ROP to promote clusters, innovation and entrepreneurship (Greece)  <b>Peter Keller</b> , Head of Unit, International and Cluster Unit, Hungarian Ministry of National Economy (Hungary)  <b>Ales Gnamus</b> , European Commission, Joint Research Centre speaker, co-author of “The Role of Smart Specialisation in the EU Enlargement and Neighbourhood Policies” (Belgium)  <b>Marina Perisic</b> , Coordinator Specialist in the Division for Competitiveness Clusters, Agency for Investment and Competitiveness (Operational body) (Croatia)
10.30-10.45	Questions and Answers with Audience
10.45-11.15	<b>Regional Cluster Cooperation Showcase</b> (10/12 minutes each):  <b>Alexander G. Samaras</b> , Head of Unit, BalkanMed Interreg Programme Joint Secretariat, Managing Authority of European Territorial Cooperation Programmes (Greece, Thessaloniki)



	<p><b>Danka Sokolovic Milojkovic</b>, Balkan Cluster House, Director (Serbia): “How to restart cluster development in the Balkans” (Serbia)</p> <p><b>Clio Kraskovic</b>, Cluster Communication Officer, Maritime Technology Cluster FVG S.c.ar.l (Italy)</p>
11.15-11.30	Coffee Break
11.30-12.30	<p><b>Cluster One Minute Pitch session (one slide per cluster)</b> Name/Country/Thematic and presentation of the main cluster cooperation/partnership offer.</p>
12.30-13.30	<p>Two Parallel seminars to showcase Balkan/Med cluster cooperation experiences</p> <p>Cooperation seminar on Smart Cities/Circular Economy – led by <b>Christos Koutousis Chorus Cluster</b> Introduction and scene setting by Dr Athanasios Konstandopoulos, President of Centre for Research and Technology Hellas and member of the CHORUS cluster:</p> <ul style="list-style-type: none"><li>• <b>Bianca Muntean</b>, Cluster manager, iTech Transilvania (Romania)</li><li>• <b>Miguel Miñano</b>, Cluster manager, CitizeM Smart City Murcia (Spain)</li><li>• <b>Mladen Perkov</b>, Cluster manager, Inteligentna Energija (Croatia)</li><li>• <b>Lena Koliopoulou</b>, CEO, PAKO S.A and representative of the Hellenic Production Network - recycling (Greece)</li></ul> <p>Cooperation seminar on Creative industries – led by <b>Julia Phoca gi Cluster Manager Corallia cluster</b> Opening talk by Prof. Vassilios Makios, Corallia co-founder &amp; General Director Introduction and scene-setting by Julia Phoca, gi-Cluster Manager Cluster Showcase Presentations:</p> <ul style="list-style-type: none"><li>• <b>Natasa Sivevska</b>, Cluster manager, TTA Textile Cluster (The Former Yugoslav Republic of Macedonia)</li><li>• <b>Aymeric Castaing</b>, Cluster Manager, CATS (France)</li><li>• <b>Marius Pareščius</b>, President, Užupis Creative Cluster, (Lithuania)</li><li>• <b>George Nolis</b>, CEO, Battletnet – e-gaming (Greece)</li></ul>
13.30-14.30	Lunch Break
14.30-15.00	<p>Introduction to the afternoon session Speakers: <b>Athanasios Konstandopoulos</b>, Director of The Centre for Research &amp; Technology, Hellas (CERTH) (Greece) <b>Simon Bensasson</b>, Member of the Thessaloniki City Council, presentation of innovation and entrepreneurship support (Greece) <b>Christophe Guichard</b>, Team Leader Cluster Internationalisation, Unit for Clusters, Social Economy and Entrepreneurship, DG GROW, European Commission (Belgium)</p>



15.00-17.00	<p>Visit to the Centre for Research and Technology Hellas (CERTH) and to the Chorus Cluster</p> <p>Accompanied by Chorus cluster manager Christos Koutousis, Head of Extroversion and Networking Services ECCP delegates will be able to choose from one of the three following visits to CERTH facilities tailored to the different interests of the ECCP clusters active in the domains of agrofood, smart cities and cultural and creative industries.</p> <p><b>Visit 1: "Energy"</b> – visits include the Laboratory for Environmental Fuels and Hydrocarbons, the Solar Furnace, the CHORUS common testing facility, the Smart House and Mobilab.</p> <p><b>Visit 2: "Agrofood"</b> – visit of the laboratories of CERTH's Institute on Applied Biosciences (INAB). The participants will have the opportunity to exchange knowledge on issues related with food of improved nutritional quality, industry relevant materials, certification of plants, etc.</p> <p><b>Visit 3: "Smart cities &amp; Cultural and Creative Industries"</b> – visitors will have the opportunity to get acquainted with research teams and their projects, including virtual and augmented reality, multimedia data base and information systems, human computer interaction, etc.</p>
17.00	Informal networking cocktail (Center for Research and Technology Hellas)



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**Day 2 - 14 September 2017**

*HELEXPO Nikolaos Germanos Conference Center, Hall C – 154  
Egnatias Street, Thessaloniki*

<b>Timing</b>	<b>Activities</b>
8.00	Bus departure from Makedonia Palace to Helexpo Nikolas Germanos
8.30	Entrance to Fair and registration at ECCP desk – Welcome Coffee
9:00-12:30	Cluster-to-Cluster (C2C) matchmaking sessions
12:30-13:15	Debriefing with ECCP cluster delegation
13:15-14:30	Lunch break and informal networking.
14:30 PM onwards	Further C2C and C2B matchmaking sessions and in cooperation with EEN, possibility for matchmaking sessions and/or appointments in the ECCP room or in the Expo on company stands.
End of Mission 17 PM	Alternatively, free time to visit the fair and company stands

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Annex 2 – Overall quality of the event

Cluster	Overall event content / agenda	The Matchmaking sessions	Overall organisation	The facilities	The information provided
ARIA Normandie	5	5	5	5	5
Transylvanian Mechanical Engineering Cluster	4	5	4	5	4
Transylvania Energy Cluster	4	4	4	5	5
South West Hungarian Cluster	5	5	5	5	5
Agrofood Murcia	5	5	5	5	5
iTech Transylvania Cluster	5	5	5	5	5
Cluster Smart Cities de la Region de Murcia	5	5	5	5	5
INTELGENTNA ENERGIJA	5	5	5	5	5
Green Energy Innovative Biomass Cluster	5	5	5	5	5
MLC ITS Euskadi	4	5	5	5	4
si-cluster	4	4	5	5	5
Construction Cluster of Slovenia	5	5	5	4	5
Užupis Creative Cluster	5	5	5	5	5
CATS	5	5	5	4	5
AEC Agricultural Equipment Cluster	4	5	5	5	5
Serbian Automotive Cluster	4	5	5	5	4
ROSENC	5	5	5	5	5
Cluster Energia Valencia	5	5	5	5	5
OMNIPACK First Hungarian Cluster of Packaging Technology	4	4	5	5	4
Future Position X	5	5	5	5	4
Cap digital	4	4	5	5	5
Cambridge Clean Tech	4	4	5	5	5
Cluster Sofia Knowledge City	5	5	5	5	5
IT Brasov	5	5	5	5	5
ECOPANONIA	5	5	5	5	5
CASTRA	5	5	5	5	5
Transylvania Textile & Fashion Cluster Clothes	5	4	5	5	5
Klaster Facts Serbia	5	4	5	5	5
Marine Cluster	5	5	5	5	5
TTA Textile Cluster	5	4	4	5	5
Agropro Oltenia Cluster	5	4	4	5	5
Agrinet	4	4	5	4	5
Cluster agro start up Serbia	4	5	4	4	3
Activator Cluster	5	5	5	5	5
Urban Planning cluster	5	5	5	5	4
Cluster House	5	5	5	5	5
<b>Total average</b>	<b>4,7</b>	<b>4,7</b>	<b>4,9</b>	<b>4,9</b>	<b>4,8</b>



### Annex 3 – Relevance of the event towards individual objective

Cluster	Vision & knowledge of new markets	Knowledge of geographical market & entry barriers	Signature of cooperation agreements	Development of new business activities	International visibility & market penetration	R&D competences and developing concrete projects
ARIA Normandie	4	4	0	0	4	4
Transylvanian Mechanical Engineering Cluster	3	3	5	4	5	3
Transylvania Energy Cluster	4	3	5	4	3	3
South West Hungarian Cluster	3	3	3	3	4	2
Agrofood Murcia	3	4	5	3	4	5
iTech Transylvania Cluster	5	0	0	5	4	5
Cluster Smart Cities de la Region de Murcia	5	4	4	4	5	5
INTELIGENTNA ENERGUA	3	4	0	4	5	3
Green Energy Innovative Biomass Cluster	4	4	5	4	4	4
MLC ITS Euskadi	4	4	2	3	4	4
si-cluster	5	5	3	3	5	3
Construction Cluster of Slovenia	4	3	2	1	5	3
Užupis Creative Cluster	4	5	0	1	1	1
CATS	5	5	5	5	5	5
AEC Agricultural Equipment Cluster	4	4	1	3	3	2
Serbian Automotive Cluster	4	3	1	3	3	2
ROSENC	5	5	0	1	5	3
Cluster Energia Valencia	4	4	3	4	5	3
OMNIPACK First Hungarian Cluster of Packaging Technology	3	3	0	4	5	4
Future Position X	4	3	2	2	5	5
Cap digital	4	4	0	1	4	2
Cambridge Clean Tech	3	3	3	4	5	3
Cluster Sofia Knowledge City	4	4	5	4	4	4
IT Brasov	5	5	3	5	5	5
ECOPANONIA	4	4	0	3	3	0
CASTRA	3	5	0	5	5	3
Transylvania Textile & Fashion Cluster Clothes	4	4	2	4	4	5
Klaster Facts Serbia	5	5	5	5	5	5
Marine Cluster	5	5	3	4	5	5
TTA Textile Cluster	3	3	4	4	4	4
Agropro Oltenia Cluster	5	4	0	4	3	4
Agrinet	4	3	0	0	3	4
Cluster agro start up Serbia	4	3	1	3	4	3
Activator Cluster	5	5	5	5	5	5
Urban Planning cluster	5	5	5	5	5	5
Cluster House	5	5	5	5	5	5
<b>Total average</b>	<b>4,1</b>	<b>3,9</b>	<b>2,4</b>	<b>3,4</b>	<b>4,3</b>	<b>3,6</b>



## Annex 4 – Impact of the event

Cluster	Number of agreements	Number of organisations you plan to establish cooperation	Number of collaborative projects
ARIA Normandie	0	5	3
Transylvanian Mechanical Engineering Cluster	4	3	1
Transylvania Energy Cluster	2	4	3
South West Hungarian Cluster	5	8	4
Agrofood Murcia	4	3	5
iTech Transylvania Cluster	0		0
Cluster Smart Cities de la Region de Murcia	4	11	2
INTELIGENTNA ENERGIJA			2
Green Energy Innovative Biomass Cluster	2	2	2
MLC ITS Euskadi	0	3	0
si-cluster	1	3	1
Construction Cluster of Slovenia	7	9	2
Užupis Creative Cluster	1	5	2
CATS	3	3	4
AEC Agricultural Equipment Cluster	1	3	3
Serbian Automotive Cluster	1	3	1
ROSENC	5	2	1
Cluster Energia Valencia	2	5	2
OMNIPACK First Hungarian Cluster of Packaging Technology	0	10	3
Future Position X	0	4	3
Cap digital	0	3	0
Cambridge Clean Tech	1	2	2
Cluster Sofia Knowledge City	5	10	3
IT Brasov	10	6	4
ECOPANONIA	0	4	5
CASTRA	5	10	3
Transylvania Textile & Fashion Cluster Clothes	2	4	3
Klaster Facts Serbia	2	2	3
Marine Cluster	3	6	2
TTA Textile Cluster	2	4	3
Agropro Oltenia Cluster	3	3	3
Agrinet	3	4	3
Cluster agro start up Serbia	1	7	3
Activator Cluster	2	5	2
Urban Planning cluster	2	4	2
Cluster House	3	4	4
<b>Total</b>	<b>67</b>	<b>130</b>	<b>69</b>
<b>Average</b>	<b>4,6</b>	<b>9,0</b>	<b>4,8</b>



## EU/Balkan Med Matchmaking Cluster Mission

Thessaloniki, Greece, September 13-14, 2017

### Debriefing questionnaire

Please return this questionnaire by hand or send it to Clémence ROTTEE at [c.rottee@inno-group.com](mailto:c.rottee@inno-group.com) and Eva FADIL at [e.fadil@inno-group.com](mailto:e.fadil@inno-group.com) by September 20<sup>th</sup> 2017. **The completion of this feedback questionnaire is mandatory. Reimbursement of your travel and accommodation fees is conditional upon your return of this formula to the organisers mentioned above.**

#### 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 matchmaking sessions	
Quality of the overall organisation	
Quality of the facilities	
Quality of the information provided to the participants	



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

What European or international event (trade fair/conference) do you plan to attend in the next 10 months and would you propose us to organise a matchmaking mission at?

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

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

How many meetings did you book from the tool B2match?  
How many meetings have been maintained?  
Did you have some spontaneous meetings? If so, how many?

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

Indicator	Score (0 -5)
Learning from other cluster organisations in your field	
Vision and knowledge of new markets and technology trends	
Knowledge of geographical market for cluster organisations / members	
Signature of cooperation agreements between companies and/or laboratories within participating clusters/regions/countries	
Development of new business activities	
Increased 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 meetings	

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"/> EU/Balkans cluster <input type="checkbox"/> EU/Balkans 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 2

Cooperation initiated with the following organisation: <input type="checkbox"/> EU/Balkans cluster <input type="checkbox"/> EU/Balkans firm
Organisation Name (or main activity if confidential):



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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 3

Cooperation initiated with the following organisation: <input type="checkbox"/> EU/Balkan cluster <input type="checkbox"/> EU/Balkan 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"/> EU cluster <input type="checkbox"/> EU firm
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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:

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