



Transatlantic Collaboration: Opportunities for Growth

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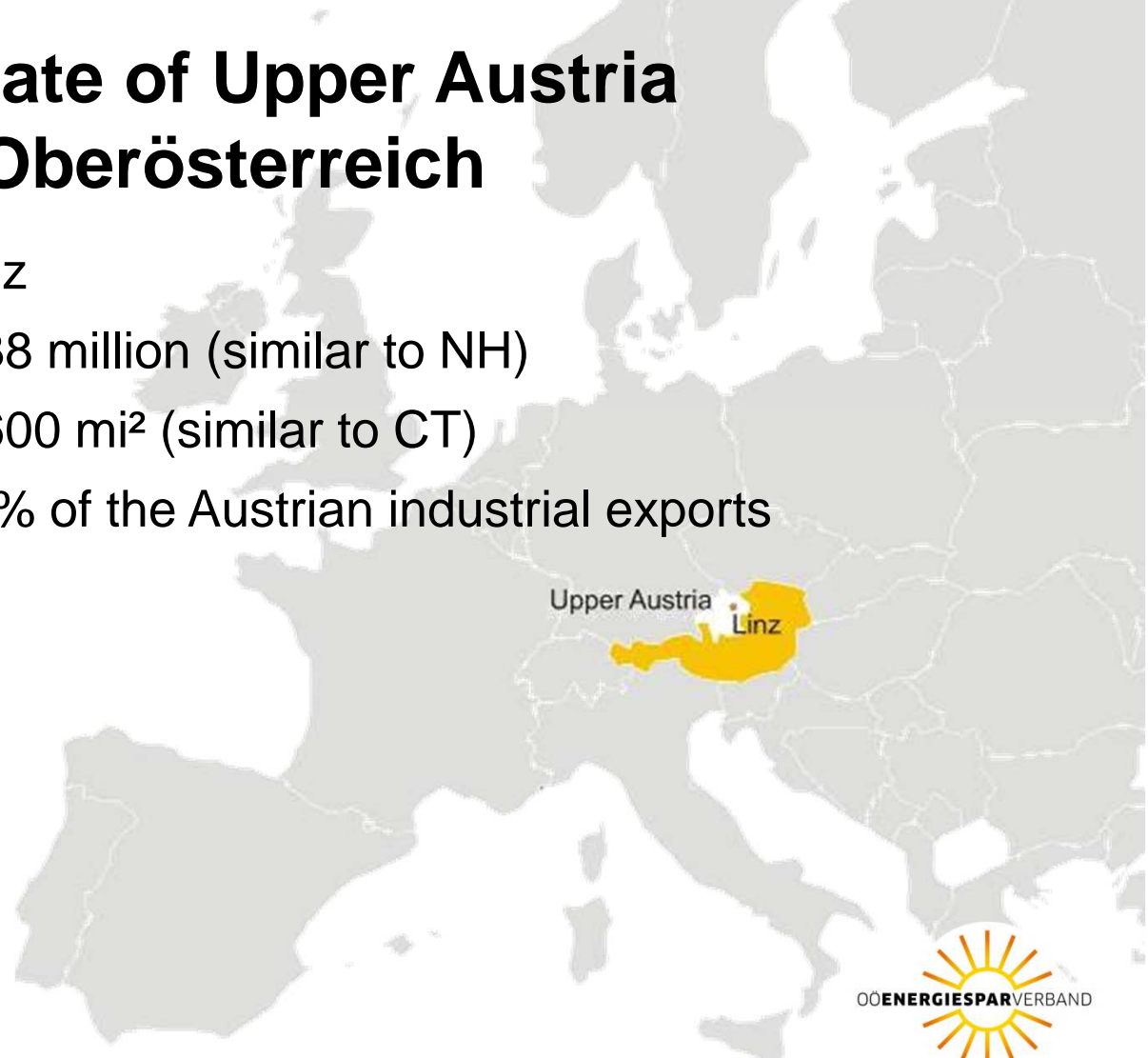
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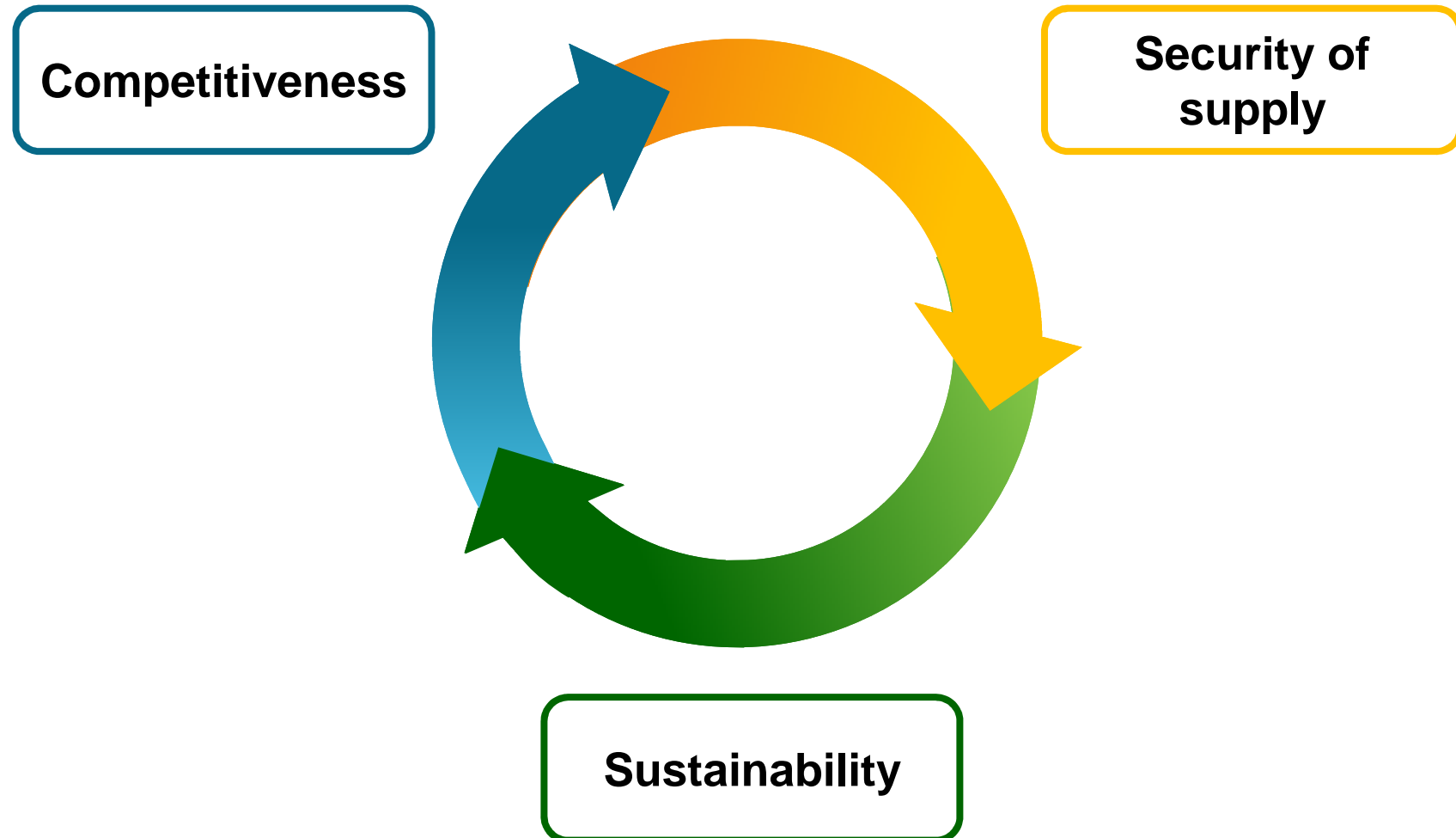


The State of Upper Austria Oberösterreich

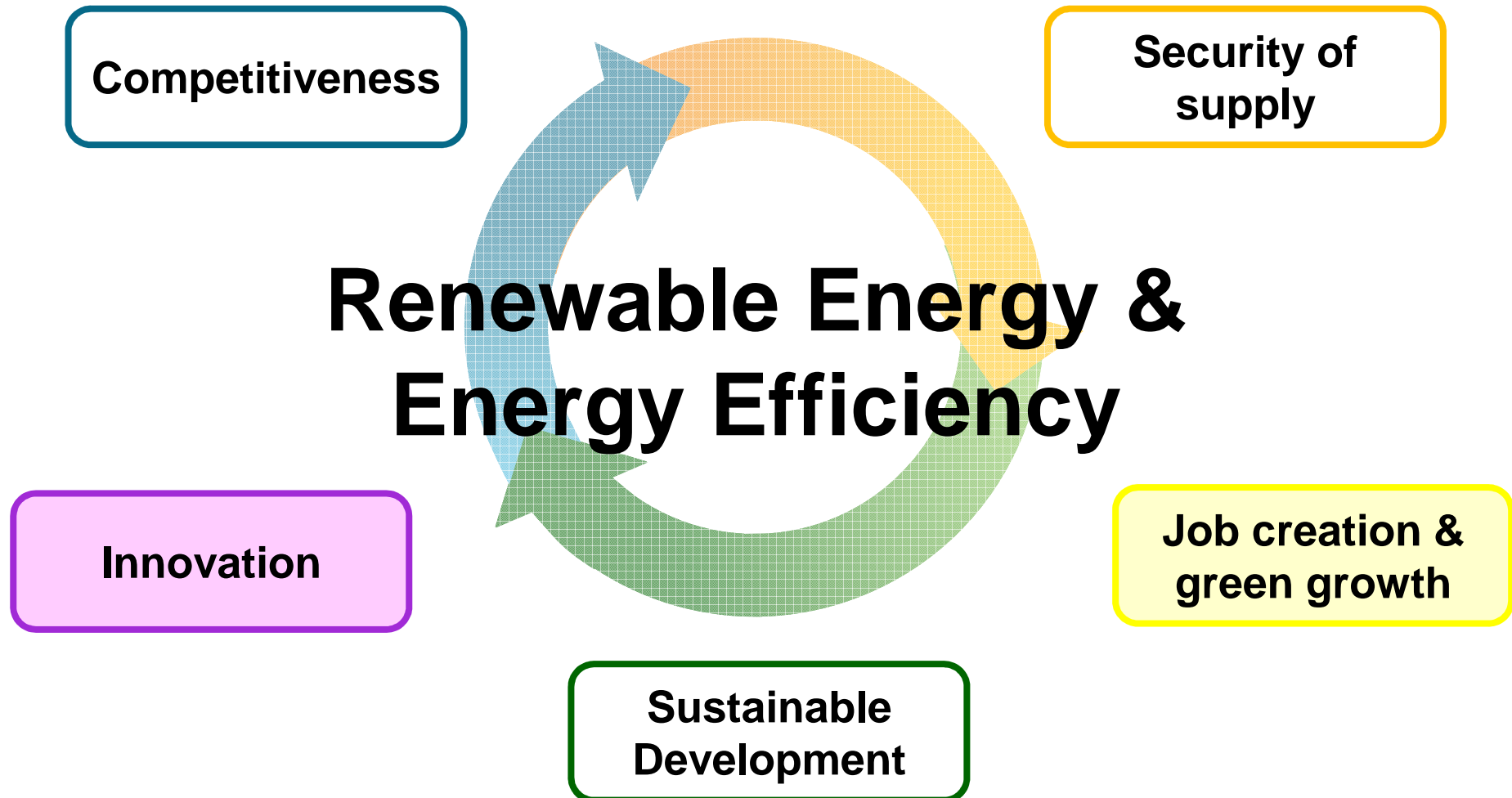
Capital: Linz
Population: 1.38 million (similar to NH)
Area: 4,600 mi² (similar to CT)
Economic activity: 25% of the Austrian industrial exports



Why is energy important for our economies?

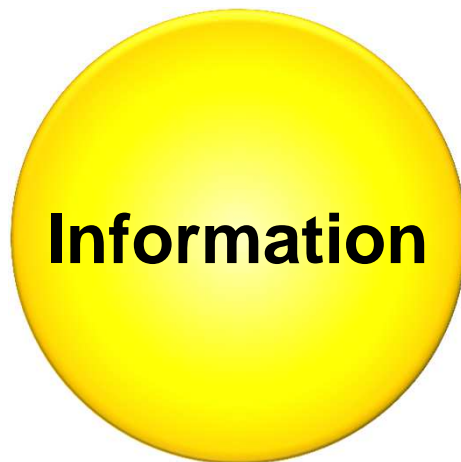


Our approach!



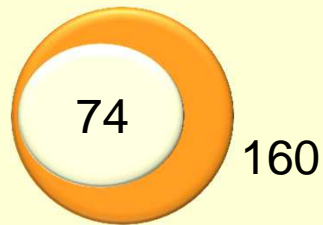
The Oekoenergie-Cluster (OEC)

**The network of renewable energy & energy efficiency
companies in Upper Austria**
160 partner companies

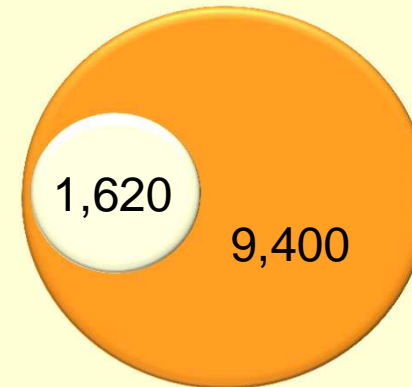


The growth of the OEC companies 2000 - 2015

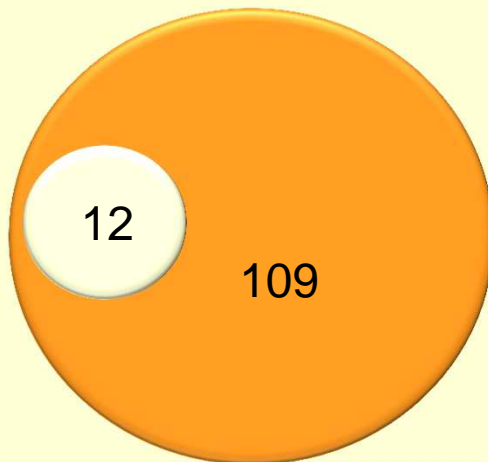
Number of OEC partners
doubled (x 2)



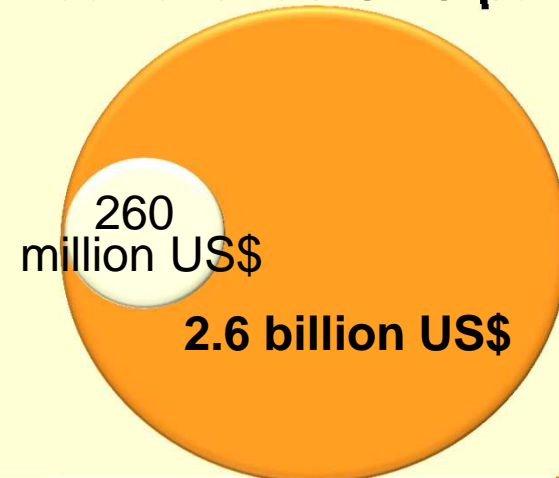
Combined total staff
x 6



Export countries
x 9



Combined revenue OEC partners
x 10



Cluster Support to SMEs for internationalisation

SMEs face the following challenges:

- globalisation affects more and more markets
- they often lack of resources and skills
- difficulty in accessing knowledge on most promising markets for their products



Cluster are specialists in the sector and in internationalisation, they support SMEs for example with:

- screening markets worldwide
- training for cluster companies
- organisation of market exploration tours, stands at trade shows
- help with finding specific business partners and adaption products to new markets
- etc.



Our journey across the Atlantic

- 2000:
cluster start, mostly new companies, little export
- 2002 - 2007:
successful internationalisation actions in EU countries (France, UK, Spain),
close cooperation with local energy organisations (e.g. energy agencies)
- 2008:
start of internationalisation in the US:
 - establishing partnerships, mostly in the North-East (MA, VT, NY)
 - market exploration tour
- 2009 - today
 - market development in the US (presentations, training, collaborative projects)
 - MoU between the Governors of VT and Upper Austria
 - 12 companies have subsidiaries in the US, many others are supplying



Lesson learnt: How to make transatlantic cooperation a success



- first step: learn a lot about each other
- have a bigger aspiration that simply exchanging goods and services - build partnerships!
- it is easy to understand each other and to work with each other
- both our economies can greatly profit!

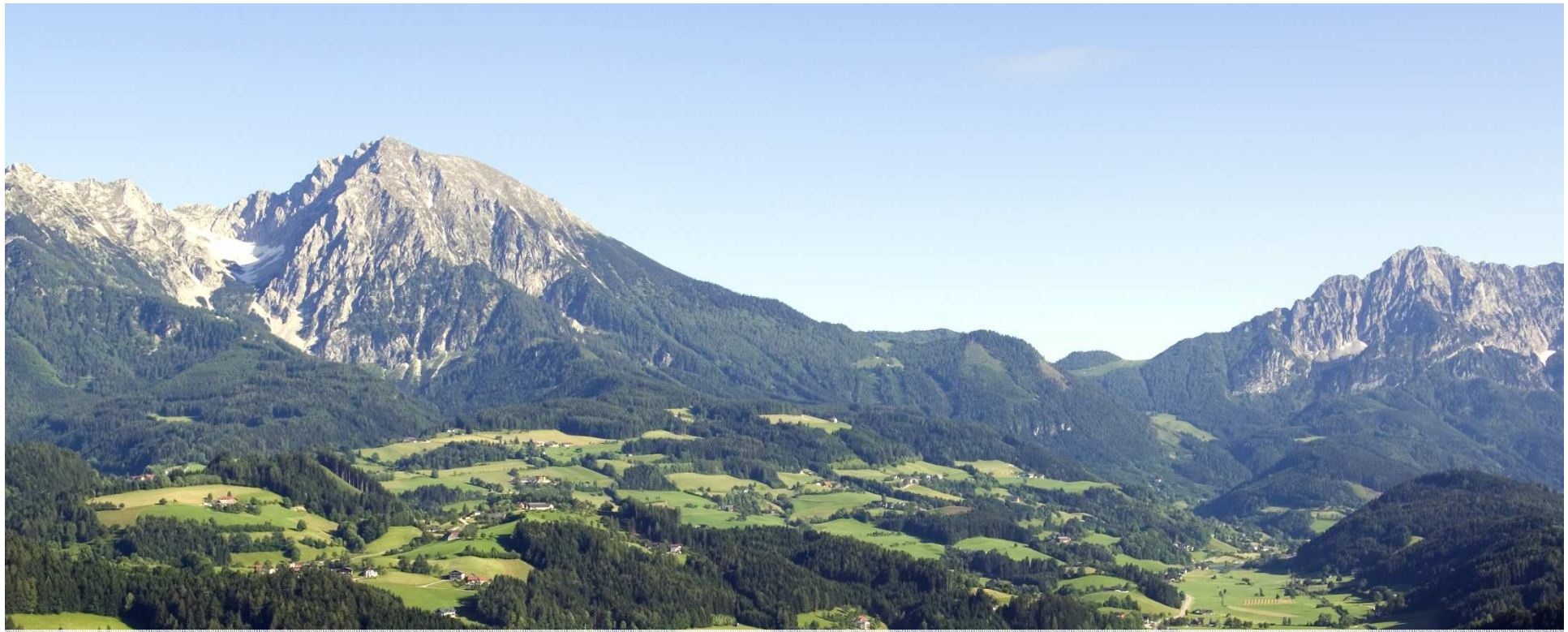




- A European strategic partnership of 4 energy technology clusters focused on internationalisation of SMEs in North and Latin America and North Africa supported by the EU's **COSME Programme**
- **Clusters:** Cluster de Energía (Basque Country/Spain), Oekoenergie-Cluster (Upper Austria), EnergyVaasa (Vaasa/Finland), EnergyIn (Portugal)
- **Key cluster data:**
 - 400+ cluster companies
 - 50 billion Euro combined annual turnover
 - 70,000 employees
- **Joint strategic areas of the clusters:**
 - Renewable energy, energy efficiency in buildings, smart grids, energy storage
- **Main cluster services:** R&D and innovation, internationalisation, training



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We put our energy into internationalisation!

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