



Key Achievements

ESCP-4i Name and acronym: European Strategic Cluster Partnership in Photonics for Health
- LASER-GO

Partners:

- *LITEK (LT)*
- *OpticsValley (FR)*
- *Human.technology Styria (A)*

Summary of key achievements:

The project took 18 months to complete. During the first year of the project the reports on partnership capabilities and the targeted markets have been prepared alongside with the Goal Statement and the list of technology applications to be followed which formed the basis for the Joint International Strategy put together by the consortium. For the purpose of the assessment of the capabilities of the LASER-GO partnership 90 companies (30 companies from each cluster), which form the target SMEs of this project, were surveyed and on the basis of their answers the list of 34 specific and two generic photonics-based health business focus areas have been established. The thematic overlaps between the companies served the purpose of shortlisting the four technology application areas where the LASER-GO partnership has most capabilities, namely: Photonics microscopy/imaging, In vivo/ in vitro diagnostics, Image analysis and IR Spectroscopy. In addition, General laser components and systems as well as general laser optics components were singled out as clearly being among the key areas where the partnership has the highest capability, though their use might be not health tech-specific. The accomplished market analysis helped to identify high value geographical market segments, high value technology segments, and some of the high value product groups. When searching for potential partners to enlarge the initial consortium, a well-structured approach has been adopted to select, assess and evaluate the potential partners, resulted in the enlargement of the partnership by three clusters, one being from photonics and two others from health and health tech clusters. The project concluded therefore with the signing of the Partnership Agreement by six clusters who have agreed to further develop the European Strategic Cluster Partnership of Photonics for Health resulting in a Global Value Network, an open alliance. As of the end of the project the partnership then consists of the Laser and Engineering Technology Cluster (LITEK), the coordinating organisation and the following partner organisations: OpticsValley, Human.technology, Medicen Paris Region, Biocat and Optence.

Cluster cooperation achievements:

During the implementation of the project all the planned activities have been successfully accomplished and the contacts have been established with 32 business network and/or cluster organisations in the target markets in North America and Southeast Asia. Altogether, six overseas missions have been organized to five countries (the US, Canada, South Africa, Singapore and Iran). The contacts were supplied to the European Cluster Collaboration Platform Team and shared with other ECCP projects. The implementation of the Strand 1 Action helped to form an actionable partnership team, to learn from each other how to organize six overseas missions to five countries effectively, how

to present the clusters and SMEs, how to use the public economical diplomacy channels and stakeholder support to leverage the entry to the target markets. The lessons learned included the realization that the partnership needs to 1) get involved closer with the healthcare and health tech sector in Europe, 2) to develop the business models for collaborating with the potential partners in the target markets, 3) to focus on creating entrepreneurial opportunities for investors.

The success of the project has been measured through the set of the established additional Key Performance Indicators (KPIs) which included the following three: 1) 90 SMEs having directly or indirectly benefited from the supported actions, 2) increase in the percentage of the turnover (ca. 5%) from international activities of the SMEs having benefited directly and indirectly from the supported actions as measured through a survey by the end of the action (the sales of the companies increased due to the increased number of leads generated as a result of a greater awareness about the specific clusters involved in this partnership, 3) a number and a volume of resulting cooperation projects between the members of the clusters involved which would be no less than 5 M EUR in total (the cooperation between the cluster organisations ensured additional generation of SME-support related projects regionally). In order to ensure the continuation of the initiated activities a roadmap and the action plan have been developed together with a new business model defined to pursue the exploration of international markets in the targeted countries after the completion of the project. This has been confirmed by all six cluster organisations which agreed to the creation of the alliance of the clusters having access to more than 1600 companies and ca. 120 RTOs (Research and Technology Organizations) from three bioregions and three photonics regions.

SME cooperation achievements:

The following achievements have been accomplished (the company names have been anonymized due to confidentiality of B2B contacts):

- Requests for orders for component supplies have been made from the target countries (5 requests on average per mission);
- Requests for technical expertise in designing the components for new products have been made and NDAs have been signed accordingly, involving companies from the third countries (2 requests on average per mission);
- Product catalogues and information about the offerings from the companies have been made available to the intermediaries in the target countries resulting in a bigger awareness of the potential of the EU photonics sector;
- Business missions have been attracted from overseas to the involved regions (the United States sent a mission to Paris, Singapore to Vilnius) introducing companies directly with the potential multipliers.

Testimonials from cluster and SME:

Daugirdas Kuzma, Director for Marketing and Business Development, Eksma Optics:

“The participation in the cluster mission to South Africa has helped our company to create more visibility in this market, to discuss potential areas for cooperation at the meetings with the scientists from CSIR and to establish new leads for further scientific and technological cooperation with laser and photonics companies in South Africa and elsewhere.”

Testimonials from the partner organizations have been filmed and put on video which is publicly available from: <https://vimeo.com/228940405>

Key recommendation(s) on the future of the "Cluster go International" initiative:

The initiative should include the activities aimed at the cross-partnership collaboration within Europe, including the organization of joint events in different regions and for different sectors relevant to the overall scope of a specific cluster partnership.

Please indicate the number of events attended by the partnership by category (preparatory events, C2C events and B2B events):

TARGET COUNTRIES	EVENTS (Number)				
	Preparatory events, e.g. workshop, seminars, visits (excluding C2C and B2B events)	C2C Events	C2C meetings	B2B Events	B2B meetings
Canada	1	0	7	1	0
USA	2	1	10	2	0
Iran	1	0	0	1	4
South Africa	1	0	0	1	5
Singapore	1	0	2	2	3
TOTAL	6	1	19	7	12

Please indicate the number of respective stakeholders (clusters and SMEs in Europe and Third countries) involved directly in the development of the partnership activities

STAKEHOLDERS INVOLVEMENT in the development of activities (excluding surveys and promotion activities) targeting cooperation with 3 rd markets (Number)				
	EU Clusters	EU SMEs	Clusters and other intermediary organisations from 3 rd -country	SMEs and businesses in 3 rd country
Canada	1	3	7	5
USA	2	0	10	3
Iran	2	4	3	3
South Africa	1	5	3	3
Singapore	2	3	2	3
TOTAL		15	25	17