



bioXclusters
European Innovation Worldwide

bioXclusters pilot project (2012 – 2014)

Lessons learnt

Emilie Romeo, Lyonbiopôle
March 8th 2016



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bioXclusters: 1st Pilot action

bioXclusters was our 1st pilot co-funded action by the European Commission (DG Enterprise - CIP project) between Jan. 2012 and Jan. 2014

4 leading
biotech and health
care clusters

+ ERAI
The knowledge
partner in
internationalisation



Number of employees
in private sector

103 000



Number of scientists
in public research

13 867



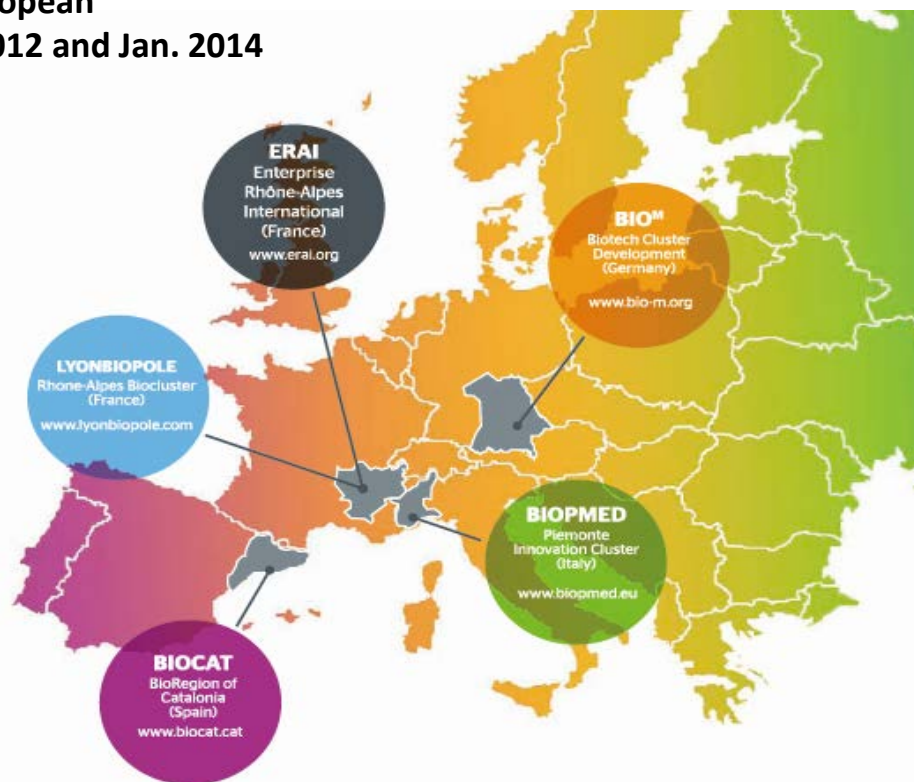
Companies

1 708



Number
of clinical trials

3 641



One unique approach:
Supporting the competitiveness of European clusters' SMEs by
facilitating internationalisation and access to global markets.



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Objectives and target markets



Brazil



China



US

With 2 main objectives...





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Our main pilot action's results

3 country reports for SMEs

1 Common International Contact database

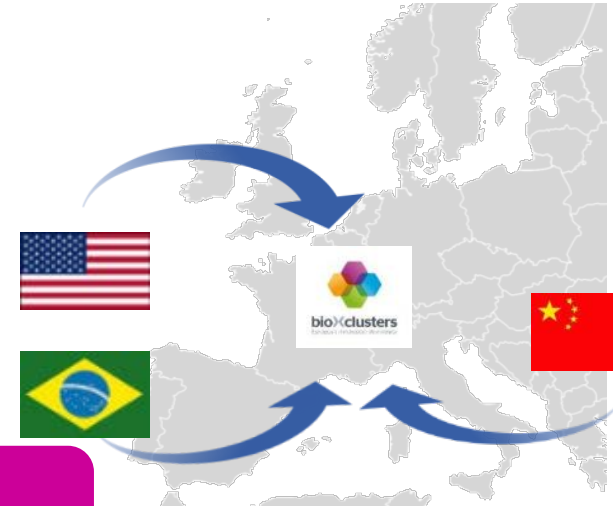
Invitation of experts from Target countries in
Europe and workshops for SMEs
162 companies attending

4 bioXclusters missions (discovery missions and
trade missions)
15 companies participating
11 agreements between SMEs

Signature of 6 MoU (2 with China, 3 with Brazil, 1
with US)

Joint Internationalisation Strategy

ESCP on « Personalised Healthcare » Label (in
2013) , Signature of the Partnership Agreement





1/ Define common internationalisation tools and a common roadmap with a medium / long term vision

2/ Be visible and forming the metacluster towards external partners (inside and outside Europe)

3/ Find “trustful peers” for EU clusters in targeted countries

4 / Mobilise SMEs from individual cluster to join the European Metacluster





Challenges

Lessons learnt / remarks

1/ Definition of common Strategy

- ✓ Capitalising on the partnership complementarities and competencies
- ✓ Knowing each other well and sharing values and methodology
- ✓ Building a long term vision (beyond project)

2/ Visibility

- ✓ Building a strong marketing and branding strategy
- ✓ Identifying one person representing the meta-cluster to the outside (taken in turns and can be linked to specific markets)

3/ C2C relations / peers

- ✓ Building relations with trustful partners (based on individual capacities and involvement)
- ✓ Developing simple and concrete actions like matchmaking opportunities, market access etc. (according to the market specificity)
- ✓ Demonstrating the capacity of the our metacluster to give a direct access to high quality innovative players – deep knowledge of ecosystem / trust from our SMEs

4/ SMEs involvement

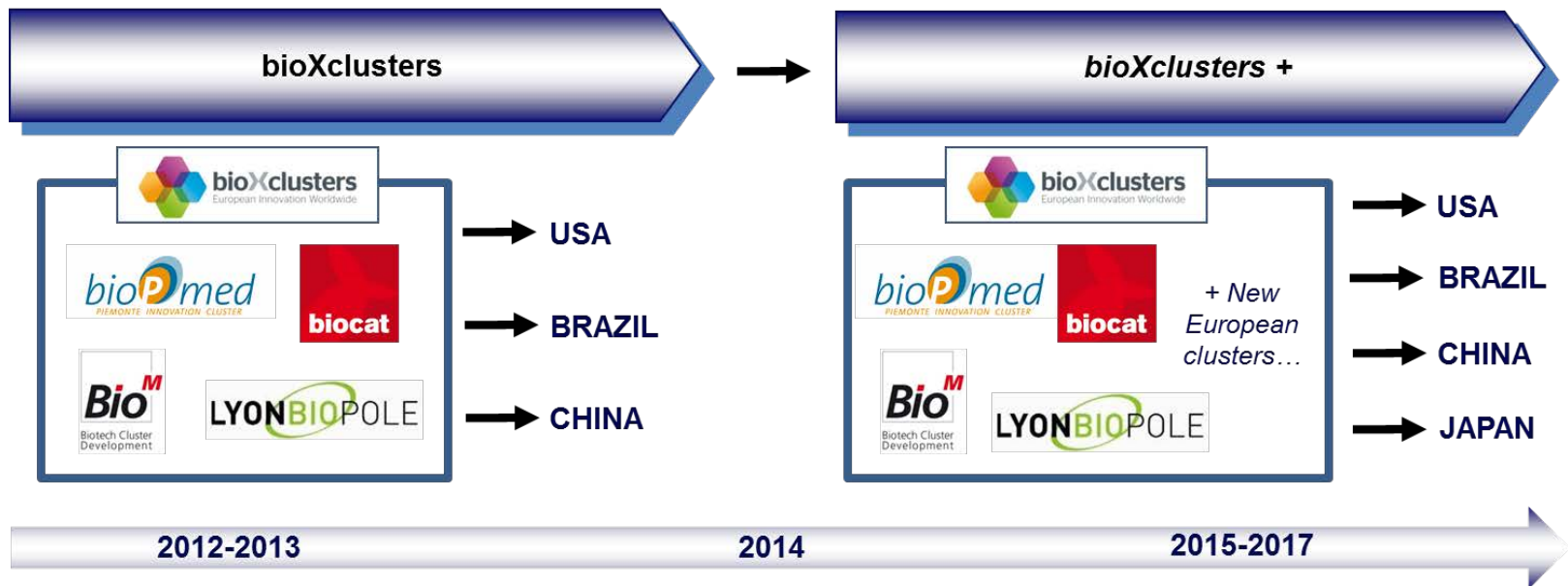
- ✓ *Direct funding for SMEs would have facilitated the action*
- ✓ Presenting the advantages to participate in European delegations / opportunities to meet new partners inside the metacluster
- ✓ Offering Flexibility and tailored support / reinforcing visibility



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The ambition set in the Joint Internationalisation Strategy (JIS)

bioXclusters going more international





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Thank you for your attention



Partners:



Coordinator:

