



This presentation is part of the project REINA PLUS which has received funding from the European Union's COSME Programme (2014-2020)

# EUROPEAN ENERGY CLUSTERS PARTNERSHIP REINA PLUS

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# REINA Pilot Project - Cluster Partnership on Renewable Energy & Energy Efficiency

- ★ **3 clusters with an energy focus:** Cluster de Energía (CEPV), Oekoenergie-Cluster (OEC), EnergyVaasa, (EnergyIn)
- ★ **Regions/Countries:** Basque Country/Spain, Upper Austria, Vaasa/Finland, (Portugal)
- ★ **Key cluster data:**
  - 400+ cluster companies
  - 50 billion Euro combined annual turnover
  - 70,000 employees
- ★ **Strategic areas:**
  - Renewable energy, energy efficiency in buildings, smart grids, energy storage
- ★ **Main cluster services:**
  - R&D and innovation, internationalisation, training
- ★ **Start:** January 2012

# REINA Pilot Project

## Objectives and approach

### Key objectives

- ★ motivate and support cluster companies in internationalisation outside the EU
- ★ interest and prepare them to compete in emerging markets, integration into global value chains
- ★ increase visibility of European technology stimulate, thereby creating a competitive advantage
- ★ **develop from a consortium into a partnership**

### REINA approach

- ★ Energy market screening
- ★ Definition of tailored internationalisation strategies
- ★ Deployment of the strategies

# REINA Pilot Project

## Internationalisation activities

### *REINA target markets – Internationalisation strategies*

**Brazil – Wind energy**

**México – T&D**

**Chile - Biomass & CSP**

**USA/Canada – Biomass**

**North Africa – Multisegment**

### *Target market leaders*



### *Structure of Internationalisation strategies*

- 1 Target market overview
- 2 Beneficiaries of the support strategy
- 3 Objectives
- 4 Action Plan
- 5 Schedule and resources

# REINA Pilot Project - Some Results

- ★ Market screening of 9 international energy markets (concentrated solar power, electricity T&D, wind offshore, wind onshore, geothermal, energy efficiency in industry, low energy buildings, PV & solar thermal, biomass)
- ★ Reina priority areas defined (technologies, countries)
- ★ 5 outgoing missions
- ★ 5 incoming missions
- ★ 50+ bi-lateral meetings with key stakeholders in target countries
- ★ 4 key note presentations at main industry conferences
- ★ 4 MoUs signed
- ★ 10+ SMEs started doing business in target countries

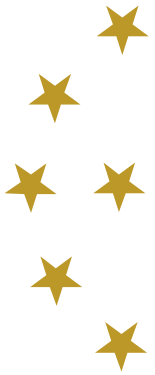


# REINA Pilot Project - Success factors and lessons learnt

- ★ All 3 clusters with a clear focus on sustainable energy (services to be delivered require high level of specialisation), at same time profiting from the cross-sector aspects of being an ESCP
- ★ Interesting SMEs in far away countries requires persistence and good arguments
- ★ Detailed and deep analysis of target markets necessary, great to share the work with other clusters
- ★ Challenge to find "common grounds" - interest of cluster companies and of other clusters
- ★ Retain a certain flexibility regarding target markets (political changes!)
- ★ Successful partnerships with public bodies, clusters and agencies in partner countries requires added value for them
- ★ **Getting to know the other clusters and their key companies is crucial - does not happen on its own, requires time and dedicated efforts**

# From REINA to REINA Plus

- ★ 4 instead of 3 clusters
- ★ retain **focus on sustainable energy**
- ★ **strengthen the ESCP** (including a common identity)
- ★ increased specialisation: more **focused geographical approach**
- ★ integration of **value chains across clusters**
- ★ work closer with **Commission initiatives and other clusters**





# EUROPEAN ENERGY CLUSTERS PARTNERSHIP REINA PLUS

## WE PUT OUR ENERGY INTO INTERNATIONALISATION

