

## EU-Iran

### Cluster Cooperation Matchmaking event

On the 16<sup>th</sup> of October, the Catalan Sport Cluster Indecat, Cluster Montagne and the European Platform for Sport Innovation (EPSI) along with 12 clusters over Europe joined Ms Bienkowska, Commissioner for Internal Market, Industry Entrepreneurship and SME's on a three day visit to Iran - with the objective to promote the relationship between business and European SMEs and to establish international cooperation with Iranian clusters. The re-opened Iranian market is of relevance to clusters of a number of EU industry sector.

**Within the framework of the EU4SPORTCluster Alliance project, INDESCAT represented by Montse Centallas** delivered a presentation on this project which is composed of five European Clusters in the Sport Sector. This European project is seeking to foster the internationalisation of European firms which still depend largely on their domestic markets despite the opportunities, offered by globalisation at large and also developing new value chains.

As part of this joint internalisation strategy, the program was characterized by collecting information on business opportunities in Iran. During the first day the EU member States' tailored an exchange of views with EU Member States' economic counsellors on their experiences in trade relations with Iran. During this session, key figures including financial experts and representatives from the **European Commission's DG Growth held presentations in the light of the economic mission.**

Also officials from the Iranian Ministry of Industry, Mines and Trade and the Ministry of Economic Affairs and Finance delivered speeches including their expertise. Thereafter all stakeholders had the opportunity to become acquainted and unite with their counterparts during the networking event. On the second day, the participants continued their exploratory journey by visiting several sites such as technology parks, sport apparel factories.