

PERES

PERES PROJECT

TOWARDS NEW HORIZONS OUTSIDE EU
FOR THE EUROPEAN RAIL EXCELLENCIES

Veronica Elena Bocci

DITECFER Cluster Manager | PERES Project Coordinator



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«PERES - Promoting European Rail Excellence outside EU» in short



- ▶ A «European Strategic Cluster Partnership» for internationalization (ESCP-4i) of SMEs operating in the field of the Rail Supply Industry
- ▶ A project promoted by the Railway Clusters of **Italy** (DITECFER), **France** (i-Trans), **Germany** (BTS), **United Kingdom** (Rail Alliance) and **South-Eastern Europe** (BSN-RCSEE)
- ▶ A project co-funded by the EU from January 1st 2018 to June 30th 2019
- ▶ The mission is to realize “preparatory actions” allowing us to:
 - (A) define a **Joint internationalization strategy plan** for our SMEs and a **2-year Implementation Roadmap**;
 - (B) establish a sustainable “**ESCP legal entity**” **delivering services** helping our SMEs go international beyond EU as “European value chains”



The EU Vision behind the «ESCP-4i»

- ▶ To intensify cluster and business network collaboration across European countries and also across sectorial boundaries and to support the establishment of European Strategic Cluster Partnerships to lead international cluster cooperation in fields of strategic interest towards third countries beyond Europe and notably in support of the development of emerging industries.
- ▶ By reinforcing cluster and business network cooperation and supporting the shaping of European Strategic Cluster Partnerships-Going International (ESCP-4i) (i.e. European meta-clusters) in a more strategic manner at European level, this action will help European SMEs access new global value chains and take a leading position globally.



The PERES «ESCP-4i» Vision

- ▶ **RAILWAY:** The European Railway sector - starting from its position of excellence worldwide - is called to deliver a **business-led vision and technical solutions** able to meet the challenges of the future transport era, while helping **Europe to remain the leader region** in Railway solutions globally.
- ▶ **COLLABORATION:** The Railway Clusters committed in the PERES project aim at **promoting cross-border and cross-sectoral cooperation between SMEs and other relevant stakeholders** and to **identify the most suitable channels and tools to facilitate their internationalisation processes outside EU.**
- ▶ **COMPETITIVENESS:** PERES can give a concrete answer to the requests of the **European Parliament to the European Commission** contained in the “**Resolution on the competitiveness of the European rail supply industry**” adopted in June 2016:
 - ✓ (point 24) *“to exploit further the existing support programmes for SME internationalisation and to give them more visibility among European RSI SMEs in the context of synergies between different EU funds; [...] to further develop training programmes on accessing specific foreign markets and to communicate such programmes widely to RSI SMEs”;*
 - ✓ (point 43) *to provide “a coherent EU trade strategy which ensures compliance with the principle of reciprocity, particularly in relation to Japan, China and the USA, and support for further internationalisation of RSI, especially SMEs”.*



A strong partnership behind PERES





2 Target Groups & 1 Wider Audience (1/2)

▶ 1st Target Group:

PERES targets the entities members of our Clusters, that is to say mostly SMEs of the Railway sector in order to try to solve the problems they usually encounter when having to do with entering international markets.

The project also includes in its analysis and possible strategy:

- our **Research / Technical Institutes** for their role in building the technological competitiveness of our companies;
- our **Large Enterprises** at the head of the Supply chain; they don't "need" us to go international but, sharing our mission, they can be very helpful to the PERES project:
 - (A) in providing useful **information** about foreign markets
 - (B) in helping us **empower our SMEs**



2 Target Groups & 1 Wider Audience (2/2)

▶ 2nd Target Group:

PERES also addresses us as **Clusters' Managers**, taking up a joint process of learning enabling us to **better support our members and to deliver higher quality project objectives.**

▶ Wider audience:

The relationship with the **relevant European Stakeholders** will be core to PERES:

- UNIFE
- SHIFT²RAIL JU
- EUROPEAN / NATIONAL / REGIONAL PUBLIC ADMINISTRATIONS
- ...



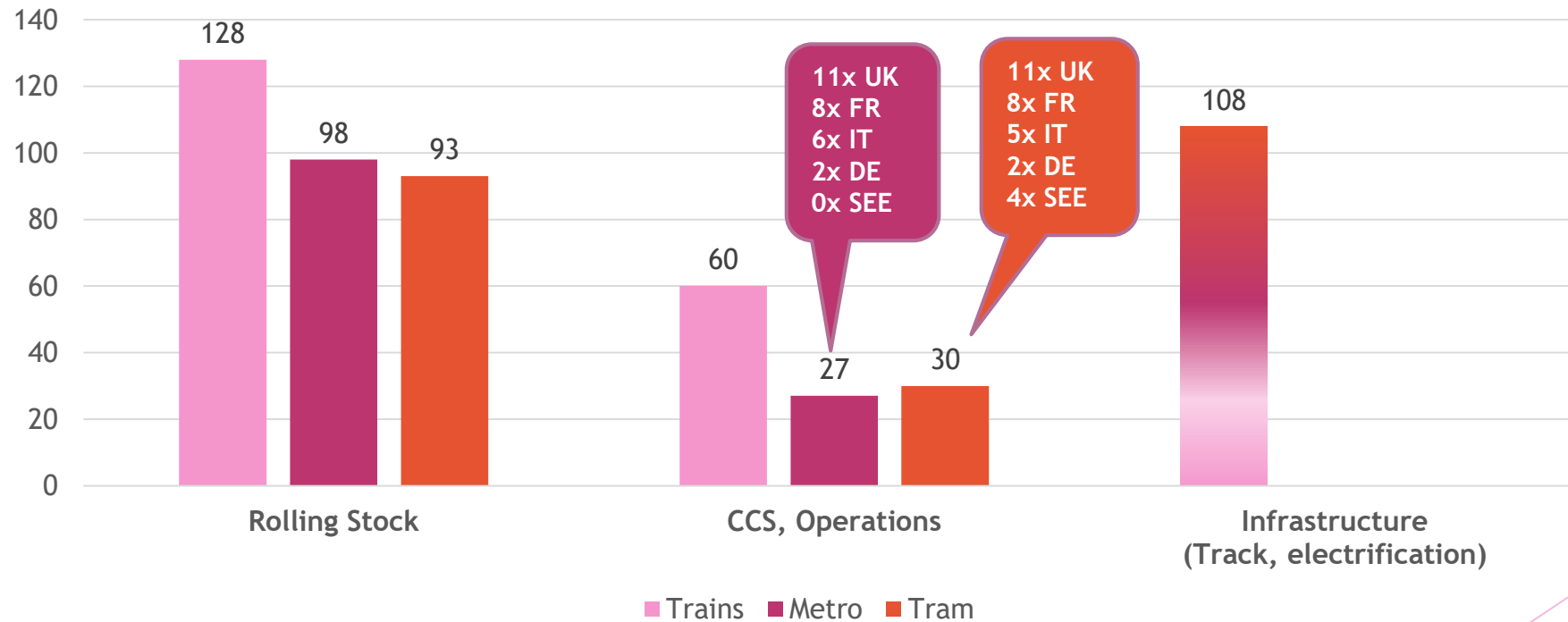
The first analysis of 200 SMEs (1/3)

- ▶ **>500 SMEs of the Rail Supply Chain represented in the PERES Project**
- ▶ **200 SMEs + 25 Large Enterprises + 25 Research / Technical Institutes analysed in depth according to:**
 - (A) Dimensions
 - (B) Segments of operation
 - (C) Emerging industries perspectives & Smart specialisation strategies (i.e.)
 - ✓ Low carbon / Energy Efficiency
 - ✓ Materials
 - ✓ ICT / Digitalisation / Cybersecurity
 - ✓ Safety, Security
 - ✓ Design / Accessibility
 - ✓ Mechatronics



The first analysis of 200 SMEs (2/3)

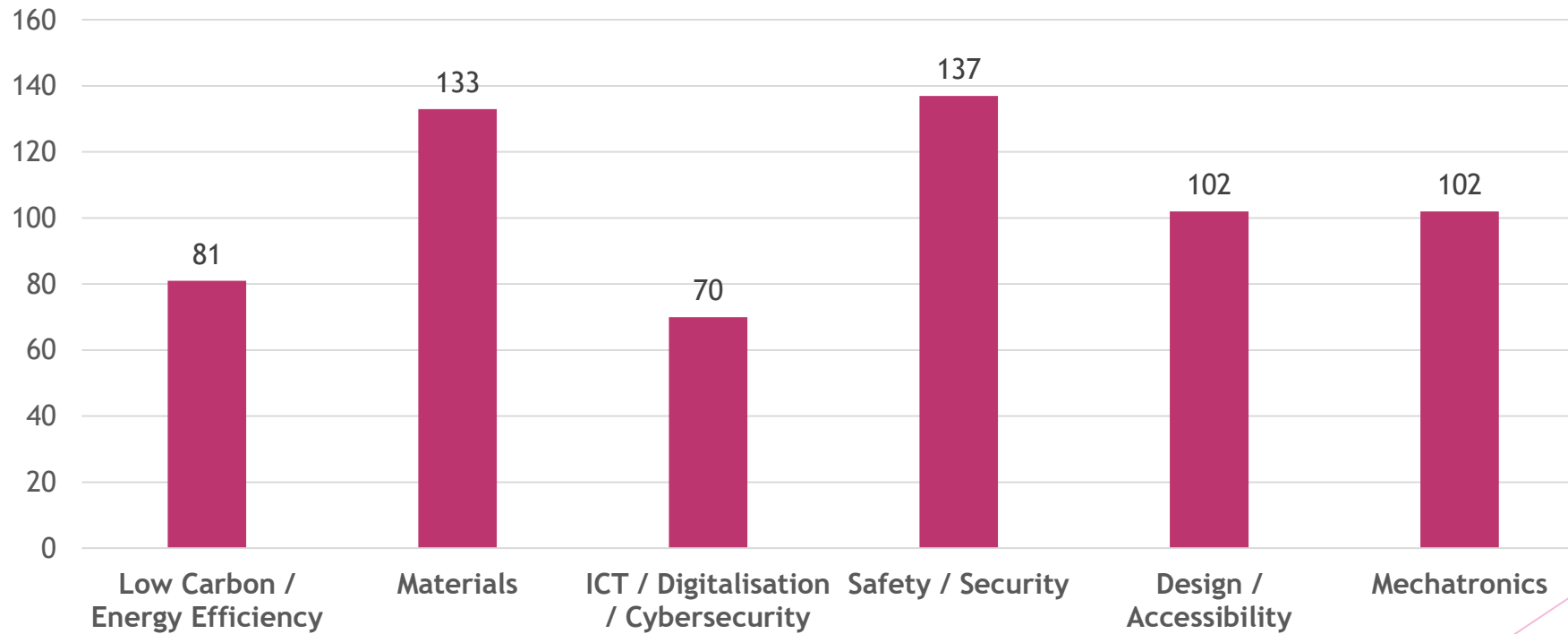
Sub-segments of business





The first analysis of 200 SMEs (3/3)

Commitment towards Emerging industries / S3





Next step: get ready!

- ▶ **Direct interviews to SMEs** to collect key-information and data helping us:
 - (A) **classify** them according to internationalization “capability / mindset / readiness”
 - (B) **identify** key obstacles encountered when going (or trying to go) international in order to try to remove / mitigate them
 - (C) **identify** for each SME classified “ready / pretty ready” the desired and/or the most suitable channels for entering foreign markets (this entailing i.e. aspects of local manufacturing, IP protection, transfer of technology, guarantees for tenders, etc.)

- ▶ **Direct interviews to Large Enterprises** to gather strategic and practical information about competences needs in some specific foreign areas (*e.g. what competences are requested for the current projects in target countries they are operating in. The aim is to identify competence needs that the European industry could provide to those markets both to our members-Large companies and to local companies/system integrators*).



Following steps

▶ ANALYSIS

- (A) Analysis and benchmark of existing international collaborations, internationalization services provided, good practices, etc. concerning our Clusters, other ESCPs and our Political Authorities
- (B) Analysis of SMEs capability to go international and classification
- (C) Analysis and selection of 4 market segments and 2 geographical areas for the SMEs classified “ready/pretty ready”

▶ TRAINING

- (A) Training on internationalization strategies for Clusters (meaning “going international in group”)
- (B) Training on specific information on selected markets/areas (Cultural management and cultural information; norms; barriers...)
- (C) Pilot-study trip (with SMEs) in at least 1 target geographical area to test the methodology developed

▶ STRATEGY

- (A) Drafting of the “Joint Internationalization Strategy Plan” for our SMEs as “value chains”
- (B) Drafting of the “Implementation Roadmap” (the concrete missions abroad to do with SMEs after completion of the PERES project and start of phase 2)
- (C) Development of a sustainable “ESCP model” as legal entity in charge of delivering services for SMEs internationalization



...and in the meanwhile...

- ▶ As DITECFER and PERES Coordinator, I have been selected by the European Commission as 1 of the 60 members of the **COMMISSION EXPERT GROUP ON THE COMPETITIVENESS OF THE EU RAIL SUPPLY INDUSTRY** whose task - in the next 2 years - shall be to **assist and advise the European Commission** in promoting the competitiveness of the RSI, **identifying and evaluating the challenges** it faces, **determine what is necessary to maintain its global leadership**, **understand the specific needs of SMEs**.
- ▶ My contribution to the Group will capitalize very much on the PERES project implementation and results: **what we will learn and do for SMEs internationalization within the PERES project will be a real “added value” to the European discussion.**



EUROPEAN COMMISSION
Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs
Industrial Transformation and Advanced Value Chains
Advanced Engineering and Manufacturing Systems

1st meeting of the Commission Expert Group on
Competitiveness of the rail supply industry
10 April 2018

DG GROW,
Conference Center Borschette
CCAB/3D

10 April 2018	
First part of EG	10:00 – 13:00
Second part of EG	14:00 – 18:00



Follow us through:

1

Your Cluster of membership

#TeamPERES: **DITECFER:** Ms Veronica Elena Bocci, **i-Trans:** Ms Angelina Boulard, **BTS:** Mr Dirk Ulrich Krueger, **Rail Alliance:** Mr Robert Hopkin, **BSN-RCSEE:** Mr Marko Radović

2

Twitter (@PeresProject)

3

The dedicated website
(upcoming! You will be informed through Twitter!)

4

The dedicated LinkedIn Group
(upcoming! Join to follow and participate to PERES activities, share information, be pro-active!)