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Business Support on Your Doorstep

Missions for Growth

Vice President Tajani promoting international business
for European Companies



E.E.N. Missions for Growth, workshop agenda

Introduction Missions for Growth (M4G)	Jasper Hemmes
Chinese policy and setup of Innovation Clusters	Mr. Zhang Fenghai
Green Developments and Initiatives in China	Ms. Zhu Ling
Clusters situation in Europe	René de Groot
Success factors in preparing E.E.N. Matchmaking	Jasper Hemmes
Update on ideas for M4G to China, next July	Simon Poulsen
Discussion on M4G possibilities for July 17 - 19	all

Missions for Growth 2013

"Major non-EU markets with strong growth rates represent significant opportunities for EU enterprises. I attach particular importance to SMEs as they are Europe's main economic strength. To help them to better exploit their potential in the global arena is a clear priority to boost competitiveness and create employment."

Vice-President Tajani



Missions for Growth 2013

Past Missions:

- Egypt / EU-Egypt Task Force meeting (13-14 Nov 2012)
- Tunisia (28-30 Nov 2012)
- Peru & Chile (23-26 Jan 2013)
- Greece (12 Mar 2013)
- Mexico & Columbia (15-19 April)

First Upcoming Mission: Russia (June 2013)

The Match Making Event in Santiago



Upcoming mission to CHINA

- Following a series of successful visits fostering industrial cooperation, European Commission Vice-President Antonio Tajani visits China together with Environment Commissioner Potocnik.
- The "Mission for Growth" to China is planned for the 18-19 July 2013.



Mission for Growth CHINA 2013

18 July - Conference "Green Growth and the Third Industrial Revolution" (Beijing)

The conference will comprise political meetings and opportunities for business contacts.

19 July - "Eco-Forum Global" (Guiyang)

The forum puts the emphasis on green industry, green urbanization and green consumption. B2B meetings will be organised with the active support of the Chinese Enterprise Europe Network partners. Numerous mayors from large Chinese cities will be present allowing also for City-to-business contacts.

Focus Sectors

- Air quality
- Water treatment
- Waste management
- Resource and energy management
- Environment friendly technologies





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Missions for Growth

Success factors for Matchmaking Missions



Success factors Company Mission

- Pick specific challenging sector
- Identify Hot Spots in target country for site / company visits
- Prepare Brokerage meetings with relevant companies
- Take half a year for preparation



Photonics Brokerage Event 2013

24 – 25 April 2013 | Veldhoven, The Netherlands

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B2B Meetings

[Overview](#)

Participants	
Belgium	3
Finland	4
France	2
Germany	12
Netherlands	41
Spain	2
Total	64

Bilateral Talks	
Participants	58
Meetings	105

Profile Views	
Before Event	2476

How It Works

A matchmaking event is a quick and easy way to meet potential cooperation partners. People meet and greet at high speed. 20 minutes are usually enough to build connections, then the bell rings and the next talk starts.

1. Online registration

Register online and submit your own cooperation profile.

In your profile you can state what kind of technology/product/expertise you are offering, what kind of cooperation you are looking for and which ideas you would like to discuss with potential collaboration partners.



All cooperation profiles will be published online and will be for everyone to see. You can change your profile any time.

2. Promotion of published profiles

All published profiles will be extensively promoted by the organisers of this event. Furthermore, all participants of the event will view your cooperation profile. A statistical analysis of 40 matchmaking events showed that high quality profiles are visited about 50 to 150 times BEFORE the event and will still be viewed AFTER the event.

Partnership profiles

- What is company good at?
- What does it want to achieve?
- What is innovative, distinctive?
- What partner does it need?
- What is expected from partner?

Profile Views

Before Event	2476
After Event	303
Total	2779

event will view your cooperation profile. A statistical analysis of 40 matchmaking events showed that high quality profiles are visited about 50 to 150 times BEFORE the event and will still be viewed AFTER the event.

3. Selection of bilateral meetings

Email notification

You will be informed by email when you can start booking bilateral meetings. Check which cooperation profiles are most promising. Intelligent search options allow a quick identification of the most suitable participants/cooperation profiles. Within a few minutes you should be able to identify future potential business partners.

Booking of bilateral meetings

Once you have found the most promising business partners you can select them for bilateral meetings. You can add further meetings any time but please be aware that the bookings are managed on the principle "first come - first served". You can book meetings BUT you can also be booked for bilateral talks by other participants!

Your personal meeting schedule

A few days before the event you will receive your personal meeting schedule (furthermore you can constantly check your meeting schedule online). This meeting schedule gives information about the time, the number of the table and who you are going to meet.

4. At the event

At the registration desk, you will receive an updated version of your meeting schedule including last minute bookings. Your personal meeting schedule lists in chronological order for each meeting the

- names of your conversation partners
- number of table for each meeting

Our staff will be at your disposal during the whole matchmaking event.

The Finnish Forest Research Institute

METLA

Address	Yliopistokatu 6 80101 Joensuu Finland
Organisation type	Research
Organisation size	250+

Participant Details



PhD Jukka Antikainen
Researcher

Bilateral Meetings

- Bilateral Meetings April 24th, 10:30 - 12:35
- Bilateral Meetings April 24th, 14:40 - 16:45
- Bilateral Meetings April 25th, 10:30 - 12:35

Side Event (Optional)

- Yes, I participate

Organisation Details

The Finnish Forest Research Institute (Metla) is a specialist research organisation which develops solutions to the challenges and questions posed by the care, utilisation, products, services and intangible value of forests.

Finland is Europe's most forested country - 3/4 of its land area is under forest cover. By international comparison, Finland relies more heavily on its forests than any other country in the world. Against this background it is easy to understand the importance of forest research in Finland. Metla is the main forest research institution in Finland and one of the biggest forest research institutes in the whole Europe.

The Finnish Forest Research Institute (Metla) was established in 1917, and started its activities in July 1918. Since then Metla has grown considerably; the current network of research units covers the whole country. The Finnish Forest Research Institute is a governmental, sectoral research institute, subordinate to the Ministry of Agriculture and Forestry.

Metla's duties are defined by the law and statute to promote, through research, the economical, ecological, and socially sustainable management and use of forests.

Areas of Activity

- Researcher
- Engineer / Developer
- Other

Cooperation Profiles

Request: Novel optical measurement techniques for timber analysis

Description

Abstract

We are looking for new optical measurement techniques for non-destructive analysis of timber which could be used for determine properties such as moisture content and quantity of extractives. In particular, we are interested in measuring the characteristics of energy wood and especially the moisture content. Moisture content is the most important feature of the energy wood and the accurate measurement would bring significant benefits to the thermal and bio-energy plants. Quality management of the energy wood and biomass is currently and will remain one of the most important research topics in Finland. Therefore, we are collecting potential research and development partners in the field of measurement technology and so if you have any interest to participate please let us know.

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Succes factors Brokerage Event

- Identify specific technology/sector focus
- Host country will start with registration of partnersearch profiles
- Use E.E.N. Sector Groups to increase participation
- Activele suggest meetings to participants
- Phone follow-up afterwards



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Mission Report Greece (12 Mar 2013)

Athens B2B event

Key figures

- More than 35 EEN staff assisting companies
- Over 500 registered companies
- More than 1350 meetings
- Almost 90 tables hosting meetings occupied from 10:30h - 19:00h



Mission Report Chile (23-26 Jan 2013)

4th Business Summit of the Community of Latin American and Caribbean States - European Union (CELAC-EU)

- Very well-conceived Summit and Match Making event: a clear success!
- Organized by the Chilean Confederation for Production and Commerce (CPC), Eurochile (EEN Host Organisation), Al-Invest IV/Eurochambers and the Enterprise Europe Network. **EEN = main contributor to EU SME participation.**
- Participants: 400 from 36 different countries (17 countries from Europe, 17 countries from Latin America, Chile, USA (1 participant)).
- Main delegations from Europe: Spain (53), Belgium (19), France (16), Italy (16), UK (10).
- Main delegations from Latin America: Ecuador (14), Cuba (14), Honduras (10), Brazil (9), Peru (9)
- Participants from Chile: 145
- **20 business tables → 550 meetings TARGETED ON SMEs**
- **Company missions from EEN (LCC – IMPIVA)**
- **Key to Success: carefully planned in advance + excellent communication + very important Summit (HSG level)**

Russia (17-19 June)

- **Destination Moscow**
 - 17 June: political meetings / business events
 - 18 June: B2B meetings (**Involvement of EEN Russia!**)

Sectors:

- *Machine tools/industrial machinery*
- *Key enabling technologies: nanotechnology, micro-and nano-electronics, semiconductors, advanced materials, biotechnology and optics/photonics*
- *Construction and engineering*
- *Forest based industries*
- *Raw materials*
- *Consumer goods*
- *Food and drinks industry*
- *Textile*
- *Pharmaceuticals*
- *Medical devices*

CHINA (18-19 July)

OBJECTIVES:

- **Promote EU Green Industry in China**
- **Help EU companies, especially SMEs to operate in China**
- **Promote sustainable and inclusive growth and industrial development on both sides**

Political meetings and Conference on Green Growth & third Industrial Revolution in Beijing on 28 July with opportunities for business contacts

On 19 July mission continues in Guiyang at the “Eco Forum Global”. B2B organised with EEN active support
Presence of several mayors from Chinese cities for City-to business contacts

SECTORS:

- **Air quality**
- **Water treatment**
- **Waste management**
- **Resource and energy management**
- **Environment friendly technologies**

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PORTUGAL

(now expected 3-4 or 24-25 October 2013)

EU MEMBER STATE: SINGLE MARKET A PRIORITY + (EC PRESIDENCY)

EXPECTING THE HIGHEST POSSIBLE CONTRIBUTION FROM THE NETWORK

PARTICIPATION FROM NON EU COUNTRIES WILL BE WELCOME

Sectors *(Still indicative! – Source PT PERM REP - AICEP Portugal Global, Trade & Investment National Agency)*

- Economy of the sea (i.e. offshore activities such as wind, wave and tidal power, cruising, nautical tourism, pharma and biotech)
- Health
- Tourism
- Automotive components
- Aeronautical components
- ICTs
- Agro Food & Agriculture
- Paper and Paste
- Shared Services' Centres

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