



enterprise europe

## **Enterprise Europe Network: Connecting innovation and business to the global market, Beijing, May 2013.**

Agnieszka Turynska, Mantas Vilys, Simon  
Poulsen, Anis Mourad, Jasper Hemmes.



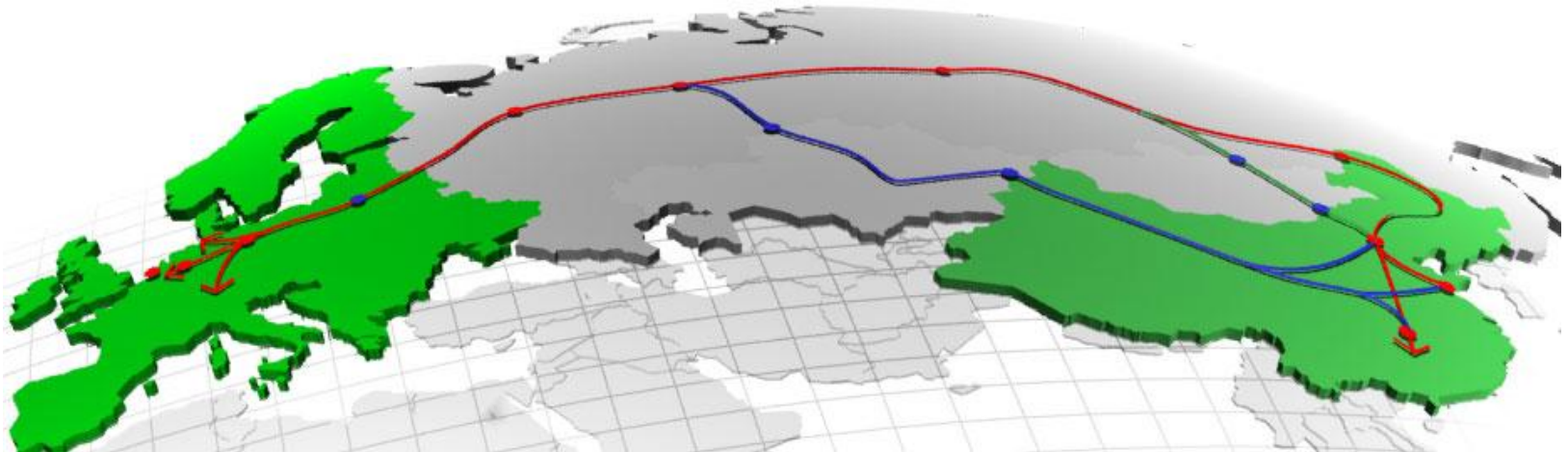
*Business Support on Your Doorstep*

# Introduction to Enterprise Europe Network

Welcome, Agenda, Why Enterprise Europe Network.	<b>Jasper Hemmes</b>
How to manage an E.E.N. consortium. An Example.	<b>Agnieszka Turynska</b>
Refreshments?	
E.E.N. Tools, techniques, sector groups,	<b>Jasper Hemmes</b>
SME Value Proposition	<b>Mantas Vilys</b>
Discussion	--

# Why Enterprise Europe Network ? Topics.

- About scattered European countries
- Small enterprise characteristics
- Why Enterprise Europe Network



## China and European Union

- 500 <> 1350 mln.
- 27 <> 1 nation.



# Europe

- Not U.S.E.
- Autonomous
- War history
- King/president
- Not one army
- 27 languages



# Different food in every country

**Which country?**





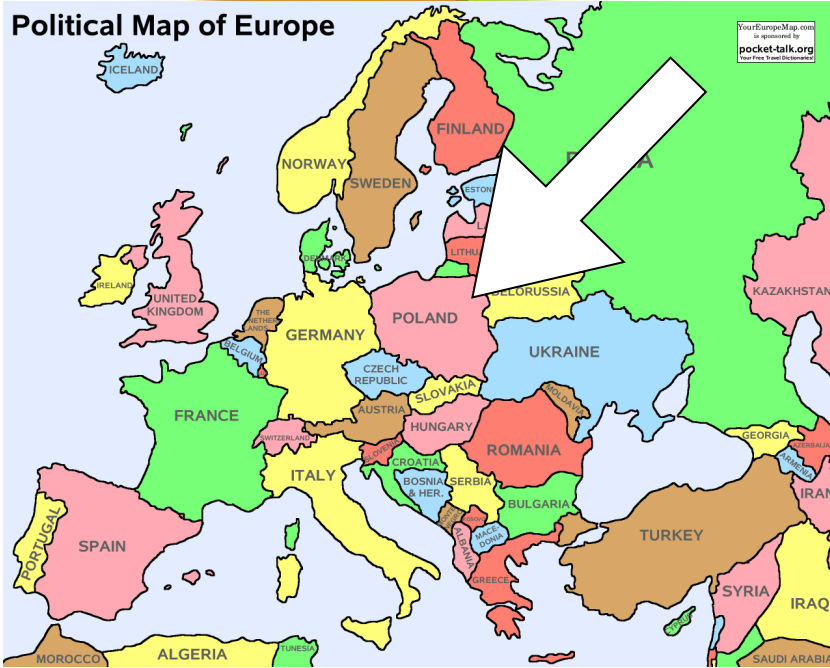
# Italy





# Which country?



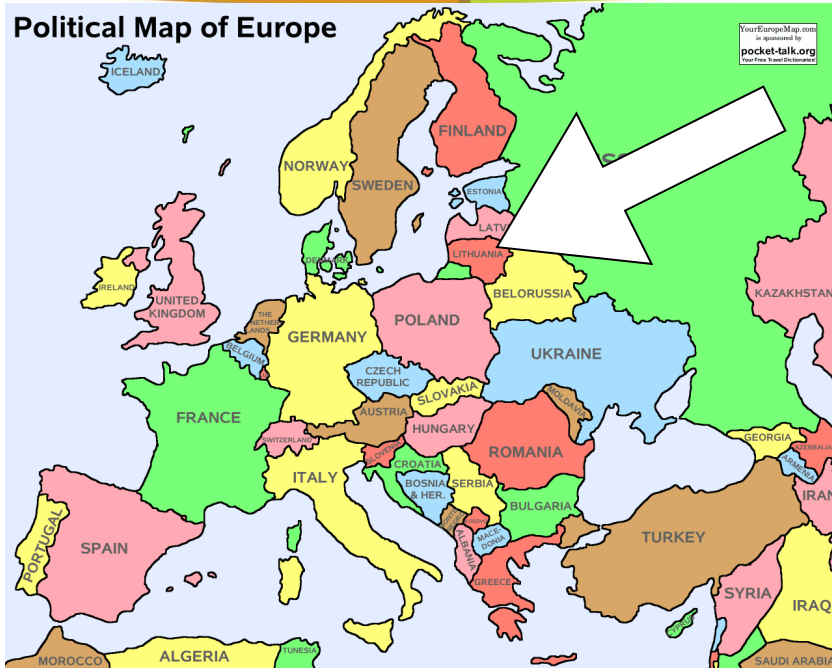


# Poland



# Which country?





# Lithuania



**Which country?**



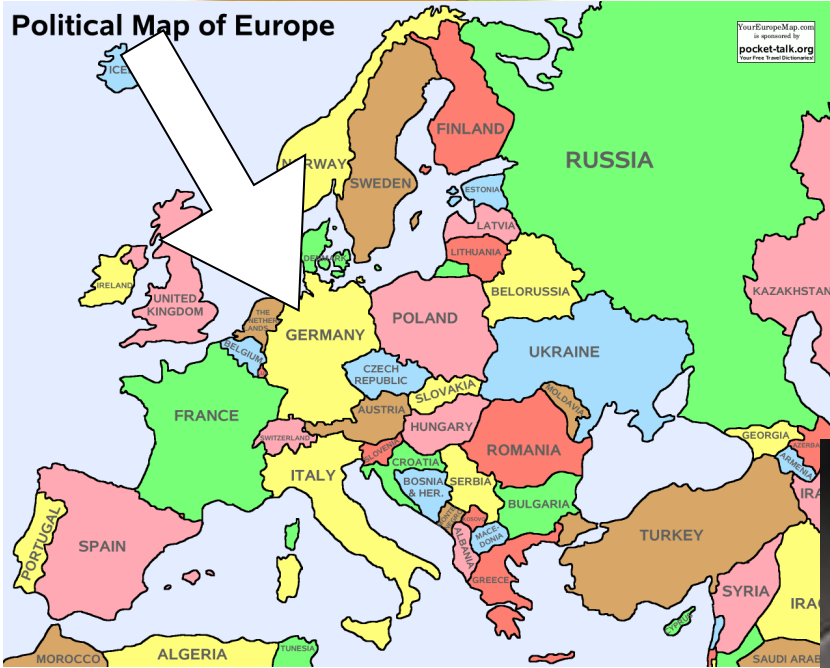


# United Kingdom



# Which country?





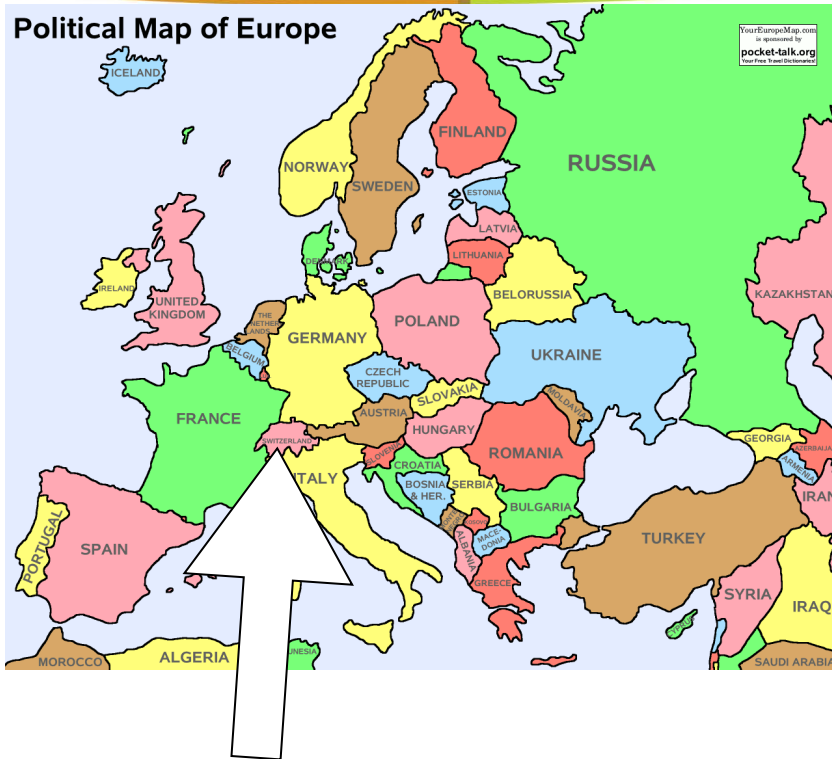
# Germany





**Which country?**



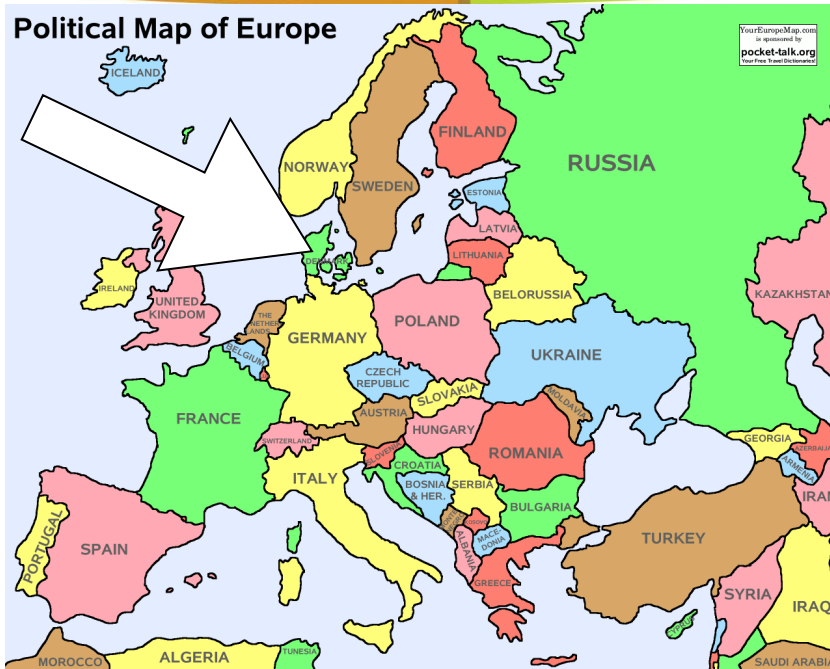


# Switzerland



# Which country?





# Denmark



**Which country?**





# Holland



**Which  
country?**





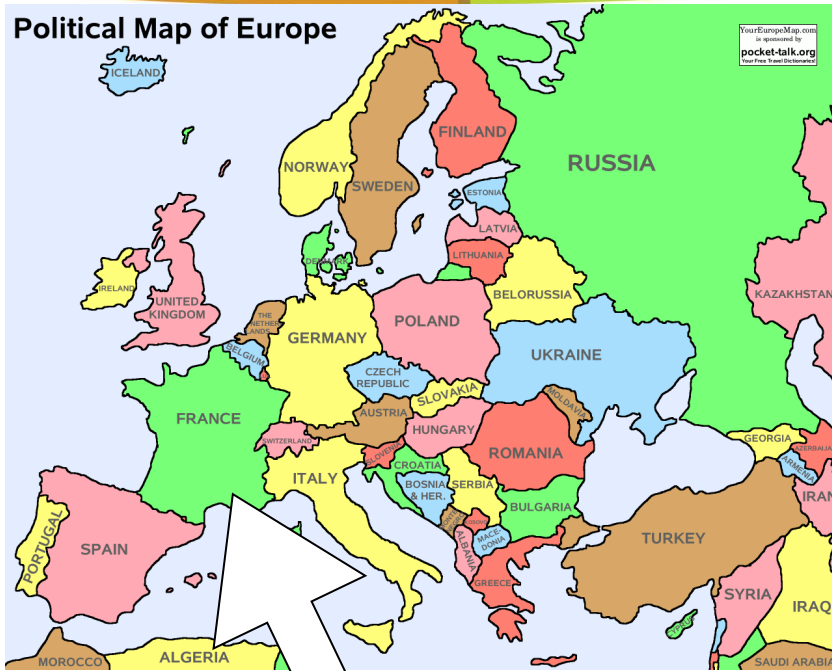
# Greece





# Which country?





# France



# Why Enterprise Europe Network? Business is difficult....

- 27 languages,
- 27 business cultures,
- 27 export regulations,
- 27 research strategies,
- 27 innovation policies (five year plans)

# Why Enterprise Europe Network: Clusters are scattered.

In each country you will find clusters with a focus on:

- Energy
- Environment
- Building
- Automotive
- ICT
- Water
- High Tech
- Precision / Nanotechnology
- Health / Medical instruments
- Photonics
- Creative design
- Agro + • .....

Also in each country you will find scienceparks and incubatorparks around universities / research institutes



**Noordvleugel**  
**Randstad:**  
 internationale  
 diensten

**€ 42 mln**

**Logistics/Schiphol**  
**Life Science & creative ind.**  
**Tourism / congress center**

**Water**  
**Energy**  
**Sensor technology**

**€ 80 mln**

Noord:  
 tussen Randstad  
 en NO Europa

**Zuidvleugel**  
**Randstad**  
 nieuw economisch

**Harbour**  
**Greenhouse farming**  
**Den Haag International city**  
**of justice**

**€ 30 mln**

**Food & nutrition**  
**Health**  
**Technology**

**€ 23 mln**

Oost:  
 innovatieve  
 benutten

**Zuid-West:**  
 tussen twee  
 zeehavens

**Proces industry en logistics**  
**Coastal tourism**

**€ 13 mln**

**High tech syst. en materials**  
**Medical techn. & Life Science**  
**Food & Nutrition**

**€ 27 mln**

Zuidoost:  
 technologische t

# Small business internationalisation

- SMEs account for 25%-35% of internationally traded goods
- In small countries, SMEs internationalize earlier
- First internationalization is often to culturally or geographically close countries
- Marketing tends to internationalize before management, finance, or R&D

# Success factors international

- Managers show time & commitment to international issues
  - Managers have international experience
  - Reliable information about foreign markets
  - Small business are more vulnerable to export barriers than large multinational corporations
- 
- So; small companies need help

# Enterprise Europe Network 27 EU + 26 countries, 600 partners





# Enterprise Europe Network Mission.

- “We are the world’s largest network connecting business to Europe. We help companies improve and innovate through partnership, information and expert advice”

# Enterprise Europe Network History.

- 1986 – 2007: Euro Information Centers
- 1995 – 2007: Innovation relay Centers
- 2008 – future: Enterprise Europe Network
  - 2008 Merger
  - Combine services
  - “No wrong Door” (anti scattering device)

# Enterprise Europe Network Services to SMEs

- Market orientation and partnersearch for European cooperation, for innovation and for business.
  - Scattered Europe needs matching guide
- Strategic individual advice, open innovation
- Information on European rules and legislation
- Help with European projects and financing

# EU – China Technology cooperation: WHY?

- EU characteristics
  - Decentralised small clusters →
  - Distinctive strategies →
  - Highly specialised technologies →
  - High Tech niche markets.

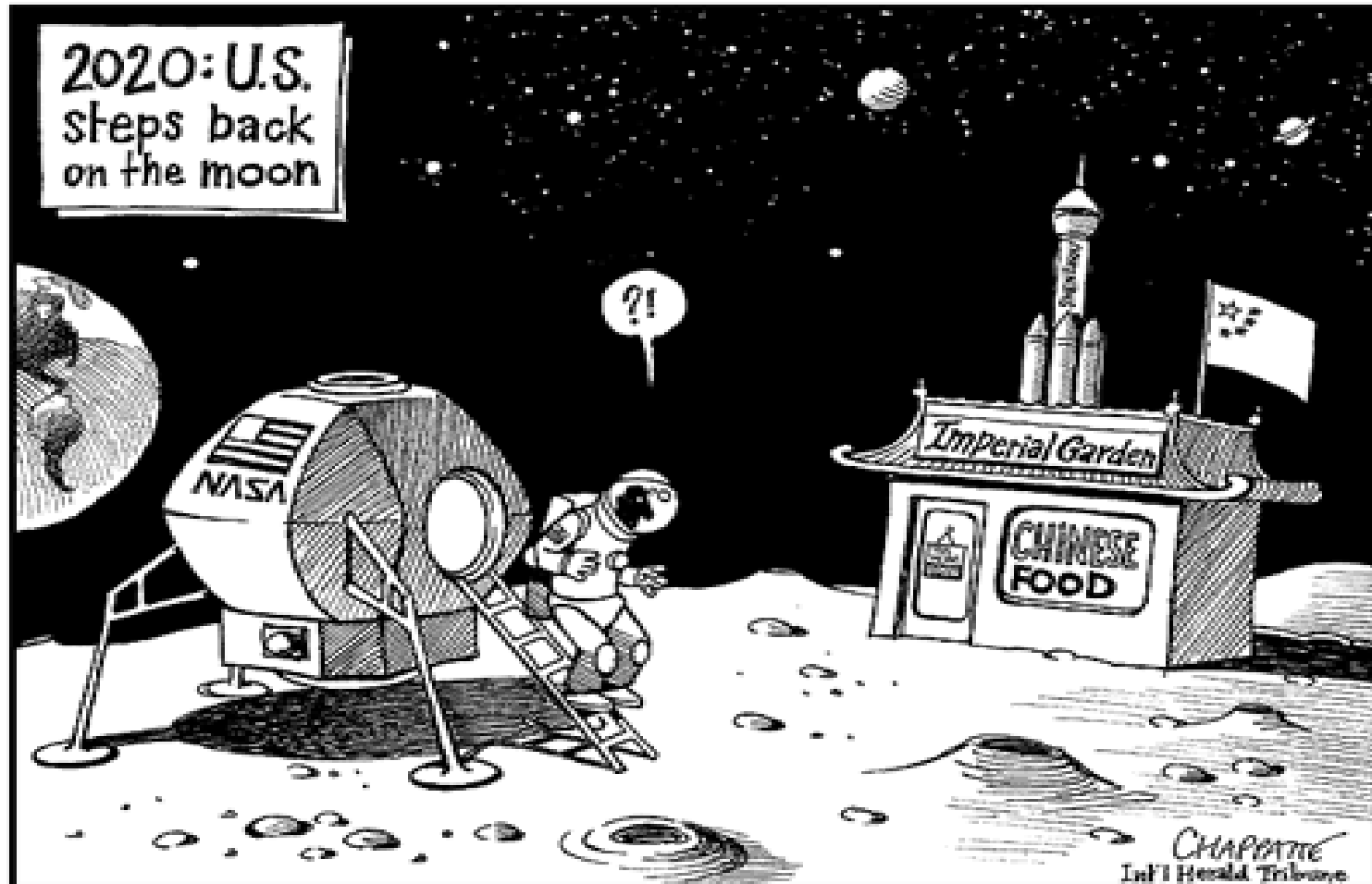
# EU – China technology cooperation

## WHY?

- China characteristics
  - Centralised large clusters
  - Manufacturing for large markets
- EU – China complementarity offers room for fruitful cooperation.
  - Enthusiastic EEN members in China :  
Eric Zhou (Chengdu) Cathy Zheng (Shanghai)

impacts, Success factors, know  
SME, Prep BE, possibilities  
cooperation maanlanding

Globalisation of TT, EU - China





enterprise europe

# Enterprise Europe Network: Tools, Techniques, Sector Groups



*Business Support on Your Doorstep*

# Operational Mechanism of Enterprise Europe Network .

- Partnersearch with partnership profiles
  - What is company good at?
  - What does it want to achieve?
  - What is innovative, distinctive?
  - What partner does it need?
- Dissemination websites in 27 countries
- Brokerage events
- Company Missions for partnersearch



# Innovation Profiles Database

- Partnersearch Proposal
  - Technology offer or request
  - What technology the company uses / needs
  - What is innovative about it
  - What is expected of a potential partner
- Anonymous !
  - Confidential request
  - Qualified innovative
  - No advertising platform
- E.E.N. qualifies and mediates.
- Not about sales, about innovation cooperation

# Innovation Profiles

## Technology Offer

**Title: Coating to enhance the wear resistance of heat-treatable**

stainless steel (Ref: 08 NL 60AH 0360 )

(Open)

### Abstract:

A Dutch company is specialised in the development and production of ceramic coatings using Chemical Vapour Deposition. For heat-treatable stainless steel a ceramic coating has been developed that increases the surface hardness. Application of this coating enables the increase of the life time of components in for example machinery for the food and pharmaceutical industry. The company is interested in technical cooperation.

### Description:

The main activity of the company is the development, testing and production (subcontracting) of ceramic coatings with specific desired properties. One can think of optical (transmittance, reflection), electrical (conducting, (high temperature-insulating), mechanical (wear resistance, extremely smooth) chemical (inert) or e.g. hydrophilic or hydrophobic properties. The coatings are applied by means of Chemical Vapour Deposition (CVD). The coating is formed from gaseous species that react with and on the substrate, including internal surfaces of the product.

For heat-treatable stainless steel a ceramic coating was developed that further enhances the hardness of the surface.

When wear resistant components are needed in machinery in for example rotating equipment for the food and pharmaceutical sector, stainless steel grade AISI 420 is often used. This grade of stainless steel is heat treatable and can obtain a hardness of 55 Hrc (Rockwell C). This lies close to the hardness of heat treatable steels (circa 60 Hrc). To enhance the hardness of the surface further, the Dutch company developed a ceramic coating. By using a bond coating the ceramic coating remains well adhered to the stainless steel during the heat treatment. Tests have shown a significant life time



## Technology Request

**Title: Development of High Temperature TGA Furnace (Ref: 08**

NL 60AH 0363 )

(Open)

### Abstract:

A Dutch SME is a manufacturer of laboratory instruments. A major domain of activity is thermal analysis, a group of analytical techniques where the properties of a material are determined as a function of temperature. For one of these instruments, a TGA ("thermo gravimetric analysis"), the company wants to expand the current maximum temperature from 1100 °C up to 1600 °C. The company is looking for a cooperation to realize this new high temperature furnace application.

### Description:

To meet higher and stringent client needs, the company wants to expand the maximum temperature from 1100 °C up to 1600 °C for specific their TGA-apparatus. TGA stands for "thermo gravimetric analysis". This technique determines the weight of a small sample - typical 1 gram - during heating. The result is a graph starting at 100%, being the original weight, and diminishing stepwise to almost zero (where the material has been totally burned). This graph reflects in detail the physical and chemical reactions that occurred during the heating process. In principle this graph reveals the composition of the material investigated.

The company is faced with two main questions:

What material should be used for the new heating wires?

Is it possible to improve the geometry of the furnace to create a better isothermal zone and what are the consequences for the manufacturing process and cost price of that furnace?









### Technical Specifications / Specific technical requirements of the request

The furnace is shaped cylindrically. It has a height of approx. 25 mm and a diameter of approx. 20 mm and is made from aluminiumoxyde (Al<sub>2</sub>O<sub>3</sub>). The furnace is heated by spiral shaped metal heating wires. These wires are integrated in the wall of the furnace and are made out of a Kanthal® NiCr alloy. This alloy can be used up to some 1350 °C. However, the wires them-selves can be some 100 °C hotter than the furnace, and with a safety margin the maximum temperature of the furnace is therefore limited to 1100 °C.

If the temperature range is to be expanded to 1600 °C, it is obvious that some other material has to be found for the heating wires. Especially, it has to be checked that the thermal expansion of any new material is comparable to the current, to prevent mechanical stresses build-up during the heating process. By the way, the aluminiumoxyde itself is very well suited to be used at 1600 °C (its melting point is at 2054 °C).

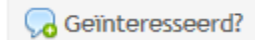
# On-line 7000 innovation profiles.

[www.enterpriseeuropenetwork.eu](http://www.enterpriseeuropenetwork.eu)

Referentie	Titel	Datum
<p>Research of partners to take part to a clinical trial: Breast Cancer European Key Opinion Leader</p> <p>Referentie: 13 FR 38m5 3SBK, geldig van 03-05-2013 tot 01-01-2014</p> <p> REQUEST uit France</p> <p>—Samenvatting—</p>		
<p>The Technology For Welding The Aluminum Fins To Copper Tubes is Requested.</p> <p>Referentie: 13 IL 80ER 3SF5, geldig van 03-05-2013 tot 29-04-2014</p> <p> REQUEST uit Israel</p> <p>—Samenvatting—</p>		
<p>Urgent PS: Open geo-referenced tourist guide solution</p> <p>Referentie: 13 IT 55X2 3SD9, geldig van 03-05-2013 tot 07-05-2013</p> <p> REQUEST uit Italy</p> <p>—Samenvatting—</p>		
<p>PS CIP project (Promoting Cluster Excellence) - consortium seeks public authorities or agencies financing and/or managing cluster programmes</p> <p>Referentie: 13 ES 22C4 3SF0, geldig van 02-05-2013 tot 25-05-2013</p> <p> REQUEST uit Spain</p> <p>—Samenvatting—</p>		

# Innovation Profile Example

## The Technology For Welding The Aluminum Fins To...



REQUEST uit **Israel**, Referentie: **13 IL 80ER 35F5**, geldig van **03-05-2013** tot **29-04-2014**

### Profiel

#### Technologische informatie profiel

<b>Titel:</b>	The Technology For Welding The Aluminum Fins To Copper Tubes is Requested.
<b>Samenvatting:</b>	An Israeli company specializing in using solar energy for heating water is looking for a technology to weld aluminum fins to copper tubes. The technology is intended for use in producing the absorbing panel collectors. Ideally, the technology should be applicable for selective coated aluminum fins (0.4-0.5 mm thickness) to join copper tubes (8 & 16 mm outer diameter). The technology requested should be fully developed.
<b>Beschrijving partnerverzoek:</b>	<p>The company is a leading manufacturer of solar / electric water heating systems and components. The company has two modern production plants, expanded its activity now occupying new buildings.</p> <p>In the heating system manufacturing process the company deals with welding the copper fins to copper tubes. To make an absorption process of the radiation energy less expensive, the company considers it necessary to solve the problems of welding aluminium to copper, e.g.:</p> <ul style="list-style-type: none"> <li>a) getting effective weld of aluminum fin to copper tube,</li> <li>b) avoiding / overcoming / prevention from the corrosion attack as a result of welding process, etc.</li> </ul> <p>The selective coated aluminum fin must be of 0.4-0.5 mm in thickness, 100-150 mm in width and of up to 2100 mm in length. Copper tube is of M-type, of 8 and 16 mm in outer diameters (OD).</p> <p>The company has got an ultrasonic welding machine, which might assist in possible solutions.</p> <p>The company is open for any other technological solutions / offers concerning the above described problems and would appreciate any effort to help.</p> <p>Technical Specifications / Specific technical requirements: The selective coated aluminum fin must be of:</p>

## Success factors matchmaking

- Get acquainted with entrepreneur
- Know his company, build relationship
- Know his ambition, his problems
- Offer advice + partnersearch



# Photonics Brokerage Event 2013

24 – 25 April 2013 | Veldhoven, The Netherlands

HOME

FOCUS GROUP

INNOPHO21

HOW IT WORKS

AGENDA

CONTACT

## Register

or sign in

### Participants

Search

Show All

### B2B Meetings

Overview

Participants	
Belgium	3
Finland	4
France	2
Germany	12
Netherlands	41
Spain	2
<b>Total</b>	<b>64</b>

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.

## Profile Views

Before Event	2476
After Event	303
<b>Total</b>	<b>2779</b>

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

<b>Address</b>	Yliopistokatu 6 80101 Joensuu Finland
<b>Organisation type</b>	Research
<b>Organisation size</b>	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**

- Keep to specific technology focus
- Host country will start with profiles
- Use Sector Groups to increase participation
- Suggest participants to meet
- Phone follow-up afterwards

# Technology Fields

Globalisation of TT, EU - China

Agrofood	Textiles	Wood and Furniture	Services and Retail	ICT Industry and Services
Automotive, Transport and Logistics	Intelligent Energy	Space and Aerospace	...	Biotech, Pharma and Cosmetics
Services and Retail	Sustainable Construction	Chemicals	Materials	Maritime Industry and Services
Environment	<b>Micro- and Nano Technologies</b>	Security	Healthcare	Tourism and Cultural Heritage

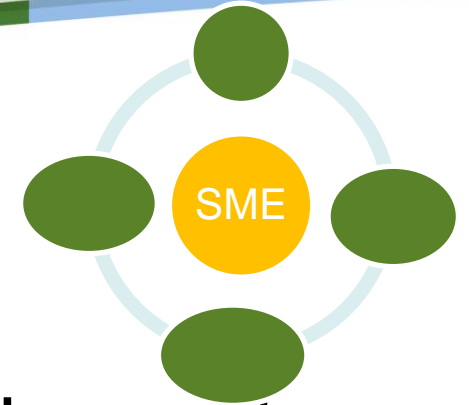


**Thank you for your attention !**



# ideas

- Maps of E.E.N., 21.5 , merger two networks, 27 EU countries, diversity, SME definition: What needs do SME have? SME cooperation needed, consortia provide services
- Sectorslide van Linda > versnippering in EU
- Foto's BE, CM, explain CM
- Foto's Ann Conf
- Sector groups, + filmpje + BBS, BCD
- René: cluster, hot spots in EU, photonica
- Ook wil China geen energiebedrijven meer vestigen in eigen land waardoor het nu investeert in energie-arme industrieën en energiebedrijven in Europa opzet. Zo wordt milieuvervuiling vermeden en op de vrachtkosten bespaard.”
- Links Marije
- WorldofSmallBiz
- willen naar schone energie, + meer consumptie voor zichzelf en bevolking laten delen, i.p.v. focus uitsluitend op export
- impacts, Success factors, know SME, Prep BE, possibilities cooperation maanlanding, materials, energy, environment, societal: inclusion, aging
- Ingrid case in Drie Dias



## Who are our clients?

All SMEs wishing to internationalise and wanting to overcome internationalisation barriers

- What can hinder the internationalisation of a company? How EEN can help to overcome these barriers?

## What can hinder the internationalisation of our companies?

- Export barriers are constraints that hinder ability to initiate, develop or sustain operations in foreign markets (Leonidou, 2004)
  - Small business are more vulnerable to export barriers than large multinational corporations
- = raison d'être, reason of existence of our network!



## The Network's challenge

Deliver better services to the right clients

### How to?

- Find and win the 'right' clients...
- Spend 'quality' time with committed clients...
- Add value, and keep clients happy...

# How can we serve our clients best?

- - Integrated tailored support “on his/her doorstep”
- - Extended reach and understanding of clients’ needs
- - Targeted support to pre-screened, committed clients

# Client Assistance

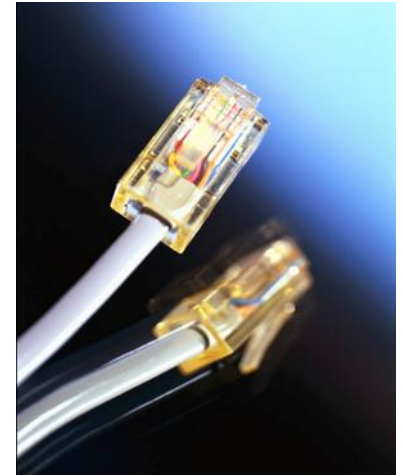
- Provide service according to level of competence
- Signpost if lack of competence
- Be aware of what kind of assistance your client might need

Qualification of  
foreign company

Structure of the deal

Other legal, financial  
and practical issues

Mediation



## **You cannot do this alone! Connect to local stakeholders**

- Mapping the local business and innovation landscape
- Attracting committed stakeholders
- Positioning the Network (add value): Privileged access to Network and Europe

**... Local stakeholders know the  
SME's, their needs and opportunities ...**

# How to define our stakeholders?

- Enterprise
- Europe
- Network

= 3 words never to forget!

# Stakeholders management

- Take care of:
  - quality mapping
  - communication
  - signposting
  - reporting

Keep always in mind  
the concepts of

additionality  
subsidiarity  
sustainability

## How do you connect them to the network?

- Networking, networking, networking...
- Focus on target sectors
- “A la carte” joint initiatives
- Joint involvement - from client intake to success story:  
“our client”
- Privileged Network access

“Embed the Network in their minds and practices”



## What do we - 'old' network partners - expect from you?

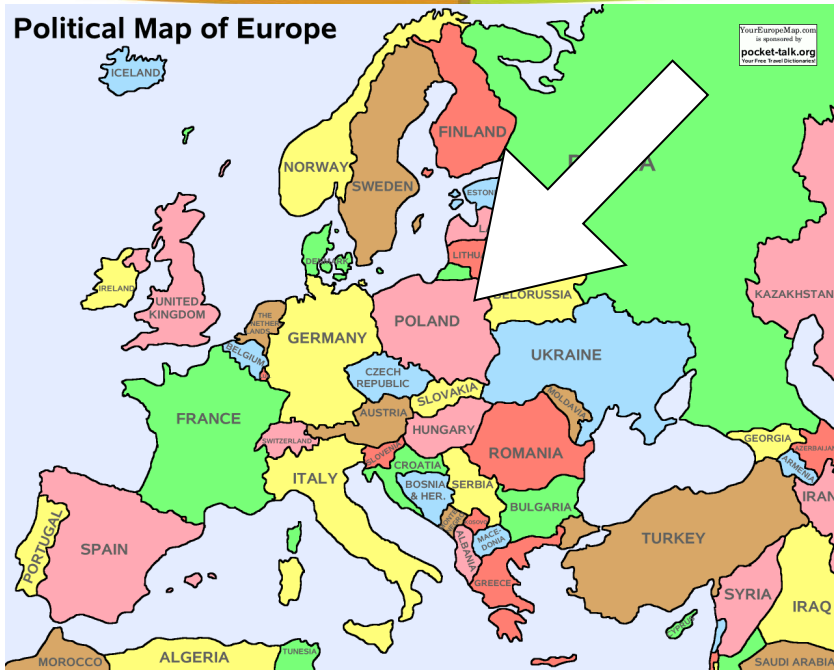
- Smooth access to your markets for our SMEs
- Tips & tricks for our SMEs when they want to enter your markets
- Be a 'door opener', a 'broker' and a 'match maker'



## What can we offer you?

- Experienced guides to our EU markets
- A 'family-like' community that speaks one language, i.e. the language to assist small businesses in their expansion
- Trustful colleagues willing to create a win-win for their and YOUR clients!

**Which country?**



P