

Engaging in European activities/EU Programmes- how can my company get involved?

EU/China-India Business Event 19th June 2009

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Today's Presentation

- Introduction to EBN
- SMEs and EU Programmes
- Internationalisation
- Focus on China



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European Business and Innovation Centre Network

- EBN is a pan European network gathering 200+ Business and Innovation centres (BICs) and similar organisations such as incubators, innovation centres and entrepreneurship centres.
- EBN was created 25 years ago by the European Commission and European Industry leaders
- EBN is a Brussels-based team of 12 people coordinating the activities of the members and providing services to them, including implementation of international projects/contracts with the EC



EBN

- Former 100% EC funded body
- Now “non for profit” association
- Income from Membership Fees & Projects
- Not run by “civil servants” e.g. my background is primarily in the food sector (commercial roles)



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Some UK Members

- Coventry University Enterprises Ltd
- Birmingham BIC
- Herts BIC
- NoriBIC (Derry)
- N. East of England BIC
- Staffordshire BIC
- Kent BIC



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- Warwick Science Park
- NE Group (Notts)
- Nottingham Development Enterprise + 7 Satellites
- Tipton Park Innovation Centre (Derby)
- University of East London – Knowledge Dock
- London Innovation Centre



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What is an SME for the EC?

- Commission definition (Recommendation 2003/361/EC) of Small and Medium Sized Enterprises:
- Engaged in economic activity
- < 250 employees
- Annual turnover \leq € 50 Million or balance sheet total \leq € 43 Million
- If not autonomous; data of partner or linked enterprises has to be taken into account



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EC funding & SMEs

- What's out there? –many opportunities
- No direct funding for commercial development (“market intervention”)
- Funding for research
- Funding for business support and development activities via intermediaries..zoom on internationalisation



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SMEs in Projects - why?

- SMEs are at the core of European industry (99% of European enterprises) and key players in the innovation system.
- SMEs have to respond increasingly to a strong competition in the internal market and globally.

➔ Need to increase their knowledge base and their research efforts in transnational cooperation.

➔ Actions at EU level are necessary to complement and enhance the impact of actions taken at national and regional level.



Actions: Examples

- B2B Matchmaking Events
- B2B « 1 to 1 » meetings at international trade fairs
- Support to « internationalisation »
- Getting « investment ready » ; access to coaching, advice and investors
- Training on IPR



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- But, it's all about « addressing market failure » – this does not mean supporting « losers »! But bridging gaps...providing the last 3% of «support » which may make a difference
- Understand the real opportunities out there; what's behind the call for proposals



- DG Enterprise – CIP
- DG Research – FP7
- Regions of Knowledge
- Interreg
- Leonardo
- Europe Aid
- Others...World Bank



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SMEs in Research projects

1. Supporting SMEs outsourcing research activities

FP7 specific programmes

2. Developing and coordinating support to SMEs at national level

- Eurostars Article 169 Initiative
- ERA-NET
- Support to national and/or regional “exploratory awards”
- NCP-network (TransCoSME)

3. Support measures

- Coordination and Support Actions
- Studies



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FP7 Specific programmes

- **Cooperation**

A whole range of research activities carried out in transnational cooperation, from collaborative projects and networks to the coordination of national research programmes (ERA-NET) and Joint Technological Initiatives (JTI)

- **Ideas**

Investigator driven “frontier research” carried out by individual teams competing at European level, in all scientific and technological fields, including engineering

- **People**

Training and career development of researchers (“Marie Curie” actions)

- **Capacities**

Key aspects of European research and innovation capacities, including research infrastructures; research for the benefit of SMEs; regional research driven clusters; unlocking the full research potential in the EU’s “convergence” regions



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Opening international markets for innovative firms ...

... by helping them move

EurOffice Services – NEW EOS



VP CICOM Organisation
S EC Coordination Action Coordinat
Espaces Antipolis, Sophia Antipolis



Internationalization needs

- Available Office space in different locations worldwide
- Personalized training and mentoring
- Management of HR and skills development
- Marketing and sales strategies
- Access to Finance
- ...



=> **Worldwide Contacts & Networking**

**Pragmatic Services
+ Huge Trust Network
= EOS EurOffice Services**



EOS has the solution

- EOS allows **any company** or start-up to use office space and associated services at **any location** within the **EOS Network** (**China & India too**)

The EOS Network members are
**STPs, Business Innovation Centres,
Business Incubators, ...**

**... professionals of accompaniment
of innovative firms!**

- EOS offers also a kit of integrated **pragmatic services** for innovative companies, facilitating **their access to international markets**



EOS Services



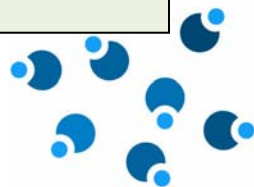
Soft Landing
Inbound



Business Boosting
Outbound



Networking



EUROFFICE SERVICES



China...opportunities

- Market & Partner research
- Matchmaking B2B
- International Fairs
- Legal/IPR advice
- EU SME Centre



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EU SME CENTRE

Initial Centre Design: Mission and Objectives

Proposed Mission Statement

To assist European SMEs to establish and develop a commercial presence in the Chinese market by providing support particularly at the crucial early stages of their market penetration strategy



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Initial Centre Design: Mission and Objectives

Proposed Objectives

- :: Support EU SMEs exporting to or investing in China by providing information and assistance and supporting the organisation of training and events
- :: Promote business, technological and scientific exchanges between the EU and China
- :: Enhance the visibility of the EU in China



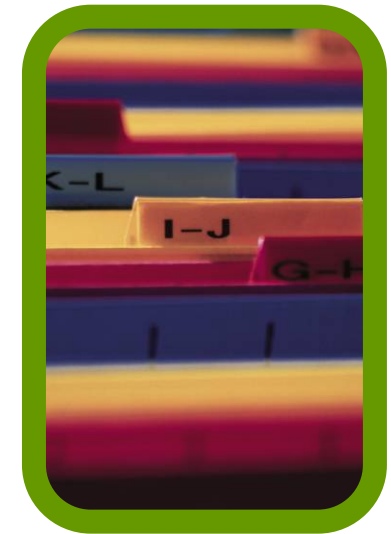
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Initial Centre Design: Priority Activities

Criteria for Defining the Centre's Activities:

- :: Demand of the targeted end-users, assessed through survey and interview results of China and Europe based stakeholders
- :: Recommendations of Member State representative organisations and other stakeholders based in China and the extent to which the Centre could work together with them
- :: To complement existing services offered by Member States' organisations in China through results of interviews conducted with these organisations
- :: Resources available to finance the Centre
- :: Feasible size and nature of the Centre through studying similar centres



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Join in!

- Track the calls – be ready!
- Get into robust partnerships (other possibilities downstream)
- Benefit from the funding (« intelligent « project management)
- Reap the rewards



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Thank you!

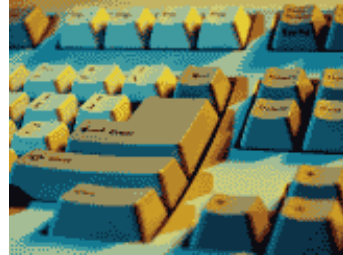
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3 Targets of the research themes in FP7

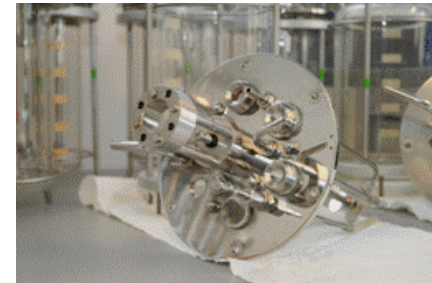
ICT



Energy



Food, agriculture & biotechnology



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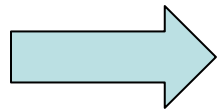
Detect-it 2 project: To support SMEs involvement in FP projects

Background to DETECT-it 2

- SMEs have many problems getting involved in EC Framework Research Programmes (FPs):
- Lack of awareness and understanding about FPs;
- Perception that FPs are too large scale and complex for SMEs;
- Costs of proposal preparation versus low success rates;
- The long term priority areas of European research do not always correspond with the short term research priorities of SMEs;
- Shared or cooperative approach to research leads to concerns about IPR protection for SMEs;
- Identifying suitable partners from other EU member states can be difficult for SMEs who do not have international networks in place.



Why did SMEs get involved?



Common SME problems & DETECT-it2 solutions:

- **Lack of awareness and understanding about FPs:**
 - SMEs had access free of charge to a regional BIC who could explain about FPs and how to get involved through DETECT-it2.
- **Perception that FP opportunities are too large scale and complex for SMEs;**
 - In some cases they are! but DETECT-it2 FP7 experts helped to find the most suitable instrument for SME research proposals and put SMEs in touch with other suitable partners to build bottom up proposals.
 - DETECT-it2 aimed to ensure SMEs have a meaningful role in projects.
- **Costs of proposal preparation versus low success rates;**
 - The DETECT-it2 FP7 expert panel was available free-of-charge to provide feedback on new research ideas and in some cases to provide hands on technical expertise to help build new bottom up proposals coming from regional clusters. This helped to improve the success rate and lower costs.



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Common SME problems & DETECT-it2 solutions:

- **Identifying suitable partners from other EU member states can be difficult for SMEs who do not have international networks in place.**
 - There were over 1000 SMEs looking for partners on the DETECT-it database. Through online forums, BIC advice and networking brokerage events, DETECT-it helped find the most suitable partners for each SME
- **Innovate or die! SMEs need to know about emerging technologies in their sector**
 - DETECT-it2 provided SMEs with opportunities to become involved in both top down and bottom up European FP research projects which bring together the leading researchers in Europe in different industry sectors.



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TOP DOWN APPROACH



Want to be Partner in EU project?

Complete non-confidential online questionnaire with local BIC partner

Added to Automatic Mailing for relevant sectors

Automatic Participation in Relevant Clusters

New opportunities to participate in European projects sent out in Partner Searches

Cluster activities:

- *FP7 Updates in your sector*
- *Meet other SMEs in your sector*
- *Get FP7 expert assistance*

Interested?

NO

YES

Send Expression of Interest with BIC assistance

BIC feedback to SME

 = SME tasks

 = FP7 Expert primary role

 = BIC/BIC Animator primary role



BOTTOM UP APPROACH

