



# ***Opportunities for SME Engagement***

***Meeting with the Northern Ireland Assembly Business Trust (NIABT)***

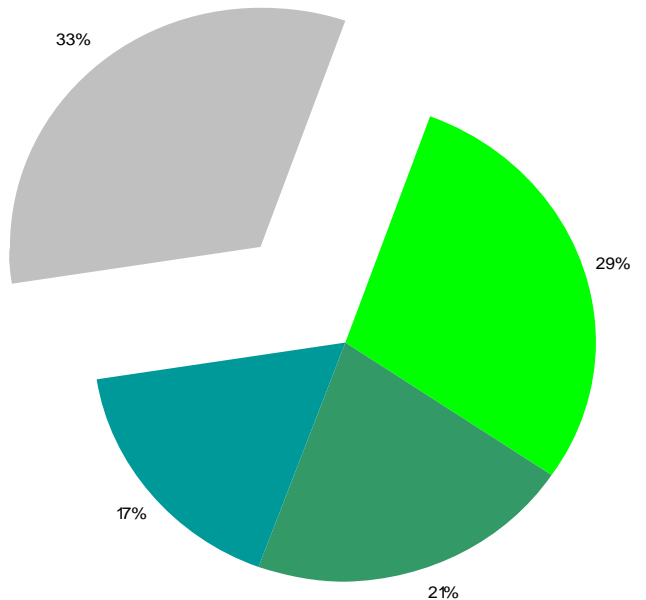
***Northern Ireland office – Brussels, 19 November 2014***

***Luis CUERVO SPOTTORNO***

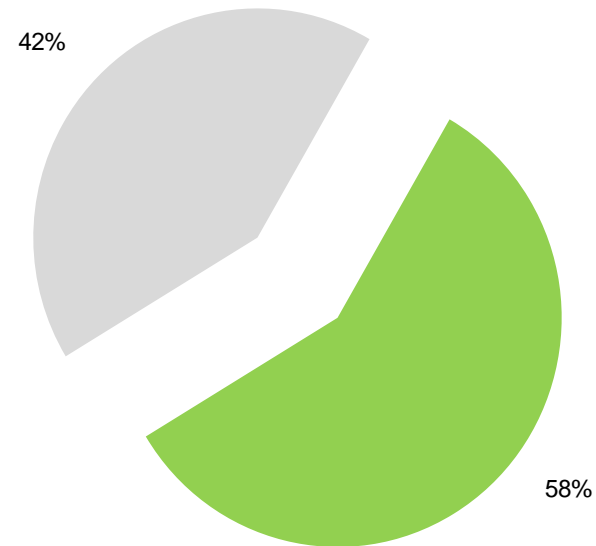
***DG Internal Market, Industry, Entrepreneurship and SMEs - "Access to Markets" unit***

## ***SMEs - EU's growth engine***

***67.5% of private jobs and 58% of value added  
(2012 estimates)***



■ Micro ■ Small ■ Medium ■ Large

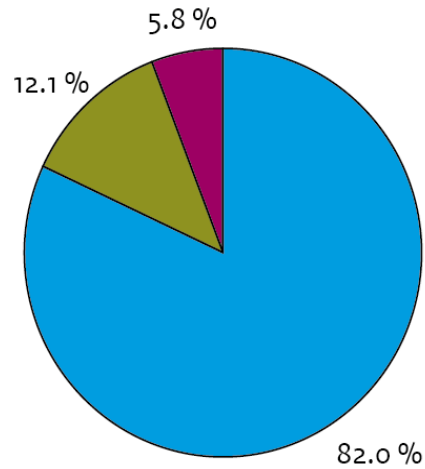


■ SMEs ■ Large

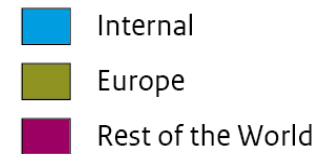
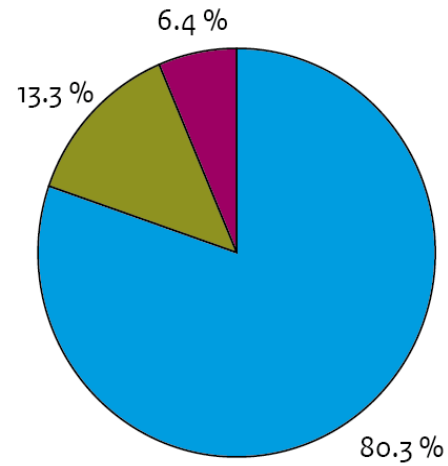
## *SMEs need to globalise*

Figure 2. Share of European production by destination in 2000 and 2010

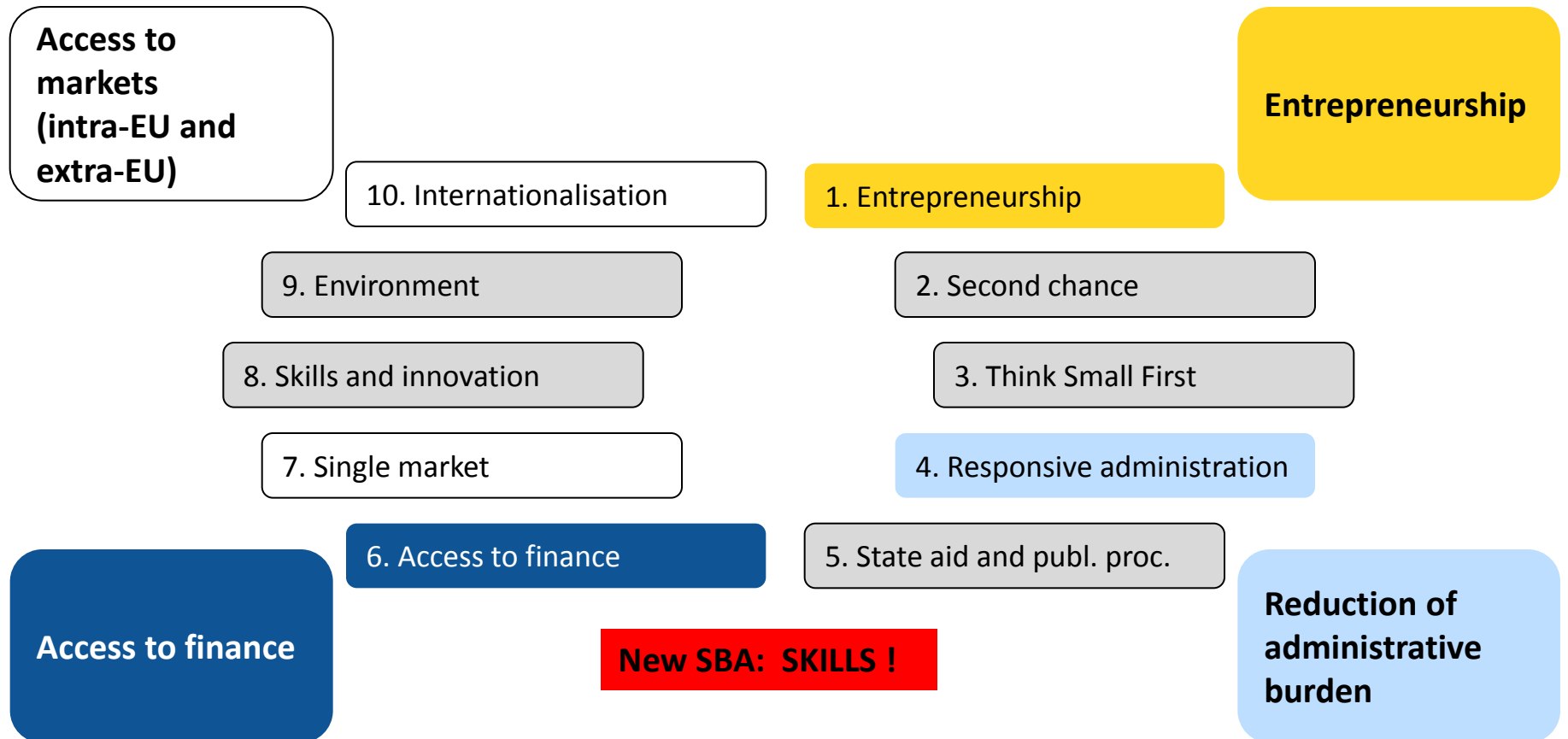
2000



2010



# *SBA principles and priority areas*



## ***SME Policy – the way forward***

Objective:

***Foster SME internationalisation/cooperation  
(in EU and developing countries)***

### ***3 pillars for development***

- Promote entrepreneurial education & training
- Upgrade business environment

- Target markets & sectors
- Encourage use of EU instruments (e.g. EEN, clusters)

Efficient use of EU financial assistance (e.g. COSME, Horizon 2020) + EIB funding

## ***SME internationalisation***

- ***Principles:***
  - ***SME dialogues:*** Hold regulatory dialogues with *third countries* to ease conditions for doing business
  - ***Missions for Growth:*** Earmark opportunities for European SMEs in *third countries*
  - SMEs to profit from opportunities from ***SME Letters of Intent*** and EU ***Free Trade Agreements***
  - SMEs to use EU support networks, instruments and finance
- ***Instruments:*** Enterprise Europe Network - EU Business Centres - IPR Helpdesks – cluster internationalisation – mapping exercises - SME international business portal - Market Access Database
- ***EU financing:*** COSME / Horizon 2020 / "SME Instrument"

# ***Networking EU SMEs worldwide The Enterprise Europe Network***



- **54 countries – 600 organisations**
- Objective: facilitate business cooperation - technology transfer - R&D partnership
- Rationale: deliver services at SMEs doorstep and open-up external markets for SMEs
- Principles: Internationalise; complementarity & additionality; sustainability; efficiency
- Geographical priorities: economic potential & size of market; difficult markets for SMEs; gaps in business support
- Current network until end 2014. Network membership being revised. 3rd countries: call was open until 31.10.2014
  
- **More information: <http://een.ec.europa.eu/>**

## ***EEN: impact and results***

- ***Partnership and Co-operation services***

- Business co-operation and technology transfer services
- Encourage SMEs to participate in Horizon 2020
- Results under FP7:

**23.000 partnership proposals**

**35.000 SMEs participating to brokerage events**

**2.500 international partnership agreements per year**

- ***Specialised advisory services – innovation services***

- Information / awareness raising on innovation policies
- Share good practice and new technologies from other regions
- Carry out technology audits to identify strengths and weaknesses in innovation
- Support sector specific innovation or regional clusters

**150,000 SMEs have received advisory services**

(IPR, Business and Technology Reviews, advice on funding)



## ***EEN performance in the UK***

- *SMEs participating in local events:*
- *16,581 (2008-10); 18,338 (2011-12); 10,314 (2013)*
  
- *SMEs receiving advisory services:*
- *5,392 (2008-10); 7,653 (2011-12); 4,565 (2013)*
  
- *SMEs participating to brokerage events/company missions:*
- *1,454 (2008-10); 1,634 (2011-12); 864 (2013)*
  
- *Partnership Agreements signed:*
- *166 (2008-10); 508 (2011-12); 244 (2013)*

## ***EEN outcomes in Northern Ireland***

- *SMEs participating in local events:*
- *2272 (2008-10); 879 (2011-12); 492 (2013)*
  
- *SMEs receiving advisory services:*
- *1016 (2008-10); 318 (2011 – 12); 331 (2013)*
  
- *SMEs participating in brokerage events /company missions:*
- *176 (2008-10); 136 (2011-12); 125 (2013)*
  
- *Partnership Agreements signed:*
- *26 (2008-10); 27 (2011-12); 10 (2013)*

# *Horizon2020: Cluster facilitated projects for new industrial value chains*

## Challenges

**Reindustrialise EU's industrial base**

**Develop long-term internationally competitive goods and services**

## Objectives

**Create new industrial value chains**

**Support development of emerging industries in Europe**

**Contribute to regional smart specialisation strategies**

## Measures

**Support cross-sectoral and cross-regional cooperation**

**Support innovation activities**

**Improve business environment through open collaboration spaces**



European  
Commission

# The European Cluster Collaboration Platform

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



**1.**  
is the first cluster oriented collaboration platform, unique in Europe/worldwide

**2.**  
is a marketing portal to increase international visibility of the cluster

**3.**  
shows mapping results alternatively by flexible sectors or regions

**4.**  
shows the real cluster landscape through the structure of its members

**5.**  
offers a wide range of information on projects and calls for new projects

**6.**  
is an efficient tool to learn from the others and share experiences

**7.**  
provides personalised networking services close to your needs

**8.**  
enables an anonymous sectoral benchmarking

**9.**  
saves resources - time and money

**10.**  
generates new cooperation opportunities between cluster organisations / cluster members





# International Cluster Cooperation at EU level

## The Way Forward

### Not about

- Trade promotion only
- Sector specific
- Individual cluster support on international markets

### More about

- Developing LT strategic cooperation in mutual interest
- Across sectoral boundaries
- Pan-European cluster consortia through a joint strategic vision and common goals



# The European Cluster Collaboration Platform (ECCP) a gateway for international cooperation

- Memoranda of Understanding promoting international cluster cooperation signed between the ECCP and International partners
  - JAPAN - EU-Japan Centre for Industrial Cooperation (Tokyo/Brussels)
  - INDIA - European Business and Technology Centre, EBTC (New Dehli)
  - BRAZIL - Ministry of Industry, Permanent Work Group on Local Productive Systems (Brasilia)
  - KOREA - Korea Industrial Complex Corporation, KICOX (Seoul)
  - TUNISIA - Agency for the Promotion of Industry & Innovation, API (Tunis)
  - MOROCCO – Ministry of Industry, Commerce and New Technologies (Rabat)
  - MEXICO – Promexico, Mexico's Trade Promotion Agency (Mexico city)
  - CHILE – EuroChile, Private Foundation created by Chile and the EU (Santiago)

Future MoUs will be signed by DG ENTR and national authorities in 3<sup>rd</sup> countries (in 2015)



# International Cluster Match-making Missions

2012

- JAPAN, Tokyo - Green Materials and Clean Technologies, November 2012

2013

- BRAZIL, Rio de Janeiro – Biotech and Life sciences – 10-12 September 2013
- INDIA, Mumbai - Resource efficiency & clean tech (waste management and water efficiency) – 22-24 October 2013

2014

- CHINA, Chengdu - 21-24 October 2014 – Multi sectors;

## EU Cluster matchmaking events

- La Louvière, BE – February 2014
- Naples, IT – March 2014
- Sevilla/Merida, ES – April 2014
- Brussels, BE – October 2014

## *Where to find information*

- ***SBA and SBA Review***

[http://ec.europa.eu/enterprise/policies/sme/small-business-act/index\\_en.htm](http://ec.europa.eu/enterprise/policies/sme/small-business-act/index_en.htm)

- ***European Small Business Portal***

[http://ec.europa.eu/small-business/index\\_en.htm](http://ec.europa.eu/small-business/index_en.htm)

- ***European Cluster Collaboration Platform***

<http://clustercollaboration.eu>

- ***COSME***

[http://ec.europa.eu/enterprise/initiatives/cosme/index\\_en.htm](http://ec.europa.eu/enterprise/initiatives/cosme/index_en.htm)

- ***SME Performance Review***

[http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/performance-review/index\\_en.htm](http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/performance-review/index_en.htm)