



Internal Market, Industry, Entrepreneurship and SMEs

What can clusters do to help SME access to markets?

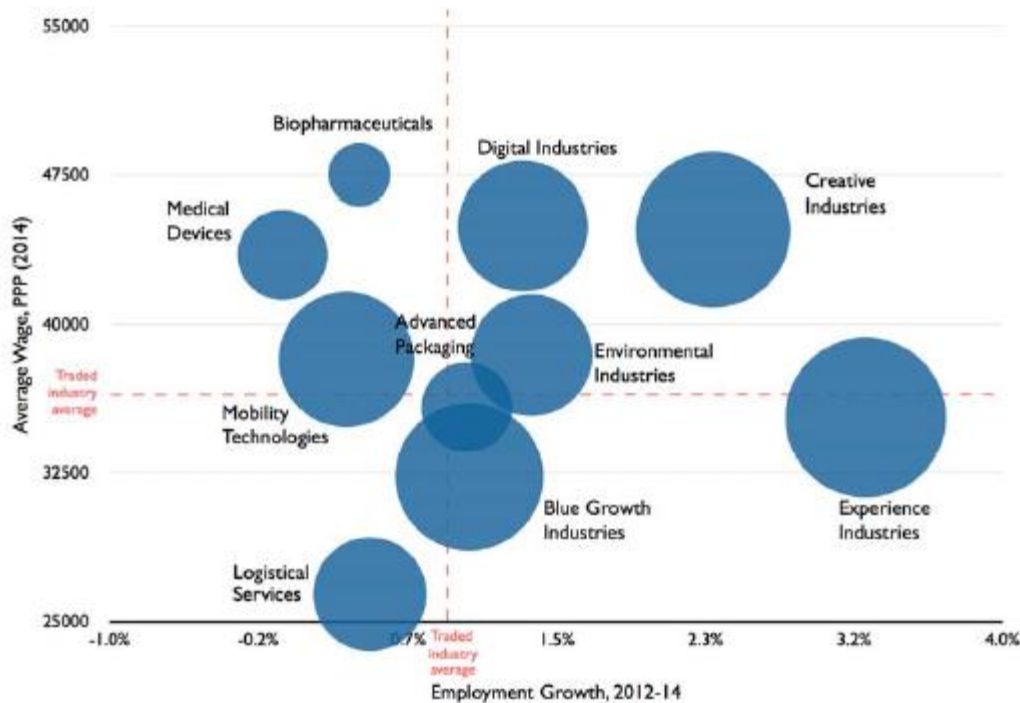
"Improving access to markets for SMEs: European
Entrepreneurial Regions experience"

Brussels, 11 October 2018

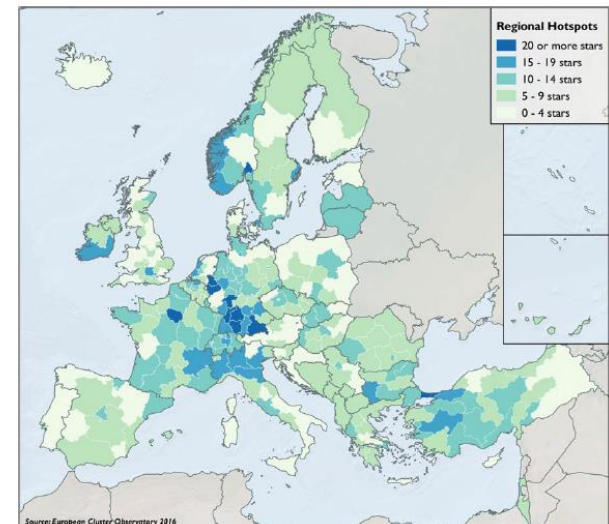
Dr Ulla Engelmann
Head of Unit
Advanced Technologies,
Clusters and Social
Economy

Clusters matter in Europe

- **3043 strong clusters** account for more than 54 million jobs
- **Gazelles** in strong clusters employ 35 staff compared to 24 elsewhere
- **Wages** in strong clusters are 3% higher than elsewhere
- 40% of activity in **emerging industries** concentrated in 20% of regions



European Cluster Panorama 2016



Cluster collaboration & intelligence tools



*Finding partners/cluster organisations
(partner search, matchmaking etc)*

- Mapping over 800 cluster organisations
- 320 clusters having 1400 meetings with internat. partners & 500 with EU partners
- 10.000 monthly visitors to the website
- 4.500 subscription to newsletters and digests
- over 1000 news items published
- 600 events promoted



*Comparing
regional strength
(sectoral & cross-sectoral
cluster mapping)*



- Regional Ecosystem (12 pilot regions in industrial transition)
- Scoreboard Cluster trends report
- Cluster Policies in Member States
- Trends reports, priority sector reports & smart guides including on **entrepreneurship support**

Cross-regional cooperation matters...



Because it:

- breaks regional **silos**
- **mobilises** around common smart specialization strategies
- encourages **strategic use of tools** to support development of new industrial value chains and industrial modernisation
- may offer **further funding opportunities** for possible collaboration ideas (optimisation of resources)
- may trigger **complementary support** via linking sectors & partners to smart specialisation priorities
- favours **exchange** of best practices and lessons learnt

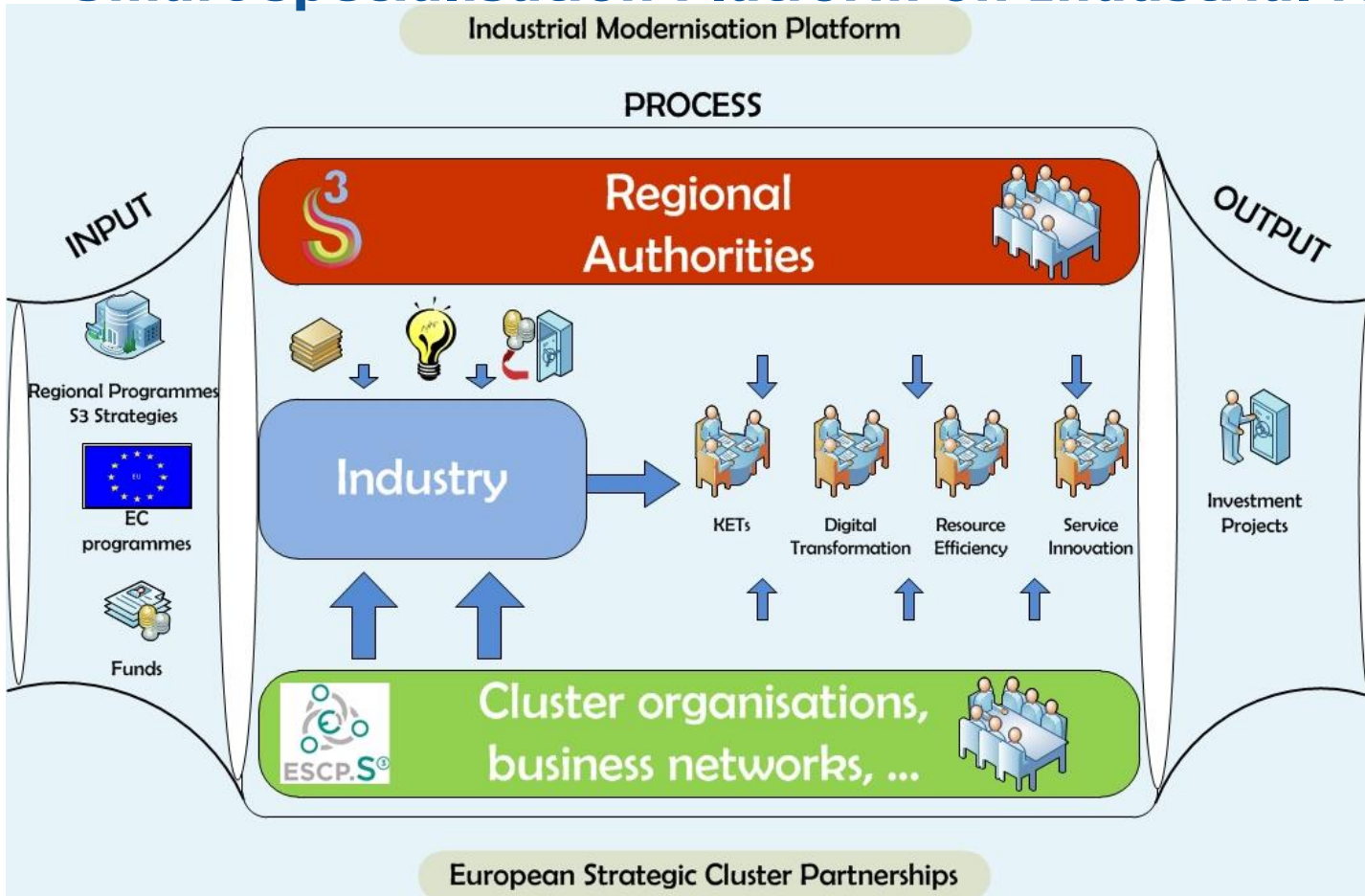


European Commission

Strategic cross-regional collaboration: Role of regions in Smart specialisation Platform on Industrial Modernisation

Industrial Modernisation Platform

PROCESS



[GROW your REGION background document](#)





European Strategic Cluster Partnerships for smart specialisation investments (COSME 2017)



Implementation of **9 cluster partnerships** to boost collaboration and investments linked to smart specialisation & industrial modernisation.

Partnership shall:

1. Develop and implement a joint strategy and vision
2. Undertake preparatory actions
3. Implement joint activities to mobilise inter-regional collaboration & investments and provide business/growth support
4. Test joint activities to strengthen cluster cooperation, to gather SME feed-back and to build concrete linkage with other initiatives

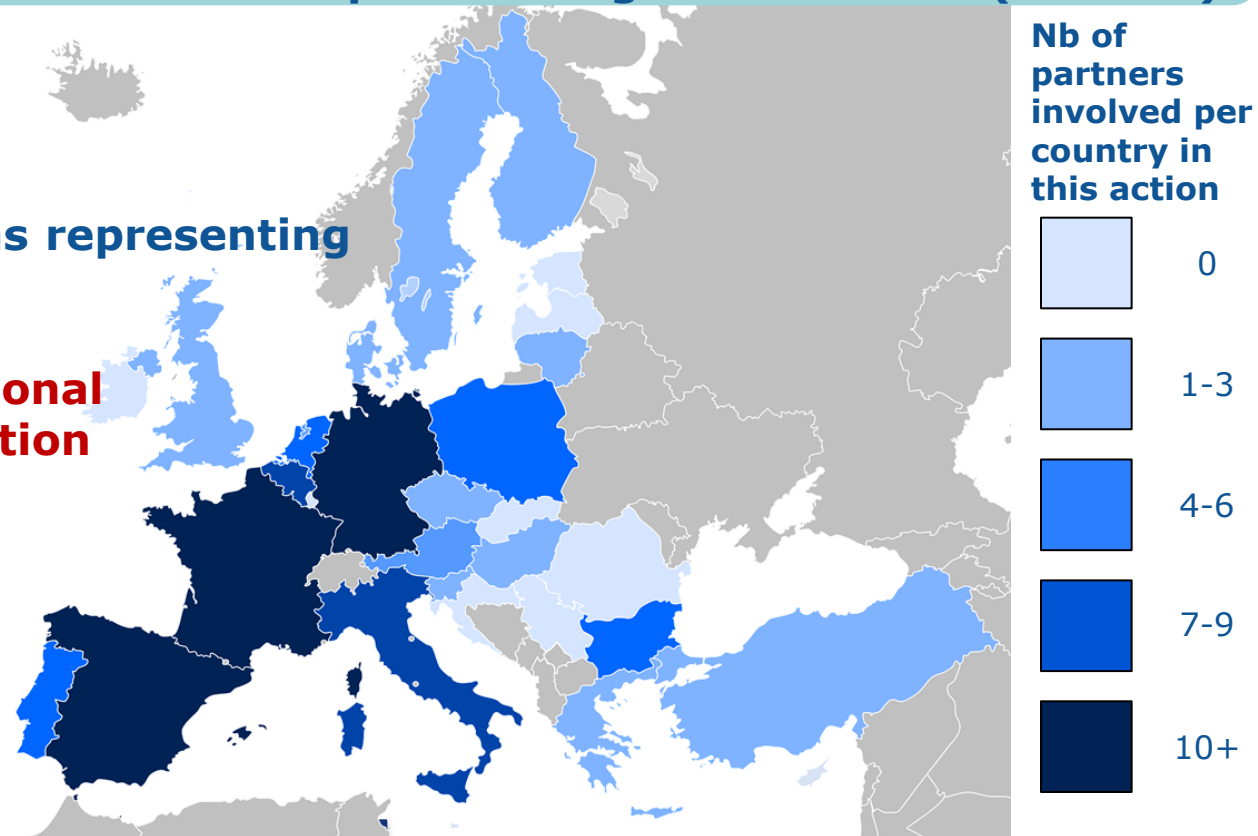
→ **€3.1 million** with 346.000 €/projects – starting this October!

'EU Clusters Go International' action

Promoting cluster cooperation for industrial leadership in global markets
through

European Strategic Cluster Partnerships for Going International (ESCP-4i)

- **25 Cluster partnerships**
(6,84+0,4 mio €)
- **130 cluster organisations representing over 17,000 SMEs**
- Supporting **joint international strategies and collaboration with partners in third countries** for the benefit of SMEs



Upcoming International Cluster Match-making Events

2018



- **EU-Korea Cluster Matchmaking Event**, European Utility Week, Vienna, **6-8 November 2018**
 - Energy
 - Cleantech
 - Smart city
 - Transport (electric mobility)
 - Enabling technologies used to develop innovations in clean energy products, services and solutions, such as light weighting, composites, additive manufacturing, nanotechnology, ICT



<https://www.clustercollaboration.eu/event-calendar/eu-korea-cluster-matchmaking-event>

- **EU-Western Balkan countries Policy Learning & Matchmaking Event**, Zagreb, **22-23 Nov. 2018**

Agro / Food, IT, Manufacturing / Automotive, Tourism / Maritime, Textile / apparel / footwear, Pharma / chemicals, Energy



<https://www.clustercollaboration.eu/event-calendar/eu-western-balkans-cluster-policy-learning-and-matchmaking-event>

Other cluster-related activities

- **INNOSUP-1** ► to develop new industrial value chains & foster emerging industries across EU by supporting cross-sectoral & cross-regional innovation in SMEs through clusters (with 75% of budget **to support innovation in SMEs**)
 - ➔ 9 ongoing projects (2015-2017) reaching out to > 3,000 SMEs & supporting nearly 500 SMEs directly, e.g. through innovation vouchers
 - ➔ during 2015-2020, aims to support 2,000 SMEs directly
- **European Cluster Excellence Programme** ► to strengthen cluster management excellence and strategic interregional partnering + **foster cluster capacity building and SME competitiveness**.
 - Enlarged focus that goes beyond benchmarking, training, coaching and learning
 - New "Erasmus for Clusters" mobility pilot open to cluster organisations as well as technology centres and SMEs (=>1000 matched exchanges, SMEs to benefit directly)
- **European Cluster Weeks** ► awareness-raising and engagement campaign on clusters **to support efforts across the EU's regions and Member States**.
 - Call for application will be launched for organisations wishing to host national/regional cluster events under EU Cluster Weeks umbrella between November 2018 and April 2019.
 - Details on ECCP and through Commission's and the Platform's social media accounts. The campaign will **also gather feed-back** about main challenges and needs for action.

Towards Joint Cluster Initiatives

- Industry-focused actions guided by joint strategies of **specialised SME intermediaries**
- Thematically targeted, with **cross-regional and cross-sectoral outreach to SMEs**
- Channelling scale-up support to groups of SMEs to boost **industrial transformation**

Building EU value chains,
industrial modernisation &
capacity building

Partnership activities of

- Cluster organisations
- Specialised technology centres
- Specialised incubators and accelerators

Skills upgrading,
talent attraction &
entrepreneurship
acceleration

Partnership activities of

- Cluster organisations
- Specialised Technology centres
- Specialised incubators and accelerators
- Vocational institutions

Boosting
internationalisation
& access to
global value chains

Partnership activities of

- Cluster organisations



More information

EU Cluster Portal:

<http://ec.europa.eu/growth/smes/cluster/>

European Strategic Cluster Partnerships

<http://www.clustercollaboration.eu/eu-cluster-partnerships>

European Cluster Collaboration Platform

<http://www.clustercollaboration.eu/>

@Clusters_EU

Questions?

GROW-CLUSTERS@ec.europa.eu

Thank you for your attention!