

A large graphic at the top of the slide features a stylized globe with a grid of latitude and longitude lines. The globe is rendered in shades of blue and white. Below the globe, the words "enterprise europe" are written in a white, lowercase, sans-serif font. The letters are slightly shadowed, giving them a 3D appearance as if they are floating or attached to the globe. The background of the entire slide is a solid blue color.

enterprise europe



Business Support on Your Doorstep

## **Decentralized Training for new colleagues of the Enterprise Europe Network**

21.-22. April 2015 in Timisoara

Creating impact for clients-Partnership processes



Handwerk International  
Baden-Württemberg

# Handwerk International Baden-Württemberg

**Network member  
since 1987**

**Metalworking,  
electronics, medical  
devices, sustainable  
construction**

**39 matchmaking  
events in the past 10  
years**

- Information and advice in internationalisation and EU matters
- Organisation and implementation of matchmaking events on international tradefairs and congresses
- Factfinding missions and delegations
- Projectmanagement of European Projects
- Network



**Handwerk International  
Baden-Württemberg**

# Examples and Impressions

## Company Mission

CEB Stuttgart

05.-07.03.2014



# Examples and Impressions

## Brokerage Event

Global Connect  
Stuttgart

04.-05.11.2014





# Examples and Impressions

## Company Mission

Izmir/Istanbul Turkey

19.-23.03.2013



# Examples and Impressions

## Brokerage Event

AMB Stuttgart

17.09.2014



# Examples and Impressions

## Company Mission

Sweden/Norway

09.-13.11.2011



# Structure

- ❖ Input on most important market access instruments used in the Network
- ❖ Case Study on different target groups and their needs and objectives
- ❖ 5 steps to organizing BEs and CMs successfully



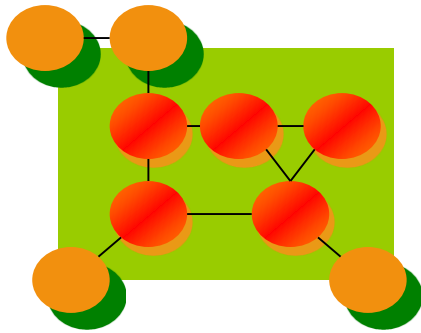


# Market Access Instruments

Instruments	😊	☹️
<b>Advertisement</b>	<ul style="list-style-type: none"> <li>• cooperate identity</li> </ul>	<ul style="list-style-type: none"> <li>• wide spread</li> <li>• little control over target group</li> <li>• expensive</li> </ul>
<b>Internet / website</b>	<ul style="list-style-type: none"> <li>• easily accessible</li> <li>• low costs</li> <li>• regular updates</li> </ul>	<ul style="list-style-type: none"> <li>• virtual meetings</li> <li>• little control</li> </ul>
<b>Database / market place</b>	<ul style="list-style-type: none"> <li>• focus on certain branches</li> <li>• promotion</li> <li>• low costs</li> </ul>	<ul style="list-style-type: none"> <li>• virtual meetings</li> <li>• little control</li> </ul>
<b>Fact-finding-trips</b>	<ul style="list-style-type: none"> <li>• overview of market</li> <li>• contacts to multipliers and business partners</li> <li>• low costs</li> </ul>	<ul style="list-style-type: none"> <li>• needs follow-up</li> <li>• individual objectives</li> </ul>

# Market Access instruments

## Brokerage events:



- Platform for SMEs/Research institutes, to meet and to do business
- Using the European Network to facilitate business contacts
- Stand-alone events: during tradefairs/combined events with site visits
- Using the European network to facilitate business contacts
- Multi-sectorial/focus on one specific sector
- Regional/national/international

# Brokerage events



- Individual meetings
- Preorganized meetings
- Companies are prepared
- Little costs
- Little time
- Little labour



- Representative amount of participants
- Level of market information

# Market Access instruments

## Company visits:



- Instrument for SMEs/Research institutes to undertake first steps into a new market
- Using the European Network (including stakeholders) to facilitate business contacts
- Very flexible and individualized instrument – allowing combination of different market access instruments
- Multi-sectorial/focus on one specific sector



# Company visits



- Very flexible (schedule)
- Very individualized
- Preorganized meetings (hotel; on the spot)
- Contacts to multipliers
- Object and company visits
- Tradefair visit
- Exchange within the outgoing group
- Little costs, little time
- Little labour (needed from the company)



- Intensive preparations for every company

# Tradefairs (visitor/exhibitor)



- Amount of exhibitors/visitor of a specific sector
- Regularly repeated event
- Overview of market/competitors in a short period of time
- Information about new trends and products
- Visibility of the company
- Joint participations



- Cost-intensive
- Labour-intensive
- Time-consuming

# Target group SME

- Global markets
- Big international companies
- Increasing pressure on SMEs
  - Price
  - Just-in-time delivery
  - Competition
  - Missing international network
  - Demand of full package services
  - Focus on individual customer oriented solutions



# Target group SME

- Up to 250 employees (depending on sector/country)
- One decision-taker (the boss)
- Little human resources in administration and sales ( $\leq 25\%$ )
- Little financial possibility
- Flexibility
- Innovation potential



# Case Study

- Form 3 groups
- Define needs and objectives of your target group and give recommendations on how you can assist them best
- Time: 15 minutes
- Presentation and discussion: 15 minutes



# Case Study

## Group 1

- Cluster organization (automotive; 20 members)
- Represented by the cluster manager



# Case Study

## Group 2

- Company (80 employees, some international experience)
- Producing special purpose machinery
- Represented by the managing director and the technical manager







# Active networking – Business co-operation



**create win-win-situations**

# Organizing BEs and CMs successfully

## EVENT

### 1. Analysis

- of the event/sector
- of the target groups (are you doing it for the companies or for your boss?)

### 2. Cooperation

- with the tradefair organisers
- with stakeholders/EEN members

### 3. Use the working groups' checklists – timing!!!

### 4. Matchmaking software

### 5. Registration of the event



# Creation of Brokerage Events (BE) and Company Missions (CM)

- Preparation – Implementation – Follow up
- Eligibility criteria
  1. Event should be organized by a Networks partner(s)
  2. Event must have a transnational character (BE),  
Event should target a foreign country (CM)
  3. Event should be registered on time in the Events' Database

➔ Registration in the Network Event Database is compulsory!

<http://een.ec.europa.eu/tools/EVE/Event/Create>

# Creation of Brokerage Events (BE) and Company Missions (CM)

- Minimum lead-time to publish BE/CM in the Events' Database
  - Brokerage events not using an online IT Tool:
    - Small BE – up to 4 EEN partners involved – 3 month in advance
    - Large BE – 5 partners and more – 6 month in advance
  - Brokerage events using an online IT Tool:
    - Small BE – up to 4 EEN partners involved – 1.5 month in advance
    - Large BE – 5 partners and more – 3 month in advance
  - Company Missions:
    - CM – usually 2 EEN partners involved – 3 weeks in advance

# How to create an event?

# How to create an event

- Enterprise Europe Network Homepage
  - Member's Corner
  - Log in
  - Partnering tools
  - Events







# ENTERPRISE EUROPE NETWORK

[Members' corner](#)

European Commission ▶ Enterprise Europe Network

- Home
- About
- Services
- Events
- News & Media
- Groups



## Welcome to the Network

Opening doors for European SMEs that want to grow



Business Support on Your Doorstep

The Network helps small and medium-sized enterprises (SMEs) make the most of business opportunities in the EU and beyond. Have a look at the many services offered free of charge by around 600 member organisations, including chambers of commerce and industry, technology centres, universities and development agencies.

Use our map to find the branch closest to you: our doors are open!

 Search

## Latest partnering opportunities

[Register](#) to receive free email alerts containing newly published profiles and events

### 2015-04-16 Sweden

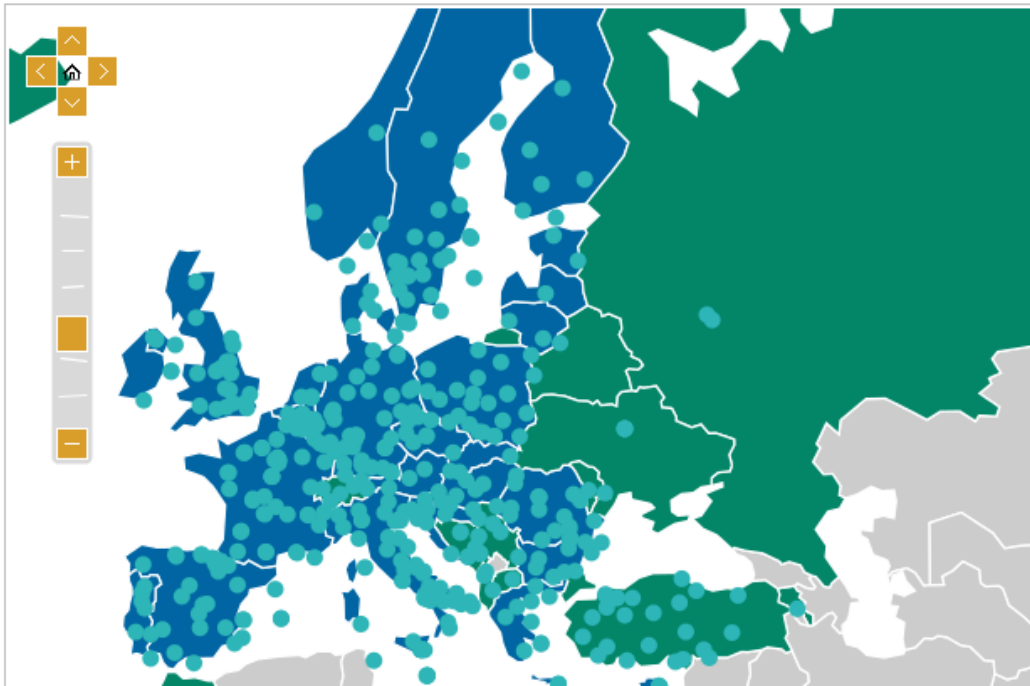
Looking for agents, representatives and distributors in Germany, United Kingdom, Russia and Japan for watches.

### 2015-04-16 Spain

Experienced advertising and design agency from Spain, offers it's knowledge to companies interested in the Basque and Spanish market.

### 2015-04-16 Netherlands

Photobioreactors with submerged LED illumination



## Network

Enter your credentials to access the members' corner

**Username: \***

**Password: \***

Log in


[Request a new password!](#)

Search


## Latest Tweets

### Tweets

 Follow

 **Trentino Sviluppo** 3h  
@TnSviluppo

Una grande finestra sull'[#Europa](#) per trovare partner e opportunità: conoscete l' [@EEN\\_EU?](#) [bit.ly/1JqZEB9](http://bit.ly/1JqZEB9)  
[#Europa](#) [#TrentinoSviluppo](#)

 Retweeted by Enterprise Europe

Expand

 **EYIF** 7h  
@EYIF

[#InnoPitch](#): have a great [#startup](#) idea? Then [#InnoPitch](#) is the right competition for you! Apply [bit.ly/1NNH1UN](http://bit.ly/1NNH1UN) [#Unconv2015](#)

 Retweeted by Enterprise Europe



The Network

Manage your contract

Promote the Network

Help your clients

Share your know-how

Events &amp; training

News &amp; notes

## Find a contact in the Network

Search the directory for people in the Enterprise Europe Network



Use the [simple search](#) to search by name and/or organisation.

Use the [advanced search](#) to look for someone with specific competences, expertise and/or language skills.

Contact a [Business Cooperation Centre in a third country](#).

Contact the [IT Helpdesk](#).

## Save the date

A selection of upcoming trainings and events



23 April: POD: internal reviewers – train the trainer [Deadline extended](#)

13 May: Decentralised Training on IP Management, Heraklion, Greece [Register by 17 April](#)

8-9-10 June: Enterprise Europe Network 2015 Launch Conference, Brussels. [Read more](#)

## Latest news

On the starting blocks for success



British smart bandages support Dutch athletes thanks to a speedy Network reaction.

## Latest circular notes

Expert contracts for chairs of the Sector Groups (SG)



Chairs already elected and Network staff intending to run in the SG chair election



**Yasmin Schneider**   
HANDWERKSKAMMER REGION  
STUTTGART

Forums & mail

Partnering tools

## Latest partner opportunities

2015-04-16 Sweden

Looking for agents, representatives and distributors in Germany, United Kingdom, Russia and Japan for watches.

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2015-04-16 Netherlands

Photobioreactors with submerged LED illumination



# ENTERPRISE EUROPE NETWORK

European Commission ▶ Enterprise Europe Network ▶ Partnering ▶ Partnering Home

Network Forums **Partnering** Logout

Partnering Home **Events** Profiles Network User Guide



**Events**

- New
- My Events
- Coorganised Events
- Reassign All Events
- Events Calendar
- Registered Events
- Search Events

**Events Dissemination**

- Event Queries

Yasmin Schneider (schneya)

## Get Help

## Get in Touch

All of your actions are managed using the Partnering menu above.

**Note: Actions available in the menu are dependent on your user rights and some may not be visible to all users.**

**Partnering Home** - Return to this homepage at any time.

**Events** - Create, manage and search **events**, and create and manage **event queries**.

### Profiles

- Create, manage, search for and review (users with internal/external review rights only) **profiles**, and create and manage **profile queries**;
- Manage your **clients**, your clients' queries and your **Stakeholders**;
- Add Merlin widgets to your website;

Merlin has a 3 level help system:

### User Guide

From anywhere in Merlin click the "User Guide" help button for general information and guidance and to download the guide in PDF format.

### Page Help

Where relevant, Merlin pages contain a "**Help**" button which opens page-specific guidelines.

### Tooltips

Most editable fields in Merlin have a clickable "?" icon which provides information on what you should write in the field.

Additionally, the Training system is at your disposal if you wish to familiarise yourself with the Merlin

We always appreciate feedback, suggestions for new features and ideas for improvement from our users.

### Suggestions for improvement

Contact your champion, who will compile all the information and send it to the Enterprise Europe Network.

Additionally, the forums are a great place to discuss Merlin and possible system improvements with your peers. Access the **Discussion on IT Tools** forum [here](#).

If the Network Partners agree with your ideas you can then submit your proposal [here](#).

### Urgent enquiries

Contact the IT Support Team:

Yasmin Schneider (schneya)

# Create Event

Event status: Draft 

- Details**
- Agenda & registration
- Event Location
- Hotel List

**Description:**

**Title:** \*

characters left

**Publish on:** \*

Enterprise Europe Network Intranet only  
Intranet and Public Website

**Type:** \*

Select -

**Start Date:** \*

**End Date:** \*

**Closing Date:** \*

### Event Targeting the Following Sectors

? **Technology Keywords:**

Technology keywords

+

? **Market Keywords:**

Market keywords

+

### Organisations Involved

Name of Enterprise Europe Network Partner:

HANDWERKSKAMMER REGION STUTT GART

? **Organisation Hosting the Event:** \*

256 characters left

? **Coorganisers:**

Partner coorganisers



# ENTERPRISE EUROPE NETWORK

European Commission ▶ Enterprise Europe Network ▶ Partnering ▶ Events ▶ Create Event

Network

Forums

Partnering

Logout

Partnering Home

Events ▼

Profiles ▼

Network ▼

User Guide

Yasmin Schneider (schneya)

## Create Event

Event status: **Draft**



**Details**

Agenda & registration

Event Location

Hotel List

### Description

? Title: \*

256 characters left

? Publish on: \*

- Enterprise Europe Network Intranet only  
 Intranet and Public Website

? Type: \*

- Select -
- Brokerage Event**
- Company Mission
- Conference/Seminar/Information Day
- Fair/Exhibition
- Sector Group Meeting
- Training
- Working Group Meeting
- Workshop

? City: \*

### Event Targeting the Following Sectors

? Technology Keywords:



? Market Keywords:



### Organisations Involved

Name of Enterprise Europe Network Partner:

HANDWERKSKAMMER REGION STUTTGART

? Organisation Hosting the Event: \*

256 characters left

? Coorganisers:





# ENTERPRISE EUROPE NETWORK

European Commission ▶ Enterprise Europe Network ▶ Partnering ▶ Events ▶ Create Event

Network

Forums

Partnering

Logout

Partnering Home

Events ▼

Profiles ▼

Network ▼

User Guide

Yasmin Schneider (schneya)

## Create Event

Event status: Draft

HELP

Details

Help

### Closing Date

This date should be after the end date of the event and it is the deadline for retrieving feedback from participants. We recommend that you supply sufficient time to event participants for feedback as required.

- For events other than Brokerage Events and Company Missions (BE/CM), which are not using the online registration facility, the closing date can be the same as the event end date.
- For events using the MERLIN online registration facility: participants registered to the event via the online registration facility can submit their feedback until the closing date.
- For Brokerage Events and Company Missions: a detailed two-step follow-up is mandatory after each BE/CM (see Eligibility Guidelines). The closing date is the date by which the main organiser is expected to have finished the first round of the detailed follow-up – to be done shortly after the event - and have registered the results in the follow-up module of his BE/CM.

### Description

? Title: \*

256 characters left

? Publish on: \*

- Enterprise  
 Intranet a

? Type: \*

- Select -

? Start Date: \*

? End Date: \*

? Closing Date: \*

? City: \*

HANDWERKSKAMMER REGION STUTTGART

? Organisation Hosting the Event: \*

256 characters left

? Coorganisers:

Partner coorganisers

# Create Event

Event status: Draft



Details

Agenda & registration

Event Location

Hotel List

## Online Registration Facility

Activate The Facility:

Deadline for Registering:

Preliminary text:

512 characters left

## Agenda of the Meeting

Upload Agenda  
Maximum file size 4MB

Select...





# ENTERPRISE EUROPE NETWORK

European Commission ▶ Enterprise Europe Network ▶ Partnering ▶ Events ▶ Create Event

Network Forums Partnering Logout

Partnering Home Events Profiles Network User Guide

Yasmin Schneider (schneya)

## Create Event Event status: Draft

Details **Agenda & registration** **Event Location** Hotel List

### Event Location Details

**Location Name:**  
  
 256 characters left

**Address:**  
  
 512 characters left

**City:**  
  
 512 characters left

**Country:**  
  
 256 characters left

**Telephone:**  
  
 256 characters left

**Fax:**

Location Map Attachment  
Maximum file size 4MB

**Website:**  
  
 256 characters left

### Contact Details at Event Location

**Contact Name: \***  
  
 496 characters left

**Contact Telephone: \***  
  
 256 characters left

**Fax:**  
  
 256 characters left

**Email:**

Details

Agenda & registration

Event Location

Hotel List

Hotel Information Attachment  
Maximum file size 4MB

Select...

Hotel Registration Attachment  
Maximum file size 4MB

Select...

Previous

Next

Back

Save and continue

Submit


**Legend:**

? Click the icons for field-specific help in this form.



# How to manage my events?

Yasmin Schneider (schneya)

Event status: **Draft** 

- Events
  - New
  - My Events
  - Coorganised Events
  - Reassign All Events
  - Events Calendar
  - Registered Events
  - Search Events

- Events Dissemination
  - Event Queries

Hotel List

Hotel Information Attachment  
Maximum file size 4MB

Hotel Registration Attachment  
Maximum file size 4MB



## ? Events - Draft

Title	Start Date	Country	City	End Date	View
No records to display.					

[Show All](#)

## ? Events - To be modified

Title	Start Date	Country	City	End Date	View
<a href="#">Company mission construction and metal/machinery</a>	24 Jun 2015	Italy	Milan/Turin	26 Jun 2015	

[Show All](#)

## ? Events - Under review

Title	Start Date	Country	City	End Date	View
<a href="#">Company mission „machine building and subcontracting” to Lyon, France</a>	12 May 2015	France	Lyon	13 May 2015	

[Show All](#)

## ? Events - Published

Title	Start Date	Country	City	End Date	View
<a href="#">Company mission "Renewables and energy efficiency measures in buildings in Germany"</a>	20 May 2015	Germany	Stuttgart	21 May 2015	
<a href="#">Company mission „Sustainable and energy efficient construction in the UK” to London with site visits and matchmaking event at Ecobuild March 3-4, 2015</a>	3 Mar 2015	United Kingdom	London	4 Mar 2015	

[Show All](#)

## ? Events - Cancelled

Title	Start Date	Country	City	End Date	View
No records to display.					

[Show All](#)

## ? Events - Archived

Title	Start Date	Country	City	End Date	Status	View
<a href="#">Brokerage event at R+T 2015, Stuttgart</a>	25 Feb 2015	Germany	Stuttgart	27 Feb 2015	Expired	
<a href="#">Company mission to Nice and Lyon,</a>	26 Nov 2014	France	Nice, Lyon	27 Nov 2014	Expired	

**Where to find  
further  
information?**



# ENTERPRISE EUROPE NETWORK

## INTRANET

Public Logout

European Commission ▶ Enterprise Europe Network ▶ Network Home ▶ Events & training ▶ Brokerage Events & Company Missions

The Network **Manage your contract** Promote the Network Help your clients Share your know-how **Events & training** News & notes

### Brokerage Events & Company Missions

You find here information on how to best plan, carry out, follow-up and report on Brokerage Events (BE) and Company Missions (CM).

**Brokerage Event IT tools:** you will find below a list of Brokerage Event IT tools which can help you organise your Brokerage Events more efficiently. You can also use them to organise Company Missions.

**Examples of promotional material for BE and CM** can be found [on this page](#).

#### 2015-2016 - Brokerage Events - Company Missions - Key requirements

- [Using the Events Database for Brokerage Events & Company Missions](#)
- [Key Requirements - Brokerage Events & Company Missions](#)
- [Most frequent mistakes to avoid when registering Brokerage Events & Company Missions](#)
- [Brokerage Event Management Tools - Minimum specifications and approved tools](#)

#### Checklists to organise better Brokerage Events & Company Missions

- [BE - Checklist to organise successful brokerage events](#)
- [BE - Checklist for success for YOUR Brokerage Event](#)
- [CM - Checklist to organise successful Company Missions](#)
- [CM - Checklist for success for YOUR Company Missions](#)
- [BE - Attracting more buyers to Brokerage Events](#)

#### Different types of Brokerage Events and Company Missions

- [BE - Public procurement](#)
- [BE - Public procurement - SME profile](#)
- [BE - Speed dating - Organise a "light" BE](#)
- [BE - Virtual BE](#)
- [BE - Organise a BE with a large company](#)
- [BE and CM - Work with third parties](#)
- [BE and CM - Work with third parties - Examples](#)
- [BE - Intellectual Property - IP at brokerage events](#)



Forum

- Annual conference ▶
- Brokerage Events & Company Missions ▶**
- Info Days
- Missions for Growth
- Training

Search

#### Latest partnering opportunities

**2015-04-14** **Czech Republic**  
Czech company is offering cooperation to construction companies

**2015-04-14** **Russia**  
A company from Novosibirsk region, Russia, developed a highly effective biogas plant to process organic waste at livestock farms.

**2015-04-14** **Macedonia, The former Yugoslav Republic of**  
Technology for coffee and beans cleaning, backing and milling.

#### Latest Tweets

Tweets

Follow

**Where to find  
interesting events  
of partners?**



# ENTERPRISE EUROPE NETWORK

European Commission ▶ Enterprise Europe Network ▶ Partnering ▶ Events ▶ Events Calendar

Network Forums **Partnering** Logout

Partnering Home **Events** Profiles Network User Guide

## Events

- New
- My Events
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- Reassign All Events
- Events Calendar**
- Registered Events
- Search Events

## Events Dissemination

- Event Queries

Yasmin Schneider (schneya)



Show all past events

Show all future events

Export

April 2015

Start Date	Title	Feedback
1 April 2015	<a href="#">Company Mission From Turkey to Romania ( Constanta )</a> Company Mission - Constanta (Romania)	✓
2 April 2015	<a href="#">New frontiers for Greek bakery and confectionery SMEs in Ukraine</a> Company Mission - Kiev (Ukraine)	
8 April 2015	<a href="#">Company Mission between Estonia and Sweden</a> Company Mission - Borlänge (Sweden)	
9 April 2015	<a href="#">Company mission on animal nutrition and stock breeding</a> Company Mission - Szeged (Hungary)	
9 April 2015	<a href="#">Biopesticides - Where is Integrated Pest Management (IPM) in Europe?</a> Brokerage Event - London (United Kingdom)	
9 April 2015	<a href="#">Doing business in China</a> Brokerage Event - Groningen (Netherlands)	
9 April 2015	<a href="#">Tour d'Europe - Buyers Mission</a> Company Mission - Edinburgh (United Kingdom)	
10 April 2015	<a href="#">Droidcon 2015 - Brokerage Event</a> Brokerage Event - Torino (Italy)	✓
10 April 2015	<a href="#">Comany Mission from Holland</a> Company Mission - Reykjavik (Iceland)	✓
11 April 2015	<a href="#">Company Mission Engineering Chengdu</a> Company Mission - Chengdu (China)	
13 April 2015	<a href="#">Fair visit Hannover Messe 2015</a> Fair/Exhibition - Hannover (Germany)	
	<a href="#">International brokerage event at HANNOVER MESSE (13-17 April 2015)</a> Brokerage Event - Hannover (Germany)	

Events

- New
- My Events
- Coorganised Events
- Reassign All Events
- Events Calendar
- Registered Events
- Search Events

Events Dissemination

Event Queries

Yasmin Schneider (schneya)



Name	Create date	Update date	Edit	Delete	Preview	Share	Send emails
------	-------------	-------------	------	--------	---------	-------	-------------

No records to display.

Refresh | Previous | 10 | Next

Displaying items 0 - 0 of 0



# Dissemination: My Queries

My profile queries

My event queries

New Query

Name

Create date

Update date

Edit

Delete

Preview

Share

Send e

No records to display.



10

Create query

Query information

Event types

Partners information

Keywords

Sectors & Programmes

Location

Query name: \*

Short description:

Free text search:

Free text search option:

All words  Any word

Receive Emails:

Daily  
 Weekly  
 Monthly  
 None

Cancel

Save

Legend:

Click the icons for field-specific help in this form.

# Cluster



- Cluster Contact Points (CCP)
  - „network within the Network“
  - Platform for the exchange of ideas, experiences and knowledge between cluster experts in the Network
  - Providing Information about local clusters
  - Cluster brokerage events
  - Internationalization of clusters

# More information...

The screenshot shows the Enterprise Europe Network Intranet interface. At the top, there is a navigation bar with the European Commission logo and the word 'INTRANET'. Below this is a secondary navigation bar with links: 'The Network', 'Manage your contract', 'Promote the Network', 'Help your clients', 'Share your know-how', 'Events & training', and 'News & notes'. The 'Help your clients' link is circled in red, and a red arrow points to the 'Clusters' option in its dropdown menu. The main content area on the left is titled 'Clusters' and contains introductory text and a list of links. The dropdown menu on the right lists various topics related to clusters, such as 'Access to finance', 'Innovation', 'Intellectual property rights', and 'Cluster Contact Points'.

European Commission

INTRANET

Public Logout

European Commission > Enterprise Europe Network > Network Home > Help your clients > Clusters

The Network Manage your contract Promote the Network **Help your clients** Share your know-how Events & training News & notes

### Clusters

Clusters are important innovation catalysts that bring companies, institutions, banks and investors. They are characterised by geographical proximity; and close cooperation in a given region.

As part of the innovation system, and members of clusters, Network partners can develop clusters. Furthermore, the Network partners can develop clusters. And, last but not least, clusters can be a great way to make it efficient as they help channel services and information to a large number of companies.

Clusters are therefore natural cooperation partners for the Network. A [working group](#) developed a wide range of tools to make it easier for companies to cooperate. These tools are mainly focused on practical tools and methodologies, but also reflect the outcomes - a complete set of guidelines and methodologies to engage companies. These tools - are published on these pages. A PDF version of the "Cluster Contact Points" is available here.

- What is a duster?
- Why work with clusters?
- First steps: a workflow for EEN services to clusters
- Tools and Methodologies
- Developing cluster competence within the Network
- Sector Groups and clusters - a winning combination
- Strategic positioning for Network partners and EEN as a whole
- Cluster tools and information sources
- Cluster Contact Points

The Network's Guide to Cooperating with Clusters

- Access to finance
- Clusters**
- Innovation
- Intellectual property rights
- Internal market
- Internationalisation
- Standardisation and SMEs
- Network Library
- Public procurement
- Horizon 2020
- Technology Transfer
- Innovation support services: KAM & EIMC
- Partnership Tools
- EU-OSHA: Communication Partnership Project

- Clusters
- What is a duster?
- Why work with clusters?
- EEN services workflow
- Tools and methodologies
- Cluster competence
- Sector Groups and clusters
- Strategic positioning
- Cluster tools and information sources
- Cluster Contact Points

Armenia  
Producer of skin and hair care products is offering intermediary services, franchise and...

Armenia

# Sector groups

- Aeronautics and Space
- Agrofood
- Automotive, Transport and Logistics
- BioChemTech
- Creative industries
- Environment
- Healthcare
- ICT Industry and Services
- Intelligent Energy
- Maritime Industry and Services
- Materials
- Nano- and Microtechnologies
- Services and Retail
- Sustainable Construction
- Textile & Fashion
- Tourism and Cultural Heritage
- Woman Entrepreneurship

# Sector groups

## Services:

- Organization of BE and of targeted CM
- Providing qualified feedback to European policy makers and stakeholders
- Organization of international events
- Providing Support to SMEs
- Supporting innovation and internationalisation activities of clusters
- Publishing publications

# More information...

The screenshot shows the European Commission INTRANET interface. At the top, there is a navigation bar with the following items: European Commission, INTRANET, Public, and Logout. Below this is a secondary navigation bar with links: The Network, Manage your contract, Promote the Network, Help your clients, Share your know-how (highlighted with a red circle), Events & training, and News & notes. A red arrow points from the 'Share your know-how' link to a dropdown menu. The menu contains the following items: Sector groups (with a sub-menu: List of sector groups), Good Practices (with a sub-menu: SG Good practices), Working Groups (with a sub-menu: Sector group chair meetings), and Communities of Practice. Below the menu are buttons for 'Partnering tools' and 'Partnering tools & mail'. A search bar is also visible.

**About Sector Groups**

EEN Sector Groups: Network (internal version)

**What are Sector groups?**

A Sector group (SG) is a group of Network partners who commit to work together to meet the specific needs of their clients operating in a particular sector. They are chaired by a Network partner and offer a framework to discuss, plan and implement collaborative activities.

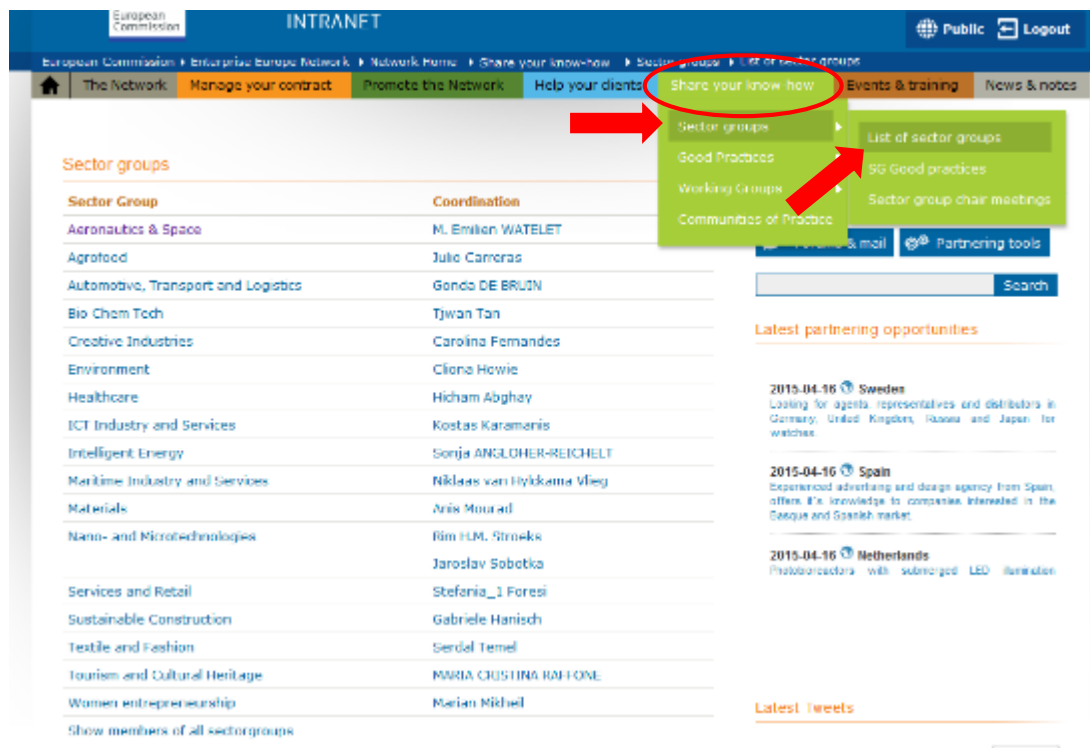
Membership is open to all Network partners who have an interest in participating in common activities and sharing their experience.

**What do we want to achieve?**

**Latest partnering opportunities:**

- 2015-04-14 Armenia**  
Armenian company is engaged in extraction, processing and sale of natural stones is looking for trade intermediaries and joint venture
- 2015-04-14 Armenia**  
Armenian company is processing and producing fossil fibres and fossil plastic profiles is looking for joint venture
- 2015-04-14 Estonia**  
An Estonian leading company in the field of manufacturing profiles and sheet metal products offers itself as a subcontractor.

# Information on specific sector groups



The screenshot shows the INTRANET interface with the 'Share your know-how' menu open. A red arrow points to the 'Sector groups' option in the menu, and another red arrow points to the 'List of sector groups' option in the sub-menu. Below the menu is a table of sector groups with columns for 'Sector Group' and 'Coordination'.

Sector Group	Coordination
Aeronautics & Space	M. Emilian WATELET
Agrofood	Julio Carreras
Automotive, Transport and Logistics	Gonda DE BRUIN
Bio Chem Tech	Tjwan Tan
Creative Industries	Carolina Fernandes
Environment	Cliona Hewie
Healthcare	Hicham Abghay
ICT Industry and Services	Kostas Karamonis
Intelligent Energy	Sonja ANGLUHER-REICHELT
Maritime Industry and Services	Niklaas van Hyckama Vlieg
Materials	Ariak Mourad
Nano- and Microtechnologies	Rim FLM, Rimeks Jaroslav Sobotka
Services and Retail	Stefania_1 Foresti
Sustainable Construction	Gabriele Hanisch
Textile and Fashion	Serdar Temel
Tourism and Cultural Heritage	MARIA CRISTINA RAFFONE
Women entrepreneurship	Marian Mihail

Below the table, there is a link: [Show members of all sector groups](#)

On the right side of the page, there are sections for 'Latest partnering opportunities' and 'Latest tweets'.



# Organizing BEs and CMs successfully

## COMPANIES

BEFORE



- Consultation
- [The company profile](#)
- Assistance when selecting potential business partners online

DURING



- Presence during the meetings

AFTER



- [Follow-up](#)

# The company profile

- Information on the company
- Information on the product
- Information on the cooperation objectives



## Insert Participant

### COMPANY PROFILE

### COMPANY DETAILS

Attend as:  Exhibitor  Visitor

Company:

Street:

ZIP Code:

City:

Country:

Assisting Organisation:

Please select your assisting organization, which is your local Enterprise Europe Network partner.

If you are not sure which is your assisting organization please select „what's my assisting organization?“

Website:

Company Description:



Handwerk International  
Baden-Württemberg

# The company profile

- Clear, understandable, concise and consistent
- Advantages of the company/its products outlined
- Cooperation objectives (search/request): clear and focused!

## PRODUCT PROFILE

Short description  
of your product /  
service:

What we offer:

Please use between 200 and 800 characters. Characters: 0

What we are  
looking for:

Please use between 200 and 800 characters. Characters: 0

## PHOTO



Handwerk International  
Baden-Württemberg

# Why are follow-up activities important?

- For companies: to turn contacts into contracts
- For network partners: Commission puts emphasis on agreements (PAs)
- For matchmaking in general: building a customer-base
- Basis for best practice cases and for the promotion of future events
- Only meetings with results create satisfied customers

# Follow-up tool/brokerage event software

- Easy and quick to handle for participants and partners
- Online based, multi-step (up to 4 stages) and integrated follow-up tool
- Transparency for the partner organisations and the organiser
- Meets the demands of an international partner network
- Follow-up sequence is flexible
- Partner-set-up functions (to be selected if partner wants to send the e-mails to the participants or just wants to be informed if e-mails went out)

# Follow-up tool/brokerage event software

- Trigger functions (partner organisation is informed by e-mail when participant went online and changed an evaluation)
- Reminder for partners with promising participants (filter function for participants and meetings)
- Continuous evaluation of the event with history function
- Targeted response rate 30-50 %
- Statistical evaluation for all involved partners and TFO

# Follow-up tool: the questionnaire

**Search & Request Meetings**

Company description, offer, ...  
Advanced search

**Start**

- My Homepage
- Catalogue of product profiles
- Request Help
- Logout

**Meeting administration**

- Request new meetings
- Planned Meetings
- MyMatch
- Contact
- Messages

**My Profile administration**

- Company Profile
- Person profile
- Product profile

**Social bookmarks**

## Evaluation

You have participated in the online matchmaking event at the ESB-Market 2012.

The success of our events is defined by the success of our participants. That's why it is crucial for us to know, how you evaluate the success of the event also on a long term basis. Your answers help us to improve the quality of our events and support you in your international market access and innovation strategies.

### Meeting evaluation

Name of meeting partner	How do you evaluate this meeting?
Timo Wagner (122) Bo Alter Med	<p>Did this meeting take place? <input type="radio"/> yes <input type="radio"/> no</p> <hr/> <p>Please rate this meeting by moving the grey indicator:  <input type="range"/></p> <p>Meeting brought new information/ideas</p>
Be Ino Biring (193) International Service	<p>Did this meeting take place? <input type="radio"/> yes <input type="radio"/> no</p> <hr/> <p>Please rate this meeting by moving the grey indicator:  <input type="range"/></p> <p>Meeting brought new information/ideas</p>
Rita Böke (133) Human Comput	<p>Did this meeting take place? <input type="radio"/> yes <input type="radio"/> no</p> <hr/> <p>Please rate this meeting by moving the grey indicator:  <input type="range"/></p> <p>Meeting brought new information/ideas</p>
Erping Handel (105) Enterprise 100	<p>Did this meeting take place? <input type="radio"/> yes <input type="radio"/> no</p> <hr/> <p>Please rate this meeting by moving the grey indicator:  <input type="range"/></p> <p>Did the meeting proceed well/ smoothly?</p>
Fabian Smith (111) Media Film	<p>Did this meeting take place? <input type="radio"/> yes <input type="radio"/> no</p> <hr/> <p>Please rate this meeting by moving the grey indicator:  <input type="range"/></p> <p>Meeting brought new information/ideas</p>
Rob'rtal (451) Cable Tec	<p>Did this meeting take place? <input type="radio"/> yes <input type="radio"/> no</p>
Elsa Napper (325) TCC Eye	<p>Did this meeting take place? <input type="radio"/> yes <input type="radio"/> no</p>

Participants

---

MyMatch Map

Map

0

DAYS TO GO



# Follow-up tool: the questionnaire

No further contact and / or interest

## Which benefit did the participation in the event have for you

### Increase knowledge of

- the market segment  Yes  No  too early to say
- product segment  Yes  No  too early to say
- the regional or national market of the meeting partners  Yes  No  too early to say

**Benchmarking with other companies in the relevant market**  Yes  No  too early to say

### New ideas for

- new products  Yes  No  too early to say
- services  Yes  No  too early to say
- market access strategies  Yes  No  too early to say
- promotion strategies  Yes  No  too early to say
- other innovations / new ideas (please describe)

## How can we assist you to make the most out of your new contacts and ideas?

I would need additional support concerning the following questions / issues:

We therefore kindly ask you to log on to [https://connect.b2b-match.com/consense/index.php?page=ind\\_evaluation](https://connect.b2b-match.com/consense/index.php?page=ind_evaluation) with your username "%email%" and password "%password%" and fill in a short questionnaire. It only takes 3 minutes and is important for our evaluation of the event.

The Consense matchmaking event is a climate neutral event: the CO2 emissions produced in its' organization and realization are being compensated by supporting a climate protection project in Guatemala. You can find more information on the project and your certificate on CO2 compensation attached to this email.

We wish you a lot of success for your business and hope to meet you again at Consense 2013!

Best regards,  
Katja Hector

\*\*\*\*\*

Sehr geehrte Teilnehmer der Kooperationsbörse,

seit der Consense ist bereits einige Zeit vergangen und wir interessieren uns für Ihre Erfahrungen auf der Kooperationsbörse:

Haben Sie interessante Unternehmen getroffen? Planen Sie, mit einigen Ihrer Gesprächspartner in Kontakt zu bleiben? Oder haben Sie möglicherweise bereits Vereinbarungen über eine Zusammenarbeit getroffen?

Zur Auswertung der Veranstaltung würden wir uns freuen, wenn sie uns einige wenige Fragen beantworten würden. Bitte loggen Sie sich dazu unter [https://connect.b2b-match.com/consense/index.php?page=ind\\_evaluation](https://connect.b2b-match.com/consense/index.php?page=ind_evaluation) mit Ihrem Benutzernamen "%email%" und Passwort "%



**Handwerk International  
Baden-Württemberg**

**Original Message**

*processed by David*

**Subject:** A meeting was evaluated (24-Jul-2012 9:23)  
**From:** [Consense 2012 Brokerage Event <kh@handwerk-international.de>](mailto:kh@handwerk-international.de)  
**To:** [khector@hwks-david.hwk-stuttgart.de](mailto:khector@hwks-david.hwk-stuttgart.de)



Dear partner,

Thorsten Henke (Embassy of Canada) evaluated the meeting with Daniel Schier (Resopal GmbH).

The meeting was rated: Cooperation / business with the partner possible

Please login at: <https://connect.b2b-match.com/consense/> to check how the other party rated this meeting.

Best regards

Your Enterprise Europe Network Brokerage Event at Consense 2012 Team

**Service provided by:**

ConVerve GmbH

© 2012 ConVerve GmbH

Search & Request Meetings

Company, description, offer, ...

Advanced search

Start

- + My Homepage
- + Catalogue of product profiles
- + Request Help
- + Evaluation
- + Logout

Administration

- + Insert Participant
- + Profile Validators
- + Lists
- + Event & Sessions
- + E-Mail
- + Data Export
- + Automations

## Evaluation Enterprise Europe Network Brokerage Event at Consense 2012

Overview Benefit Questionnaires

### General Statistics

	T1	T2	T3	T4
Participants (with meetings):	41	41	41	41
Answered questionnaires:	8	0	0	0
Ratio:	19.51%	0.00%	0.00%	0.00%

### Meeting Statistics

	T1	T2	T3	T4
1) Meeting did not take place	3	0	0	0
2) No further contact and / or interest	2	0	0	0
3) Meeting brought new information / ideas	2	0	0	0
4) Additional contact is possible but did until now not take place	8	0	0	0
5) Additional contacts since the meeting took place	3	0	0	0
6) Cooperation / business with the partner possible	5	0	0	0
7) Cooperation / business is already started	0	0	0	0

Language



Participants



MyMatch Map



- + Profile Validators
- + Lists
- + Event & Sessions
- + E-Mail
- + Data Export
- + Automations
- + Page content
- + Keywords
- + Answer help requests
- + Statistics
- + Documentation
- + Evaluierungsreport

#### Profile Validation

- + Validate company profiles
- + Validate pers profiles
- + Validate product profiles

#### Scheduling

- + Requests
- + List Meetings
- + Table/Time Matrix
- + Table/Time/Participants
- + Individual Schedules

#### Meeting administration

- + Request new meetings
- + Planned Meetings
- + MyMatch

1) Meeting did not take place	3	0	0	0
2) No further contact and / or interest	2	0	0	0
3) Meeting brought new information / ideas	2	0	0	0
4) Additional contact is possible but did until now not take place	8	0	0	0
5) Additional contacts since the meeting took place	3	0	0	0
6) Cooperation / business with the partner possible	5	0	0	0
7) Cooperation / business is already agreed on	0	0	0	0

#### Detailed Statistics

##### Filter

Country: Germany

Assisting EEN:

All

Hide "Meeting did not take place"

Meeting	T1		T2		T3		T4	
	(A)	(B)	(A)	(B)	(A)	(B)	(A)	(B)
<b>Alper Yücel (A)</b> <i>AKPA Aluminium Europe GmbH</i> [Handwerk International Baden-Württemberg]		4						
<b>Mostafa BARRANE (B)</b> <i>B.B.E.C(Barrane Building Engineering Concept)</i> [no EEN]								
<b>Thorsten Henke (A)</b> <i>Embassy of Canada</i> [no EEN]								
<b>Michael Schilling (B)</b> <i>SEW - Systemtechnik für Energierectycling und Wärmeflussbegrenzung GmbH</i> [EIC Trier - IHK-HWK - Europa- und Innovationscentre GmbH]	6							
<b>Thorsten Henke (A)</b> <i>Embassy of Canada</i> [no EEN]								
<b>Mirjana Stupar (B)</b> <i>Stuttgart Chamber of Industry and Commerce</i> [IHK Region Stuttgart]	5	3						



# 0

DAYS TO GO

# Annual Conference 2012-Results

- Number of participants: 200
- Total number of meetings: 872

## Evaluation Enterprise Europe Network Annual Conference 2012 Matchmaking

Overview **Benefit** Questionnaires

### General Statistics

	T1	T2	T3	T4
Participants (with meetings):	172	172	172	172
Answered questionnaires:	66	0	0	0
Ratio:	38.37%	0.00%	0.00%	0.00%

### Meeting Statistics

	T1	T2	T3	T4
1) Meeting did not take place	52	0	0	0
2) No further contact and / or interest	4	0	0	0
3) Meeting brought new information / ideas	40	0	0	0
4) Additional contact is possible but did until now not take place	57	0	0	0
5) Additional contacts since the meeting took place	58	0	0	0
6) Cooperation with the partner possible	63	0	0	0
7) Cooperation is likely to result into a Network's Partnership Agreement	11	0	0	0





## Feedback Report

Matchmaking Event on Consense, International Trade Fair and Congress for Sustainable Building, Investment, Operations and Maintenance in Stuttgart ( 01 Jul 2014 to 02 Jul 2014 )

### Clients registered for meetings

6- countries represented (names) : Austria, Cyprus, Czech Republic, Germany, Poland, USA

56 - number of participating clients

### Number of meetings

194 - meetings (total)

48 - transnational meetings

### Transnational meetings - feedback results

13 - number of clients who sent feedback

### Transnational meetings - number of client ratings:

16 - insufficient interest/no further contact planned

3 - very informative but no cooperation planned

14 - cooperation possible

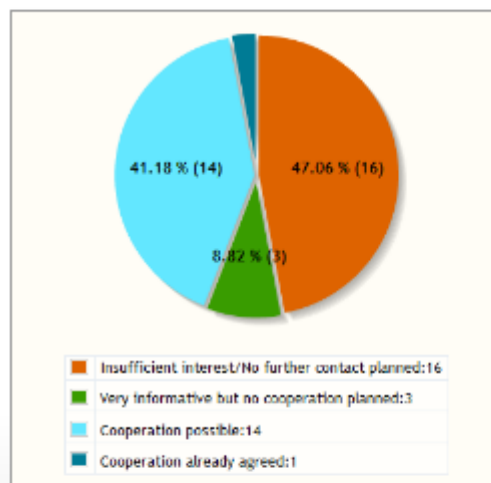
1 - cooperation already agreed

### Event outputs - Total

0 - Number of clients

0 - Number of meetings

[Back to Event](#)







# Conclusion

How will matchmaking events be successful?

- Reliable partners: Enterprise Europe Network/TFO's/Multipliers
  - Analysis of target group (SMEs/boss)
  - Variety of application possibilities of the matchmaking tool
  - Preparation / realisation / follow-up
- 40                      20                      30**
- Networking in order to narrow down the amount of matchmaking events

# Thank you for your attention and participation!



Gabriele Hanisch

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Enterprise Europe Network Baden-Württemberg  
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[www.handwerk-international.de](http://www.handwerk-international.de)



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