



network

enterprise europe

Creating impact for clients

The partnership process



UNIVERSITY
of
GREENWICH



Business Support on Your Doorstep





Assessment of the company

- Visit your client premises
- Understand their products and services
- Build relationships with management
- Understand needs and expectations
- Internationally ready
- Clarify commitment
- Explain about EEN services

What make a good profile ?

- Profile clear, understandable, concise and consistent
- Advantages of the company / its products outlined
- Expertise / technology sought clearly explained
- Cooperation objectives clear and focused
- Focus on geographical area
- Present an interest for a potential partners (BR, TR)
- Review before submitted



Titles: good

- Swedish company specialised in design of outdoor products for public spaces is looking for a distributor in Denmark
- Distribution partners sought for high quality British bakery products



Titles: not so good

- Agent sought for Tourits company
- Pool and Spa enclosures looking for commercial partners and joint-ventures



Summary: good

A German company specialises in the manufacturing of wood stoves and cookers. These products, actually 15 different stoves and heaters with or without channel flow and insets for fireplaces, have an exclusive design and high quality. The company is looking for sales agents or distributors for the French market that want to expand their product range.



Summary: not so good

- Manufacturer of safety equipment used by organisation such as fire service and MOD seeks commercial partners

What's wrong?



Type of Partner and Role

- Little information given **but** it's important
- Use this section to make sure your client gets EOs from relevant firms
- Define what kind of partner they are looking for
- Outline what the partner will be expected to do

Type of Partner and Role: good

The company (a candlestick maker) is looking for agents, and have the following preferences for a potential partner:

- Produces or sells candles to chain stores or other shops
- Sells decorative products to retail chains and/or stores in the furniture-/gift-/handicraft
- Has other obvious sales channels or network for candlesticks.
- It will be an advantage if the partner understands and speaks English



Type of Partner and Role: not good

- Company, distributor



Use profiles proactively

- Focus on quality not quantity
- Review the profiles regularly
- Keep in mind your audience
- Balance between offers and requests
- Direct communication with EEN partners
- Search profiles instead of writing them

Example: Client support Alpha Nano Technologies



UK company specialising in nanotechnology based protective coatings for a wide variety of surfaces such as Stone/Brick, Metals, GRP, Plastics, Wood, Glass is looking for distributors.

2 profiles (Construction, Maritime)

4 Partnership agreements (France, Spain, Italy, Portugal)

2 Success stories



Dissemination

- Create a subscription system for your clients
- Build a client database per sectors
- Use local trade associations, clusters, stakeholders
- Search incoming profiles and send them to relevant companies in your region
- Use Newsletters, social media and events

Example: Enquiry from EEN Partner

Swedish company is looking for partners in the UK.

Marine biologists offering environmental consulting services are looking for a UK laboratory to perform analysis of tests in Marine Biology for reciprocal cooperation, where they can send tests for analysis and help each other in peak periods.

- Internet search for Marine Laboratories in our region
- 3 UK companies identified
- Website addresses sent to Swedish colleague
- Phone UK companies and send profile, 2 interested
- Agree to meet at the trade fair in the UK in June

Communication



- Work closely with regional business support organisations
- Present EEN services at local events
- Publish success stories
 - To impress stakeholders
 - To attract new clients
- Help your EEN partners



Expression of Interest

First contacts between clients
1 step closer to PA

Expectations from Network Partners:

- Personal knowledge and assessment of client
- Provide a detailed EOI
- Respond within 5 days and follow-up
- Be honest



RECEIVING EOI FROM LOCAL COMPANY

- Initial contact (new client?)
- Assess the company
- Evaluate the company interest and filter
- Get them to describe their offer or request in writing
- Send a detailed EOI to the EEN colleague
- Follow-up and get feedback



RECEIVING EOI FROM EEN COLLEAGUE

- Judge if it match your client's profile
- Pass on to your client before giving your client's details
- Inform your client and ask for feedback
- If client agrees, send his contact details
- Follow-up

Example : Profile found on POD

Local Spanish brewery is aiming is to reintroduce hop cultivation in North-West Spain. The client is interested in cuttings of ADMIRAL hops variety, so they can plant them in the testing fields.

- Contact made with British Hops Association (my region)
- Hop varieties protected under EU Plant Variety Rights
- Supplier identified
- Assistance provided in negotiation
- Partnership Agreement signed





Assistance in negotiation

- Be a facilitator for your client
- Be aware of the assistance your client might need
- Provide service according to level of expertise
- Signpost clients to relevant support actors (attorneys, IPR experts, taxes and VAT experts, ...)
- Raise awareness on financial, technical, legal issues
- Help overcome language and cultural issues
- Provide draft contracts to structure the deal

Reaching Partnership Agreements

- Ultimate goal
- Strong cooperation with EEN partner
- Single Party PA is not ideal
- Write PA Report and Statement Letter
- Documents signed by the clients
- Potential Success story



Key to success

- Assess your clients potential and commitment
- Concentrate on quality, not quantity
- Focus on the deal you want to make happen
- Disseminate the profiles in a targeted manner
- Assess quality of the EOI
- Follow-up with your clients and partners
- Keep in mind the ultimate goal = PA



Business Support on Your Doorstep

Valerie Pondaven

Tel: +44 (0) 7468694606

Email: v.pondaven@greenwich.ac.uk

