



enterprise europe

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» Internationalisation of Clusters



Business Support at Your Doorstep

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Editors
Kaspar Nielsen, Susanne Baden
Jørgensen, Merete D. Nielsen

Writers
Kaspar Nielsen, Susanne Baden
Jørgensen, Louise Krogh Johnson,
Merete D. Nielsen

Graphic Design and Layout
Mette Toft Christensen
& Q'KOMMA

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Teknologisk Institut, Ard Jongsma

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Enterprise Europe Network

Helping clusters becoming more international

Clusters can be the key stepping stone for small and medium sized companies going international. In order to speed up the internationalisation process, clusters will be looking for answers to questions like: Are there similar clusters abroad? Who and where are they? How should we interact - by bringing the companies along or by starting up collaboration ourselves? What are the funding possibilities for clusters? Where do we start and how do we move forward?

Enterprise Europe Network can support cluster organisations in all of these aspects, preparing their unique international collaboration profile matching the companies' needs. An infrastructure of national entry points has been set up especially for cluster collaboration: Cluster Contact Points. They know their national clusters and can assist in finding the right cluster partner.

One of the main synergies between clusters and Enterprise Europe Network is the BSR Stars cluster-to-cluster matchmaking conferences. During the first conference in 2013 more than 70 clusters from Europe convened, resulting in over 20 specific cluster collaborations.

This publication features some of the success stories following that event and other collaborations fostered by Enterprise Europe Network and clusters.

Organising Europe's largest cluster-to-cluster matchmakings events in 2013 and 2014

Enterprise Europe Network Best Practice Award Nominee 2014

Over 50 Cluster Contact Points across Europe can assist your cluster

99,7% of the companies asked would recommend Enterprise Europe Network to others

www.een.ec.europa.eu



Matching Danish and Swedish Life Sciences Entrepreneurs

» Biopeople, Denmark's Life Science Cluster and Swedish Medicon Village met at the Baltic-Sea-Region (BSR) Cluster-to-Cluster Conference and Matchmaking in Copenhagen in 2013. The two organizations jointly developed a concept of a business trip that successfully matched young Danish and Swedish life science entrepreneurs and companies and applied for funding through BSR Innovation Express (YoungNLSE). The project counted 20 young entrepreneurs and successfully resulted in new Danish-Swedish business partnerships and a new Danish-Swedish Life Science Innovation Challenge.

Biopeople and Medicon Village met at a matchmaking event organized by the Enterprise Europe Network during the BSR Cluster-to-Cluster Conference and Matchmaking in Copenhagen in 2013. Along with SwedenBio (The trade association for the Swedish life science sector) they shortly after applied for BSR Innovation Express funds for a project aimed to help young life science entrepreneurs to find international partners and funding:

- The business support systems in Denmark and Sweden are not really targeted towards young entrepreneurs in the life sciences sector. Along with Medicon Village we therefore developed the idea of bringing together young Danish and Swedish entrepreneurs and coach them for their first steps into internationalization of their business. The main activity of the initiative was joint participation in Nordic Life Sciences Days in Stockholm, says Sophie Labrosse, Deputy

Director of Biopeople and continues:

- When taking young entrepreneurs on the international scene, a thorough preparation is important. The trip to Stockholm included a stop at Medicon Village where the young Danish entrepreneurs for the first time met with the Swedish entrepreneurs. Together, the Danish and Swedish entrepreneurs travelled by train to Stockholm. A train ride that featured workshops, pitch training and lots of networking between the Danish and Swedish companies. Finally, at the Nordic Life Sciences Days in Stockholm, we had a joint stand under the name 'Young Nordic Life Science Entrepreneurs'.

Continued collaboration

And the targeted efforts to match the Danish and Swedish life science entrepreneurs were successful:

- In the follow-up, we have learned that several of the companies have entered into cooperation. For example, the newly established Danish company VenomAb IVS just received funding from the Danish-Skåne-German initiative "FBO Trans Tech Trans" to work together at the Swedish company Capra Science Antibodies AB. They met and matched up on the train trip to Stockholm. Together they will develop a better and cheaper antidote to snake bites, says Sophie Labrosse and continues:

- The Danish company CEBIO, which has developed a bio-nanotechnology platform in botanical pharmaceutical ingredients, met several Swedish partners on the train trip. Together they will offer a complete testing and development platform for the ingredients.

Biopeople and Medicon Village have continued collaboration following the project. Along with some new partners, whom they met at the Nordic Life Sciences Days last year, they applied for regional funds to organize a Danish-Swedish idea challenge for young entrepreneurs called the Nordic Life Science Innovation Challenge, which takes place for the first time on 6-7 September 2014 in Stockholm.

Biopeople, Denmark's Life Science Cluster

Biopeople is part of the Danish infrastructure for innovation, established and co-funded by the Ministry of Higher Education and Science. We have an International outreach that helps Danish companies and researchers to establish cross border collaborations.

Biopeople embraces and gathers the vast majority of public and private research within health and life science in Denmark. The network includes all relevant Danish universities, research institutions and hospitals plus the Danish Health and Medicines Authority. On the private side, industry associations contribute their resources, and we have numerous pharma, medtech, food and biotech companies as members of Biopeople. Our aim is to stimulate innovation through activities that bring researchers and stakeholders together across disciplines, sectors and public-private boundaries. We help academia and industry to co-create and develop ideas into new projects, products and services to benefit global health and welfare.

Read more at:
www.biopeople.dk



» The Norwegian market for oil and gas is offering prosperous business opportunities for Danish companies. However, it is a highly competitive and challenging market. Therefore, the cluster Offshoreenergy.dk contacted Enterprise Europe Network and together they prepared a three step international strategy for Norway. 35 company members of Offshoreenergy.dk have participated in the three company missions to Norway with success.

The Norwegian offshore industry is a growing market for new suppliers who can meet their high requirements for quality and delivery on time and deliver state-of-the-art technology. Offshoreenergy.dk implemented the planned strategy, of which the first step was to make a (fact finding) company mission to Stavanger, the capital of oil in Norway.

Three steps to Norway

In March 2011, 15 companies took part in

the visit to selected Norwegian companies in Stavanger with the aim to obtain better market knowledge and to increase the cross-border co-operation. "The planning and implementation of the company mission was not possible without the assistance of Enterprise Europe Network. They paved the way to the right people and companies in Norway, which would have been extremely difficult for the individual company" says Morten Basse Jensen, CEO and Cluster Manager at Offshoreenergy.dk

The visit served as an introduction to the market and included a seminar with speakers from DONG, Maersk, Statoil, and Achilles, a visit to the global leader oil company ConocoPhillips giving the Danish companies an unique insight in how they co-operate with sub-suppliers. Another high was a visit to the oil training platform at the knowledge institute IRIS giving the participants a technological perspective.

The second and third steps of the strategy were to visit two major trade fairs in the oil service industry – Offshore Technology Days (OTD)– in Bergen in October 2012 and ONS NORWAY in August 2013. The company missions were planned around the trade

Offshoreenergy.dk's

three steps to Norway

fairs and conferences, as the most important meeting places for the oil service industry.

- During the visit we expanded our Norwegian contacts and for some Danish companies, it resulted in concrete co-operations and one Danish company took the final decision and later opened a sales office in Norway," reports Mr. Basse Jensen and he continues.

- The company missions gave us valuable information on the Norwegian market and how to act as a sub-supplier. Norway is most certainly one of our focus areas.

For one company in particular the participation at the company mission to ONS NORWAY was a huge success.

DST A/S
Danish Specialist Welding Technology, DST A/S, is a high tech welding company with strong competences within project management and fabrication of highly complex modules for the on- and offshore oil and gas industry.

Read more at:
www.dst-as.com

DST's Norwegian oil adventure

The Danish company, DST A/S, supplying high tech welding solutions to the oil and gas industry, has in recent years strived to develop their business to other markets, especially with a focus on Norway. After their participation at the company mission to ONS NORWAY, DST succeeded in securing a considerable order from a new client.

- We signed up for the company mission with the aim to acquire a better market knowledge, to network and to share experiences, as well as establishing contacts to new potential Norwegian customers. The tour was tailor-made for the participants and offered a very interesting and relevant visiting programme, which gave us access to a number of Norwegian companies, says Jesper Juhl Olesen, Business Development Manager at DST A/S.

One visit was to a global offshore corporation, and Mr. Juhl Olesen saw a great potential for the Danish company's specialist welding solutions. After the visit, he followed up with more visits to this potential customer, which resulted in an inquiry. "As always, we prepared our quotation in great detail and further more we submitted feed back to the client with suggested improvements to their tender material. And it paid off - we got the order! And fortunately this customer has already placed several more orders with DST since" says Mr. Juhl Olesen and concludes:

Above: Participants visited a training oil platform

Bottom: Participants in the company mission during the visit at ConocoPhillips.

We have benefitted greatly from the company mission, and it shows the importance for companies to have experts such as Enterprise Europe Network and Offshoreenergy.dk to pave the way for internationalization."

Offshoreenergy.dk is the official national knowledge center and innovation network for the Danish oil and gas industry and offshore wind industry. On behalf of its 270+ member companies and institutions Offshoreenergy.dk pushes development with the aim of growth within the Danish offshore industry.

Read more at:
www.offshoreenergy.dk



ENBUS - Energising the building sector

» Construction, maintenance and operation of buildings are some of Europe's most energy-consuming activities since about 40 % of the total energy use corresponds to buildings. Through joint efforts from the cluster InnoBYG and Enterprise Europe Network the Danish Technological Institute joined the so-called ENBUS project, which focuses on energy consumption. 24 companies have so far had their products energy rated.

The purpose of ENBUS project is to raise awareness in the construction supply chain about the value of reducing energy consumption:

- Many stakeholders in the value chain, particularly small and medium-sized businesses lack the resources and knowledge of the energy consumption in the construction industry. Therefore, it must be easy to compare and evaluate the overall energy efficiency of various products to each other, says Lars Thomsen Nielsen, who is a consultant in Sustainable Construction at the Danish ENBUS project partner Danish Technological Institute.

More transparency on energy consumption helps to strengthen the incentives for building operators to reduce energy consumption throughout the supply chain. From design and construction to operation and renovation of buildings.

“ The project fits very well into the work we are doing at the Danish Technological Institute. So it was natural for us to join ENBUS project

- ENBUS project is spreading awareness, motivation and information within the building supply chains. To compare the energy efficiency of products we are using the so-called Simplified Energy Profile, where the relative energy use of a standard house can be found, Lars Thomsen Nielsen continues.

Simplified Energy Profiles on 40 products

ENBUS has in co-operation with 24 European manufacturing companies created Simplified Energy Profiles for more than 40 products:

- The purpose of the many simplified energy profiles is to calculate the potential savings of the various products from a number of predefined parameters such as location, square metres etc. And the results of the project should be accessible and understandable to all. By obtaining an energy profile you get an idea on how the product



can improve your own house / project, says Lars Thomsen Nielsen.

To improve access to information on energy-efficient products, technologies and methods, the project will include result in a new app for smartphones. An app that architects, builders, contractors and others in the construction supply chain can use to evaluate the overall energy efficiency.

Danish Technological Institute joined the ENBUS project through the Enterprise Europe Network and the Innovation Network InnoBYG:

- The project fits very well into the work we are doing at the Danish Technological Institute. So it was natural for us to join ENBUS project, says Lars Thomsen Nielsen.

- We work closely with Enterprise Europe Network on both matchmaking and partner searches. We use the partner searches as an extra service to the InnoBYG-members.

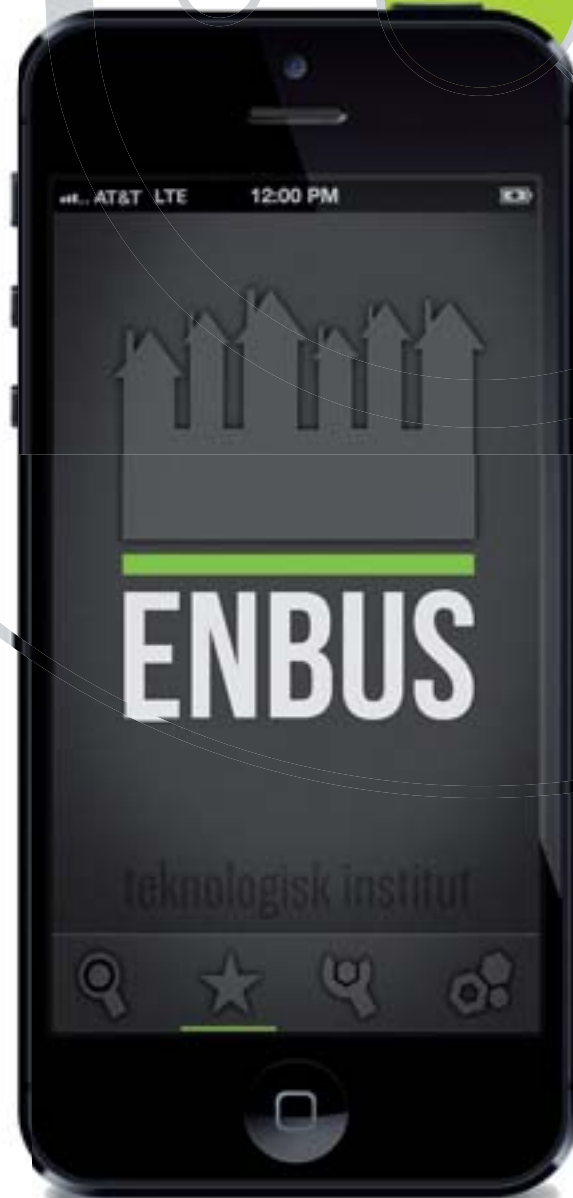
The partner search resulted in the ENBUS-project that came from Enterprise Europe Network and it was quite easy for us to point to Danish Technological Institute as potential partner for project, says Kasper Lynge Jensen, Network Manager of InnoBYG.

InnoBYG is the innovation network of the construction industry in Denmark. InnoBYG brings the industry together across professional competency. The network has focus on knowledge sharing, networking and development of the industry among its members, both domestically and internationally.

Read more at:
www.innobyg.dk

ENBUS is financed by FP7 with partners from 5 European countries (Germany, Netherlands, Poland, Denmark and Sweden). ENBUS will spread awareness, motivation and information within the building supply chain, particularly concentrating on those upstream stakeholders who will influence choices of technologies, materials, processes and design philosophies.

Read more at:
www.enbus.eu



Gateway to China



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» At present, China has a serious focus on bioenergy and environmental technology to minimise their dependency on fossil fuels. With help from Enterprise Europe Network and the Danish Innovation Network for Biomass, five Danish companies have found cooperation partners in China which gives them a chance to earn good money in the large growing market.

A cooperation between Enterprise Europe Network and the Danish Innovation Network for Biomass has resulted in six contracts with an estimated value of 7 million Danish kroner for five Danish companies. The contracts were signed after a visit to Denmark from a Chinese business delegation in May 2013. Participating were nine Chinese bioenergy companies interested in learning about

Danish technology and meeting potential cooperation partners.

Watch the movie here:



A difficult market

It can be quite difficult for Danish companies to understand how things work in the Chinese bioenergy market and culture and language barriers make it hard to establish yourself there on your own. In this particular sector there is a great interest for Danish technology and knowledge, but often it

turns out to be a waste of time to respond to the many expressions of interest that Danish companies get from China. For that reason many companies lose interest and give up on this exciting market. As part of the follow-up on the delegation visit the Danish companies were advised about what kind of cooperation would be beneficial for them.

- It has been a very positive experience to be matched with a serious Chinese company. For a small company like Renew Energy A/S it is an overwhelming task to establish contact to the right companies and carry out the initial negotiations which can lead to contracts, says Poul Ejner Rasmussen, CEO of Renew Energy.

Following the visit Renew Energy has become involved in a large Chinese biogas project as consultants because they have expertise within the area of generating biogas from organic waste. For the other companies the cooperation types were joint venture, technology transfer and joint R&D.

The contracts were signed in Beijing in the presence of Antonio Tajani, EU Vice-president and Commissioner for Industry and Entrepreneurship, in a public signing ceremony during an official visit to China in July 2013. This was a month and a half after the initial visit to Denmark which proves that forming relations with Chinese companies doesn't have to take a long time if you get to the decision makers from the beginning. The trip to Beijing itself turned out to provide further value for one company:

Apart from the initial contact in Denmark, I met two interesting new contacts in Beijing which could turn out to be very useful in the long run, says Arne Essa Madsen from AEM Engineering.

The activities were financed via Innovation Express and were carried out in cooperation with a Chinese cluster organisation with a strong network in the bioenergy industry and the local Enterprise Europe Network office in Shanghai.

FACTS ABOUT INNOVATION NETWORK FOR BIOMASS

Innovation Network for Biomass

The Danish Innovation Network for Biomass is a national cluster with approx. 700 members. Our purpose is to ensure growth, new jobs and new businesses by bridging the gap between knowledge institutions and commercial interests related to intelligent use of biomass. Further, we support the internationalisation of our member companies. The members generally work within the agriculture, biorefinery, biogas, biofuel, straw to energy, and waste to energy industries.

The cluster is run by Agro Business Park which is a science park and member organisation of the Enterprise Europe Network. Knowledge institutes supporting the cluster are Aarhus University, Aalborg University, Copenhagen University, The Danish Technological University, Agrotech, Danish Technological Institute, Force Technology and Kalundborg Municipality.

Read more about the network at www.inbiom.dk

Right, top: Owner and CEO Flemming Christensen, Filcon A / S, signing one of two cooperation with Yu Qilin, owner of Zhejiang Huanxing Machinery Co. EU Vice President Antonio Tajani seen in the center.

Right, bottom: Co-founder and CEO Dan Nilsson, Scale Biofuel Ltd., has signed Cooperation Agreement with Zhang Dalei, director of Liaoning Institute of Energy Resources, EU Vice President Antonio Tajani seen in the center.



From Cluster-to-Cluster Matchmaking to Making a Difference for the SMEs

» Norway has one of the healthiest economies and is therefore an attractive market. Via Enterprise Europe Network, the Danish cluster initiative Welfare Tech got in touch with the Norwegian counterpart Oslo Medtech and can now offer Danish welfare technology companies better access to the lucrative Norwegian market.

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Welfare Tech, which focuses on welfare technology and Oslo Medtech, a cluster with a focus on medical technology, met at a matchmaking event for clusters that Enterprise Europe Network organised in April 2013 in Copenhagen. 70 clusters from 15 countries had 225 meetings over three hours.

- The matchmaking was fantastic. It was a facilitated and efficient way to meet with other clusters. We met some clusters that

we did not have the opportunity to meet otherwise. And now we are collaborating with several of them. Especially the meeting with Oslo Medtech was a great match, explains Karen Lindegaard, Program Manager at Welfare Tech.

Immediately after the meeting the two clusters started to cooperate. Welfare Tech and Oslo Medtech have applied for - and received, funds for two projects in the BSR Innovation Express Programme:

- While waiting for replies from the two project applications, we went ahead with the cooperation. For example, has Oslo Medtech been in Denmark so the Danish companies could present their products and technologies for an Oslo Medtech cluster manager who recommended potential Norwegian partners and opportunities.

International Contacts Leading to Increased Sale

BSR Innovation Express is a pan-European funding initiative, which focuses on the internationalisation of SMEs, and it was through this that Welfare Tech and Oslo Medtech are cooperating.

In short the joint Danish-Norwegian are about establishing a meeting place for networking and building relationships



Karen Lindegaard, Programme Manager at Welfare Tech

between companies and public health care providers - including decision makers and buyers in municipalities and hospitals. Following up from this, Welfare Tech and Oslo Medtech invited a targeted group of Danish welfare technology companies on a delegation to Norway.

- The background for the delegation was to make an introduction to the Norwegian health care market for Danish SMEs. We tried to make a programme that gave insights to market information and matchmaking between Danish and Norwegian players, says Karen Lindegaard.

And the cluster-to-cluster delegation has given good results. CEO Peter Maindal from the Danish company Vendlet who participated in the delegation to Norway says:

- The trip was well organised and we got a lot of new contacts in Norwegian health care market. Contacts that have led to increased sales in the Norwegian market. And contacts leading to increased international sale is the reason why we joined a cluster.

Welfare Tech operates a national cluster in Denmark, a hub for innovation and business development in healthcare, homecare and social services. We are a membership organisation with members from private industry, public organisations, and research and education institutions. Welfare Tech operates as a national entry point and test bed for international companies who want to enter the Danish and European market.

Read more at:
www.welfaretech.dk

Oslo Medtech is a Norwegian medtech cluster of companies, hospitals, finance, knowledge and research institutions focusing on medical technology. Oslo Medtech generates innovation and facilitates development of medtech products and services.

Read more at:
www.oslomedtech.no





Enterprise Europe Network

supporting clusters

Enterprise Europe Network is the European Commission's information and advisory network. The network was established in 2008 and consists of more than 600 partner organisations from more than 50 countries.

Since 2012 the Network has been working strategically with clusters. In cooperation with Enterprise Europe Network offices around the world, we can help you and your cluster organisation with getting the first contact and establish cooperation with other clusters, foreign companies and research institutions.

The most popular services targeted clusters include:

- Partnering opportunities for clusters: Via Enterprise Europe Network's easy-to-use database of cooperation profiles you can find technological, research and business contacts for your cluster. Or offer the database as an extra partnering service to your cluster members. More than 25.000 SMEs are already using the database.
- Company missions for clusters: Take your cluster and your members on a targeted company mission with Enterprise Europe Network. The Network can help you set up the mission tailor-made to your cluster's specific needs.
- Brokerage events for clusters: Matchmaking is a core activity in many clusters. Enterprise Europe Network can help your cluster organise dedicated meetings between companies. We have a matchmaking tool making the difficult match easier. It's the same tool used for the BSR Stars Cluster-to-cluster Conference and Matchmaking events.

In order to support your cluster Enterprise Europe Network has developed Cluster Contact Points. Cluster Contact Points are designated Network staff members who specialise in clusters. More than 50 cluster contact points across Europe are ready to support your cluster.

On the next page you can see a list of selected cluster contact points and learn more on how to find your local Cluster Contact Point.

Selected Cluster Contact Points

Cluster Excellence Denmark
Susanne Baden Jørgensen
sbj@clusterexcellencedenmark.dk
www.netmatch.nu

Invest in Skåne
Victoria Lagnevik
victoria.lagnevik@skane.com
www.investinskane.com

Regional Centre for Innovation
and Technology Transfer,
West Pomerania region, Poland
Paweł Mieczan,
pmieczan@zut.edu.pl
www.innowacje.zut.edu.pl

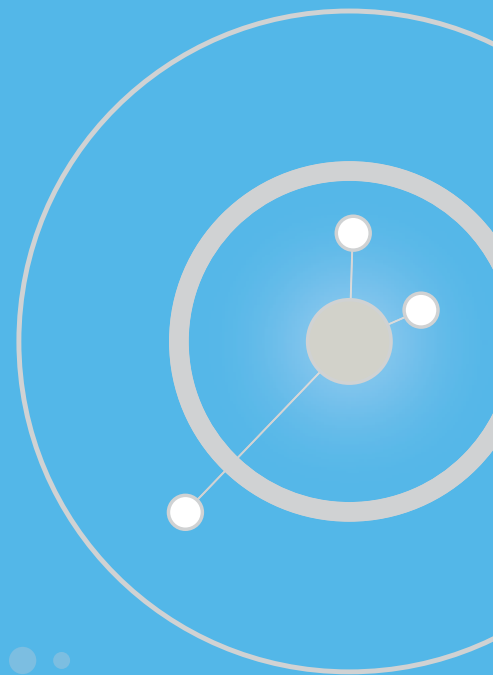
Madrid Network
Paloma Lozano
paloma.lozano@madridnetwork.org
www.madridnetwork.org

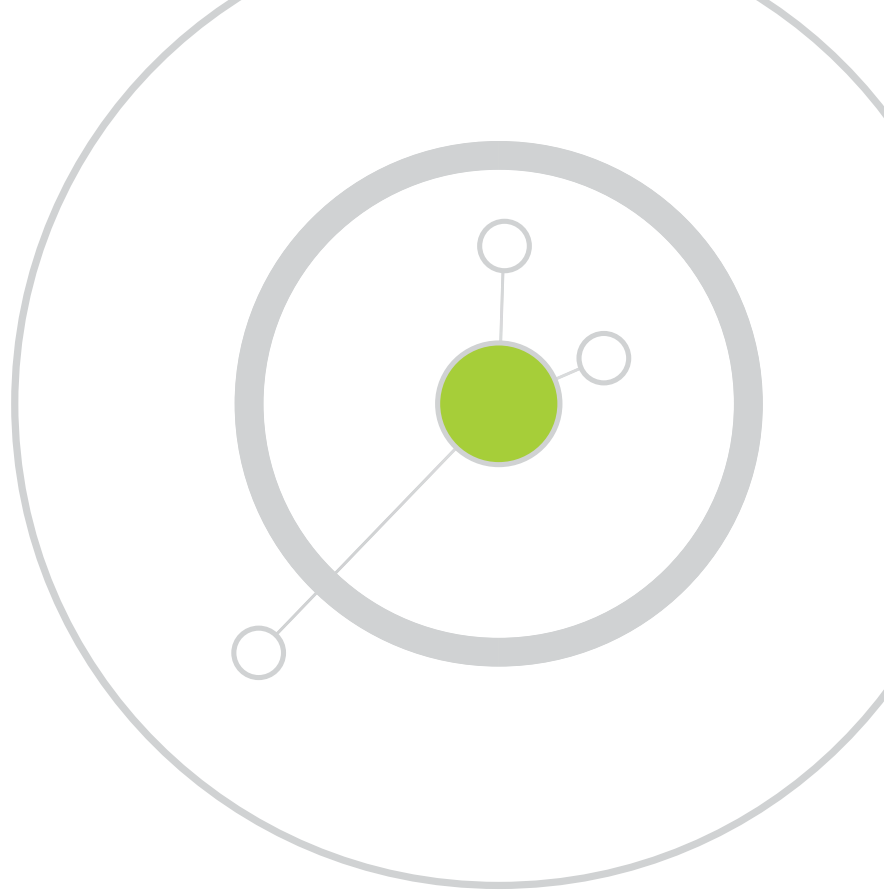
impulse.brussels, Brussels-capital
Region
Barbara Andreani
ban@impulse.irisnet.be
www.abebao.be

Enterprise Europe Network
Berlin-Brandenburg at ZAB,
Dajana Pefestorff,
dajana.pefestorff@zab-brandenburg.de,
www.zab-brandenburg.de

Find your local Cluster Contact Point here:

www.een.ec.europa.eu





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Nordic Council of Ministers

