



Internationalisation of green SMEs

Eva Revilla

**DG Internal Market, Industry, Entrepreneurship
and SMEs**

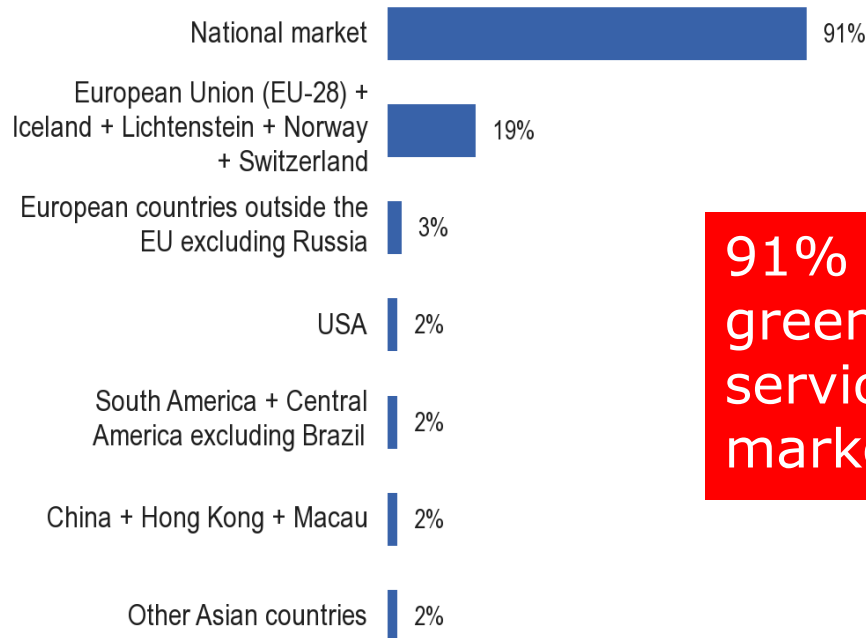
European Commission

27/05/2015

Internationalisation of green SMEs

Where are we?

Q23. In terms of turnover over the past 2 years, what were the main markets (countries/ geographical regions) for your green products or services?



91% of SMEs sell their green products or services in the national market

* Markets with 1% or less are not displayed

Base: SMEs that offer green products or services = 2,977, Flash Eurobarometer on SMEs, resource efficiency and green markets 2013



The strategy behind

- 1. The political field*
- 2. Getting ready*
- 3. Go international! The strength of the group*

I. The political field

The circular economy, Energy Union, Single Market

Regulatory approximation with third countries.

SME Dialogues.

Missions for growth – 10 missions in 17 countries.

II. Getting ready to commercialise

Green Action Plan for SMEs

*European Resource Efficiency Excellence Centre
SME Instrument: feasibility, testing and
commercialisation*

Enterprise Europe Network

Clusters

*Low carbon business action in middle income
countries*

Enterprise Europe Network

Unique worldwide coverage

- Full coverage throughout all EU regions
- Partner offices in key markets for EU SMEs (e.g. China, Russia, Japan), many established without funding
- Current coverage of more than 50 countries.
- 600 centres
- 90 contact points for resource efficiency
- Business partnering opportunities: database and brokerage events



III Go international! The strength of the group

Into the value chain: Cluster facilitated projects for new industrial value chains – Horizon 2020

Going beyond:

*European Strategic Cluster Partnerships –
Cluster Go International – COSME*

Low Carbon Business Action in middle-income countries – Partnership Instrument



International Cluster Cooperation at EU level

Promoting "European Strategic Cluster partnerships"

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

13 pilot European Strategic Cluster Partnerships established

| Name | Sector | EU Partners | Target Countries |
|--|--------------------------------|--|--|
| European Lighting Cluster Alliance - ELCA | Lighting Technology | 11 from 10 countries (DK, IT, ES, FR, BE, SE, DE, UK, FI, NL) | China |
| European Aerospace Cluster Partnership - EACP | Aerospace | 9 from 5 countries (FR, DE, ES, PT, IT) | USA, Canada, Japan |
| ICT4Future | ICT | 5 from 5 countries (PT, SE-DK, PL, FR, ES) | USA, Brazil, Russia |
| European Sports Cluster Partnership | Sport | 5 from 4 countries (ES, FR, NL, IT) | USA, Taiwa, Korea, Japan, Brazil, Argentina, Chile |
| European Semiconductor Cluster Consortium - ESCC | Micro & Nanoelectronics | 6 from 6 countries (DE, NL, BE, IT, FR, GR) | USA, Taiwa, Korea, Israel, China |
| Food, Health & Wellbeing Partnership | Food | 12 from 9 countries (IT, FR, NL, AT, HU, PL, ES, DE, IL) | Israel, Chile, USA, Brazil, India, China |
| Textile2020 | Advanced Textile Material | 8 from 6 countries (FR, ES, CZ, DE, UK, IT) | Brazil, Japan, South Korea, Tunisia, Morocco, Canada, USA, India |
| ESCP Energy in Water | Environmental Technology | 9 from 8 countries (ES, FR, FI, DK, PL, DE, UK, SE) | USA, Canada, Brazil, China, Mediterranean Region, possibly India |
| Mind the Gap – Health and Wellbeing for elderly | New Materials | 7 from 5 countries (DK, DE, ES, FI, SE) | Brazil, Russia, India, China |
| International Clean Tech Network -ICN | Cleantech | 13 from 12 countries (DK, AT, IT, DE, NO, ES, FR, US, SG, ROK, CN, CA) | USA, Singapore, South Korea, China, Canada |
| Photonics & Packaging for Innovation - 3P4I | Packaging and food value chain | 5 from 3 countries (ES, FR, DE) | - |
| ESCP for Personalized Healthcare | Healthcare | 5 from 5 countries (ES, DE, IT, FR, UK) | USA, China, Brazil, Japan, Korea, North Africa |
| Natural Resource Efficient Europe - Natureef | Resource Efficiency | 10 from 10 countries (PT, DE, FR, BG, AT, PL, HU, CZ, DK, ES) | China, India, South America, Australia, New Zealand |



COSME

Cluster Internationalisation Programme for SMEs (WP 2014-2015)

Action 1: "Cluster Go International" (CfP - 3,75M€) - 2 phases

- o **Strand 1:** tailored to support the establishment of European Strategic Cluster Partnerships => **Joint strategy and roadmap for implementation**
- o **Strand 2:** aimed at supporting the further development of the European Strategic Cluster Partnerships => **Cooperation building with international partners**

Next call: 2nd half 2016



Partnership Instrument

Low carbon business action in middle income countries

Two interlinked phases

1. Technology transfer activities: Mapping of needs, identification of potential partners in target sectors, awareness raising and matchmaking
2. Long-term cooperation to facilitate the development of low emission industries through cooperation with European SMEs

Phase 1: Brazil and Mexico

More information

Green Action Plan for SMEs

http://ec.europa.eu/growth/smes/business-friendly-environment/green-action-plan/index_en.htm

EU Cluster Portal

http://ec.europa.eu/growth/smes/cluster/index_en.htm