

# PERFORMANCE REPORT 2015

This report compares the performance of the Business Cooperation Centres of the Enterprise Europe Network in third countries in the first year of operation under the COSME Programme (1 January – 31 December 2015)

Business  
Cooperation  
Centres



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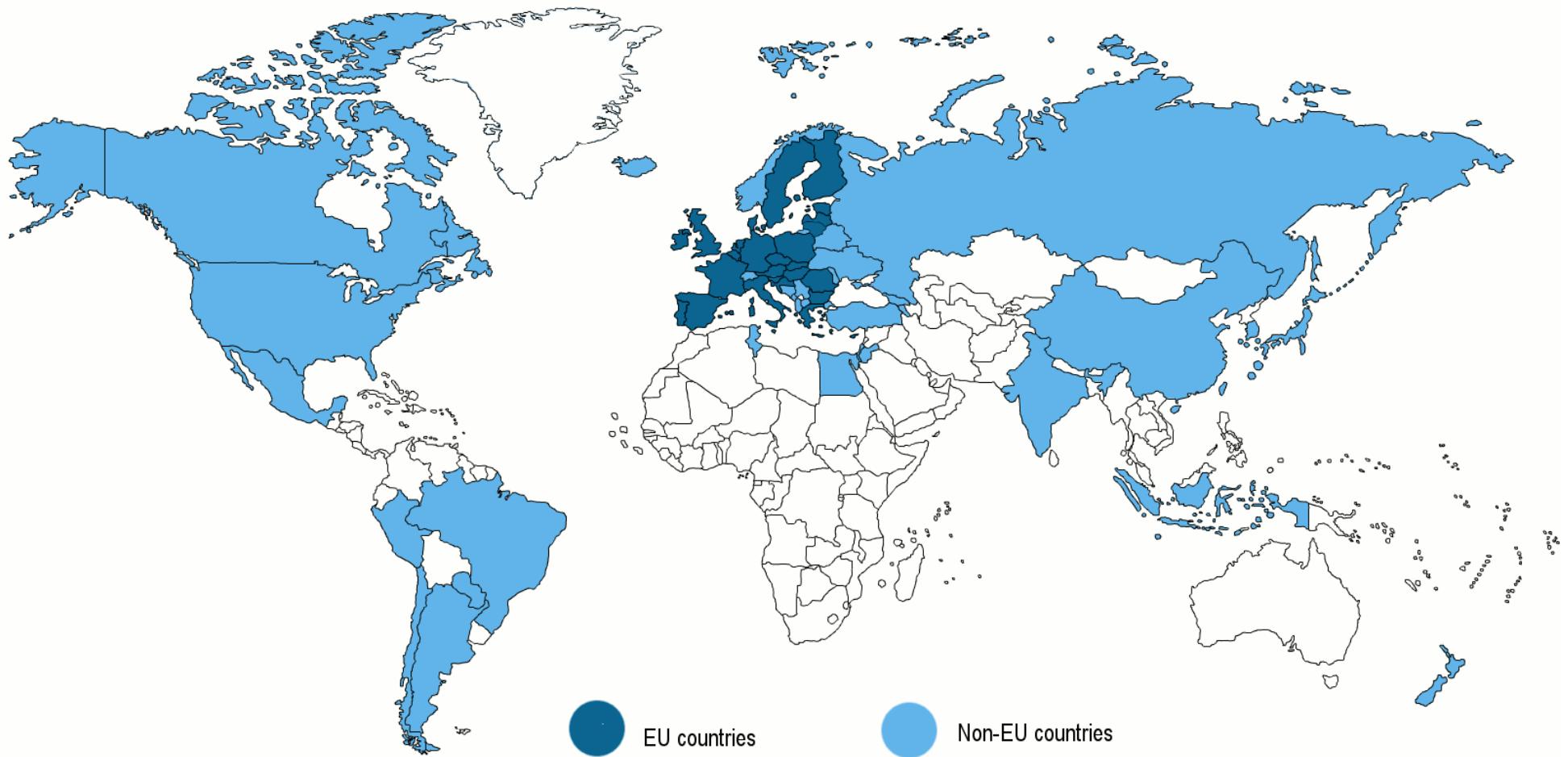
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## Countries covered by the Enterprise Europe Network

Initially founded to support European small and medium sized enterprises (SMEs) to take advantage of the EU Single Market, the Enterprise Europe Network is now expanding into important growth markets. It is assumed that over the next 10 years, 90% of the economic growth worldwide will be produced outside the European Union. By 2030, 60% of the world's GDP will be generated in emerging markets. In order to maintain their competitiveness and benefit from the growth potential, European companies need to do business in these markets. The Network's increasing presence in global target markets recognises this need and facilitates the entry into new markets for European SMEs.



## Main achievements in 2015



## What is the Enterprise Europe Network?

The *Enterprise Europe Network* is a European Union initiative aimed at providing business and innovation support to small and medium sized enterprises (SMEs) in Europe. The Enterprise Europe Network remains the world's largest business and innovation support network and currently consists of 625 partner organisations located in more than 60 countries. Over 4000 internationalisation experts and technology transfer practitioners offer a wide range of business and innovation support services to enterprises. The members of the Enterprise Europe Network are chambers of commerce, regional development agencies, SME organisations, research institutes, universities, technology centres and innovation centres.

The Enterprise Europe Network maintains branches in important international growth markets outside of the EU known as *Business Cooperation Centres*. These Business Cooperation Centres do not receive any European grants. They finance all Network activities with national and/or host structure funds. In few cases they receive limited operational and/or financial support from other EU services such as local EU Delegations, TAIEX or DG DEVCO. The Business Cooperation Centres operate under Article 7 of the COSME regulation<sup>1</sup> and sign a Cooperation Agreement with EASME on behalf of the Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW). Their main focus lies on business, technology and research partnering activities. In 2015, there were around 100 Business Cooperation Centres in 30 countries around the world.

This report does not assess the performance of the Network partners from countries associated to COSME (e.g. Turkey, Albania, Moldova, etc.). Network partners from these countries are eligible for European co-financing. Their performance is analysed in a separate report together with the Network partners from EU member states.

## What services are offered by the Business Cooperation Centres?



### Business partnering: Organisation of B2B events & company missions

The Enterprise Europe Network organises face-to-face meetings between European small and medium sized enterprises and local businesses. These meetings are usually organised during matchmaking events at large national or regional fairs or during dedicated company missions.

Examples:

- For example, business-to-business meetings were organised on the occasion of the *Mobile World Congress 2015* in Barcelona with the support of the Business Cooperation Centres located in Japan, Norway, Switzerland and the United States. These Business Cooperation Centres recruited local companies to meet with EU SMEs during the fair.
- Moreover, Enterprise Europe Network West & North China hosted the *10<sup>th</sup> EU-China Business & Technology Cooperation Fair 2015* in Chengdu. Business-to-business meetings between Chinese and EU companies were organised with the support of European Network partners from Germany, Czech Republic and United Kingdom.



### Virtual Marketplace: Generation and dissemination of partnership proposals in the Partnership Opportunities Database (POD)

The Enterprise Europe Network generates and disseminates business cooperation and technology offers or requests via the Partnership Opportunities Database (POD). The POD is a virtual marketplace with 10.000+ partnership proposals. The number of *expressions of interest received* in the POD indicates the interest of EU companies in partnership proposals from businesses outside the European Union. Whereas, the number of *expressions of interest made* shows the number of local businesses interested in partnership proposals from EU companies.

Examples:

- *Sample Business Offer:* A French company designs and edits software for the national manufacturing industry. These customisable software solutions are developed to improve productivity, optimisation and traceability in the manufacturing process. For these software solutions the company looks now for distribution service agreements with distributors and potential partners in Canada.

<sup>1</sup> COSME is the EU Programme for the Competitiveness of Enterprises and small and medium-sized Enterprises running from 2014 – 2020 / Regulation (EU) No 1287/2013 of 11 December 2013 (Official Journal of the European Union 2013/L 347/33 of 20 December 2013)

- *Sample Technology request:* A United Kingdom based ultrasound simulator company seeks collaboration with partners in Israel, Russia or India to create 3D and 4D imaging to improve its medical simulations. The company is interested in new simulation or visualisation technologies and professionals skilled in utilising the existing simulation or imaging technologies for licensing and technical or research cooperation.



## Market intelligence: Providing market access information

The Enterprise Europe Network shares information about industrial regulations, standards, certification requirements and/or customs issues.

Example:

- For example, 290 enquiries from European companies were answered by Enterprise Europe Network Brazil. Most of the questions were related to the search for Brazilian business partners and how to export European products to Brazil, i.e. on national rules & regulations and standards.



## Partnership Agreements: facilitating business deals or joint research and technology transfer agreements

Partnership agreements are business deals, technology transfer and/or research collaboration agreements established between European companies and businesses in third countries. In most cases, these agreements lead to an increase in companies' revenues, profits and employment.

Examples<sup>2</sup>:

- *Sample Business Partnership Agreement:* A Czech glass manufacturer established a distribution agreement with a Japanese wholesaler for European glassware. Via the Network's Virtual marketplace, the Japanese company submitted a business request to distribute European glassware in Japan. The Network partner in the Czech Republic identified a traditional producer of hand-made Bohemian glass. After lengthy negotiations facilitated by the EU and Japanese Network partners, both companies signed a long-term distribution agreement.
- *Sample Technological Partnership Agreement:* During a matchmaking meeting, the Network partners in Spain and Korea facilitated a partnership agreement between a Spanish and Korean company. The agreement comprised a technical and research cooperation for joint further research & development on micro gas sensor technology for mobile application. The Korean company was looking for a technology of micro sensor, which could be supplied with packaged device type including application specific integrated circuit. The Spanish company had many years of know-how in the development of the required technology.
- *Sample Research Partnership Agreement:* After a meeting with the Network's internationalisation advisers, an Italian company decided to draft a project proposal for a Horizon 2020 call in the aerospace sector and to form a suitable consortium with other enterprises. In order to find suitable partners, the Italian company submitted a research development proposal via the Network's Virtual Marketplace. The Italian company received numerous expressions of interest, one being made by Enterprise Europe Network Switzerland on behalf of a Swiss company keen to become a consortium partner. A consortium was formed for a joint research project in which the Swiss company carried out numerical simulations on fluid mechanics and structural mechanics engineering glitches.

## Regional comparison

The assessment covers the period from 1 January - 31 December 2015 (12-months). The performance of the Business Cooperation Centres is measured on the number of business deals or lasting partnership agreements they have established between European SMEs and companies from their countries. Partnership Agreements remain the most important performance indicator and deliverable of the Business Cooperation Centres. They are the outcome of a lengthy partnering process, including:

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<sup>2</sup> Random example to showcase how typical partnership agreement commercial, technological and research may look like. Countries and origin of companies as well as type of agreements were modified as the Network clients indicated that prefer to remain anonymous.

- Identifying local SMEs with internationalisation potential;
- Preparing the company for attending an international b2b matchmaking meeting; or
- Drafting a partnership proposal for the Network's Virtual Marketplace; and
- (Possibly) supporting the client company negotiating the contractual terms with a new business partner abroad.

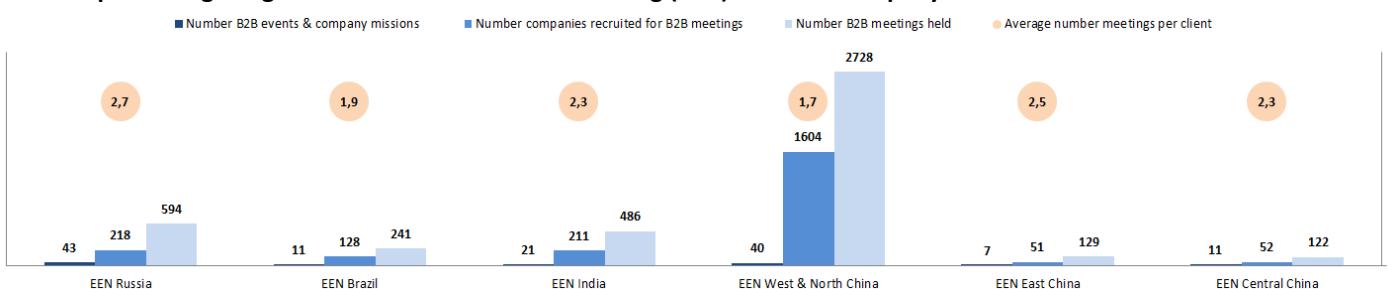
Business Cooperation Centres have been grouped into the following six regions in order to allow for a better comparison of their performance:

- Major Growth markets (BRIC)
- Asia
- Latin America
- Middle-east & North Africa
- Anglo-Saxon Countries
- Europe & Caucasus

Most of the data was extracted from databases managed by EASME. Some minor variations with the figures recorded by the Business Cooperation Centres may occur depending on the filtering options of the data extracts. In case there are major variations, the concerned Business Cooperation Centres should contact EASME to verify the data included in this report. The number of enquiries / questions received from European companies was reported by the Business Cooperation Centres in their annual narrative report.

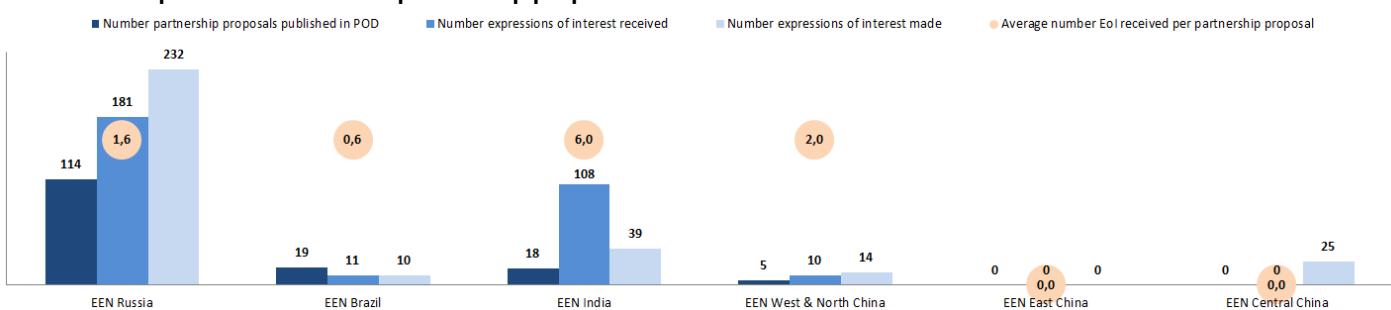
## Major Growth markets (BRIC)

### Business partnering - Organisation of business matchmaking (B2B) events & company missions



In 2015, EEN West & North China co-organised 40 matchmaking events and/or company missions. Over 1600 Chinese entrepreneurs and companies were recruited and more than 2700 face-to-face meetings were organised. On average each client company of EEN West & North China had 1,7 meetings with European SMEs. The majority of the Business Cooperation Centres located in major growth markets made a fair contribution to the Network's partnering activities.

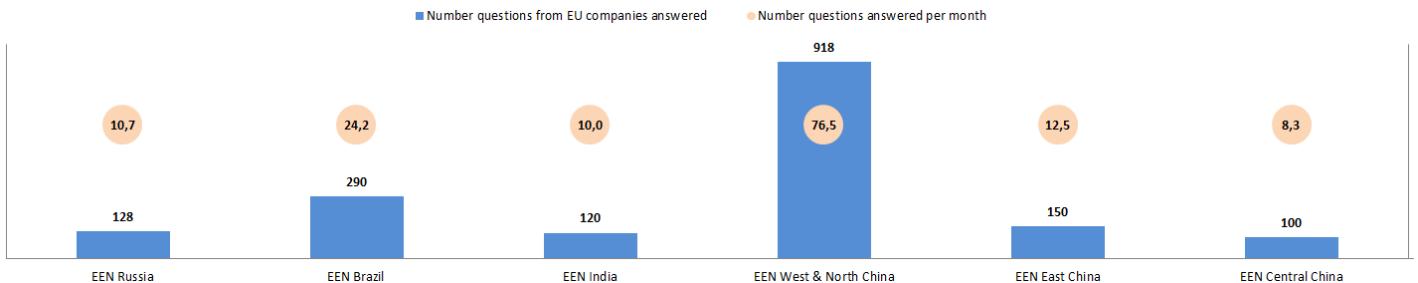
### Virtual Marketplace - Generation of partnership proposals



Historically, EEN Russia has been a frequent user of the Virtual Marketplace (Partnership Opportunities Database). In 12 months, the 3 contractual partners and their regional branches encoded 114 business & technological partnership proposals from Russian companies. These partnership proposals received 181 expressions of interest from European SMEs (i.e. 1,6 expressions of interest per partnership proposals). On the other hand, EEN Russia also disseminated partnership proposals from EU SMEs widely among

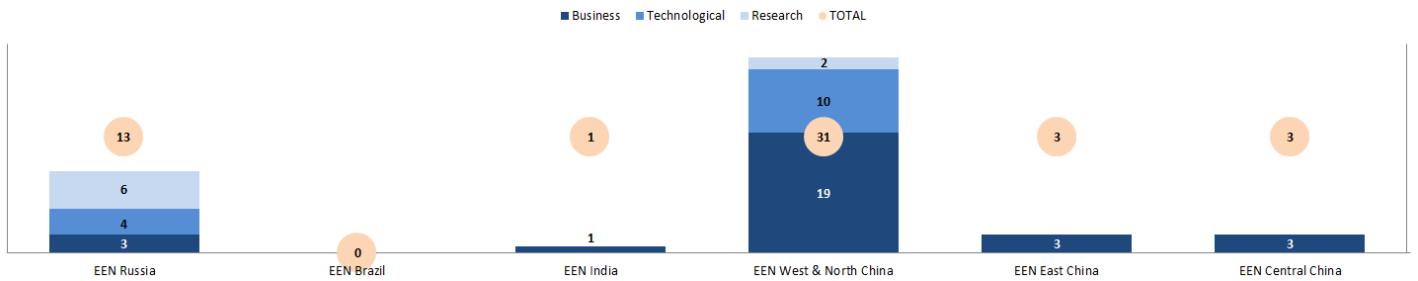
their clients. In total, 232 expressions of interest were made by Russian companies for partnership proposals from EU SMEs. The Virtual Marketplace is not yet systematically used by the Business Cooperation Centres in Brazil and China despite offering access to leading European technologies to their local clients. On the other hand, EEN India received an impressive number of 108 expressions of interest from EU SMEs for only 18 partnership proposals from local Indian companies.

#### Market intelligence – Provision of market access information



All Business Cooperation Centres located in major growth markets frequently receive and answer questions from European companies. Each Business Cooperation Centre consortium answered at least 100 questions. EEN West & North China was contacted even more frequently by European Network partners on behalf of their SME clients. Over 900 questions were answered in 2015, i.e. nearly 77 questions per month.

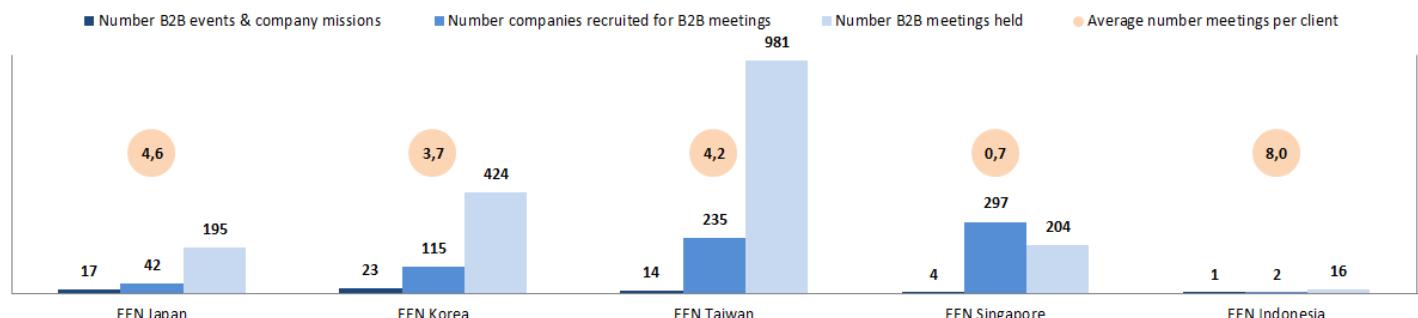
#### Partnership Agreements - Business deals & research/technology transfer agreements established



As regards the impact of the activities carried out, EEN Russia and EEN West & North China are leading the field. EEN Russia and EEN West & North China established 13 and 31 business, technology and research partnership agreements respectively. Business Cooperation Centres from other countries and other Chinese regions have struggled with generating concrete outcomes for their business & technology partnering activities.

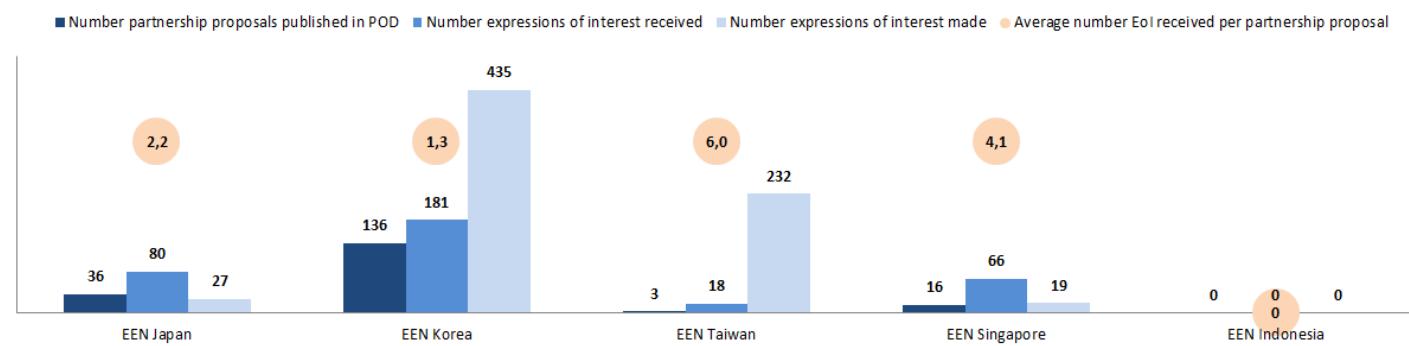
## Asia

#### Business partnering - Organisation of business matchmaking (B2B) events & company missions



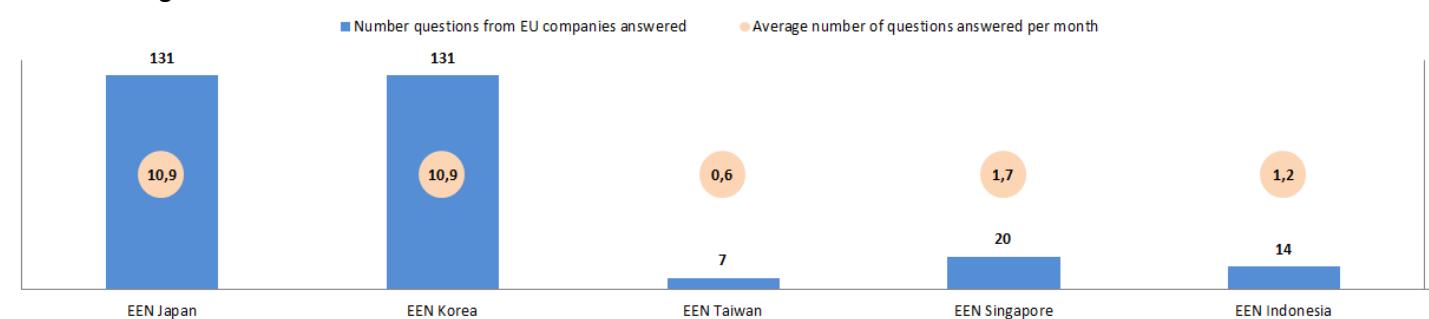
All Asian Business Cooperation Centres have regularly and systematically contributed to the Network's matchmaking events and company missions. For example, EEN Taiwan has facilitated nearly 1000 face-to-face meetings between EU and Taiwanese businesses. EEN Indonesia has recently started to increase their contribution to the Network's partnering activities.

## Virtual Marketplace - Generation of partnership proposals



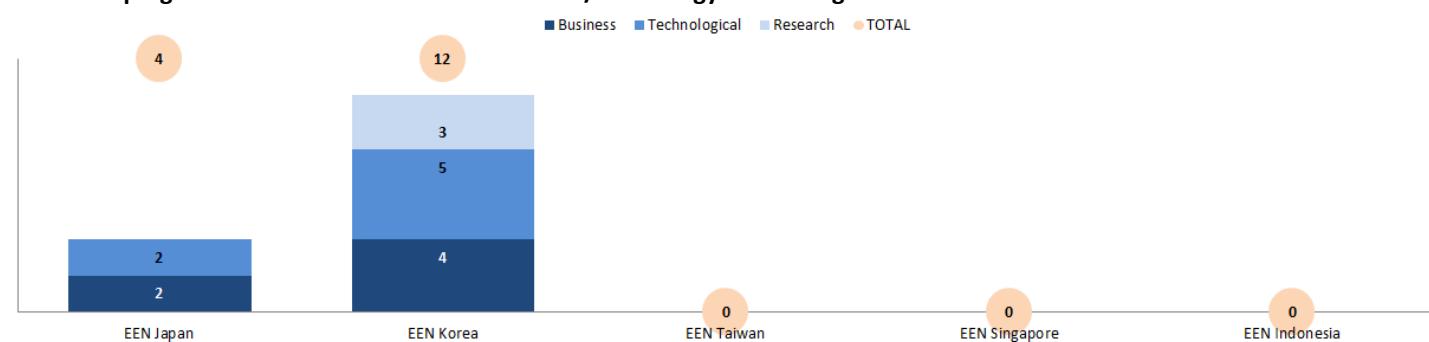
The more established Business Cooperation Centres from Japan and Korea use the Network's Virtual Marketplace systematically and generate high numbers of expressions of interest from EU SMEs. On the other hand, the Business Cooperation Centre newcomers from Taiwan and Singapore have recently started using the Virtual Marketplace for the benefit of their local SME clients.

## Market intelligence – Provision of market access information



EEN Japan and EEN Korea lead the field with regard to the number of questions received and answered from EU SMEs. Both Business Cooperation Centre consortia answered 131 questions each, i.e. nearly 11 questions per month. The Network's nodes in Taiwan, Singapore and Indonesia have started attracting the interest from European Network partners and companies.

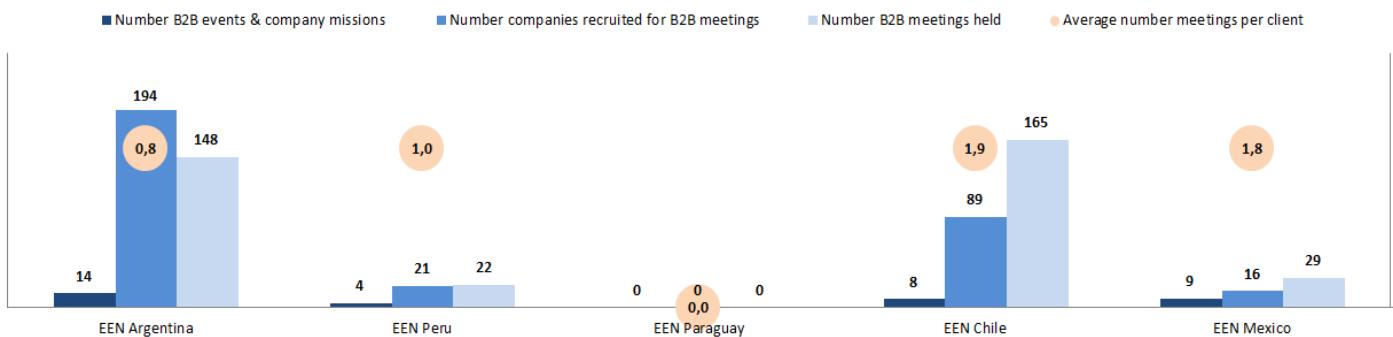
## Partnership Agreements - Business deals & research/technology transfer agreements established



While EEN Japan established 4 business deals, EEN Korea facilitated 12 partnership agreements between EU and Korean companies in 2015. Business Cooperation Centres from Taiwan, Singapore and Indonesia could not yet generate concrete outcomes for their business & technology partnering activities.

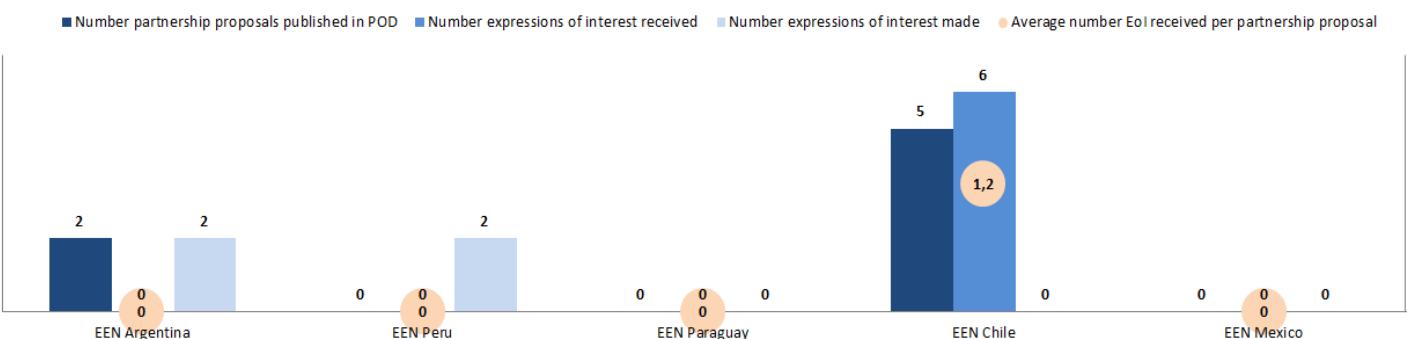
## Latin America

### Business partnering - Organisation of business matchmaking (B2B) events & company missions



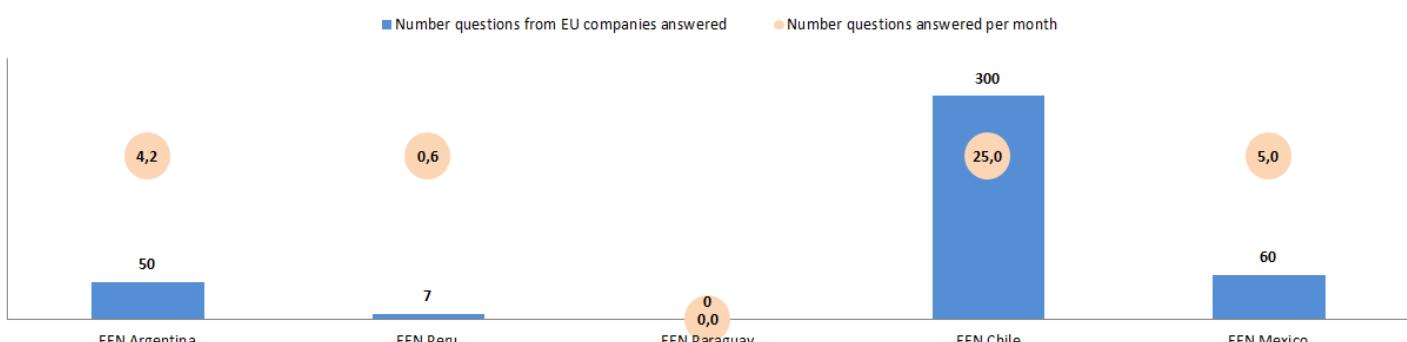
The majority of the Network's Business Cooperation Centres from Latin America regularly co-organised matchmaking events and company missions with European Network partners. In particular, EEN Argentina and EEN Chile have made a significant contribution to the Network's partnering activities recruiting together nearly 300 local companies to meet with EU SMEs. On the other hand, EEN Paraguay has only recently stepped up its efforts to play a more active role in the coming years.

### Virtual Marketplace - Generation of partnership proposals



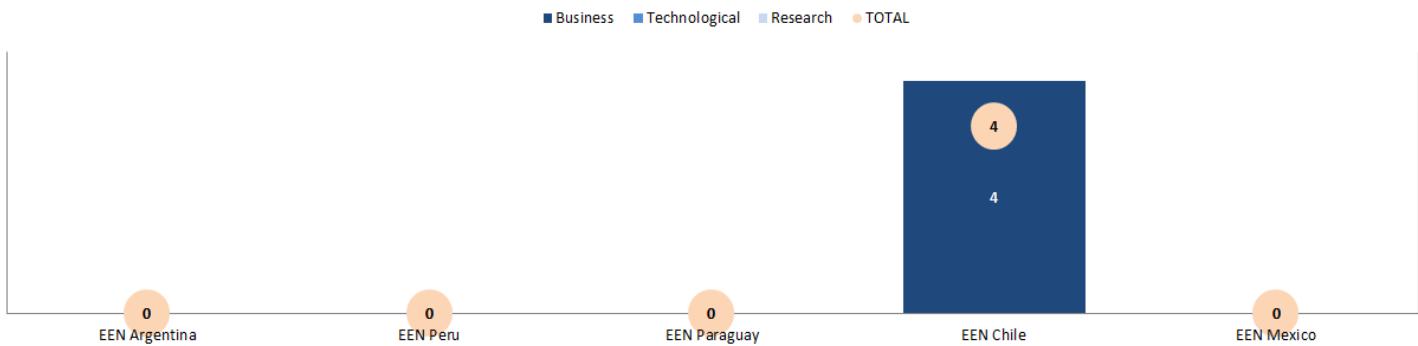
Unfortunately the majority of the Business Cooperation Centres located in Latin America do not yet systematically take advantage of the Virtual Marketplace to tap leading European technologies and business opportunities for the benefit their local SME clients. Only EEN Chile uses the Virtual Marketplace regularly in order to promote partnership proposals stemming from their local clients.

### Market intelligence – Provision of market access information



Most questions from European SMEs were received by EEN Argentina, Chile and Mexico. The Business Cooperation Centres from smaller markets received somewhat less interest from European Network partners and companies. It is recommended that EEN Peru and EEN Paraguay use major Network events such as the Annual Conferences to better promote business opportunities in their countries.

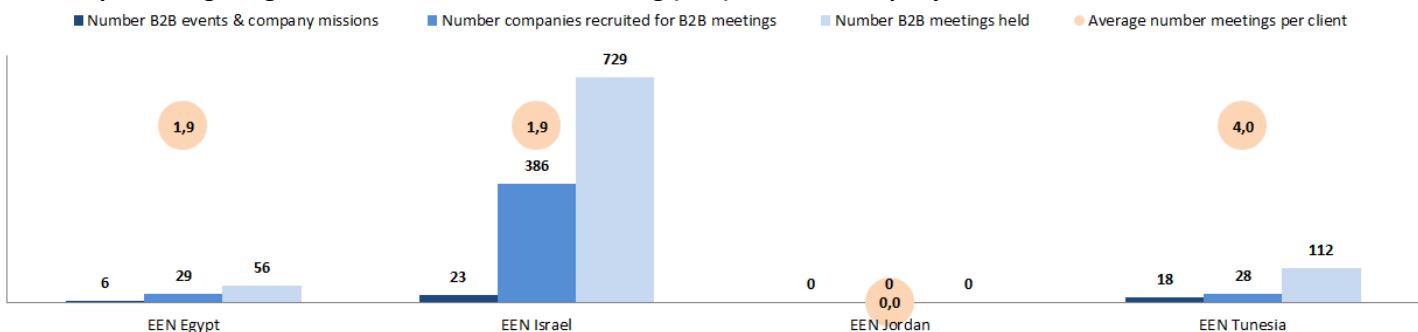
## Partnership Agreements - Business deals & research/technology transfer agreements established



In 2015, only EEN Chile generated business deals following their partnering activities. Most of the Business Cooperation Centres from the other Latin countries are in process of finalising further partnership agreements resulting from their partnering activities carried out in 2015.

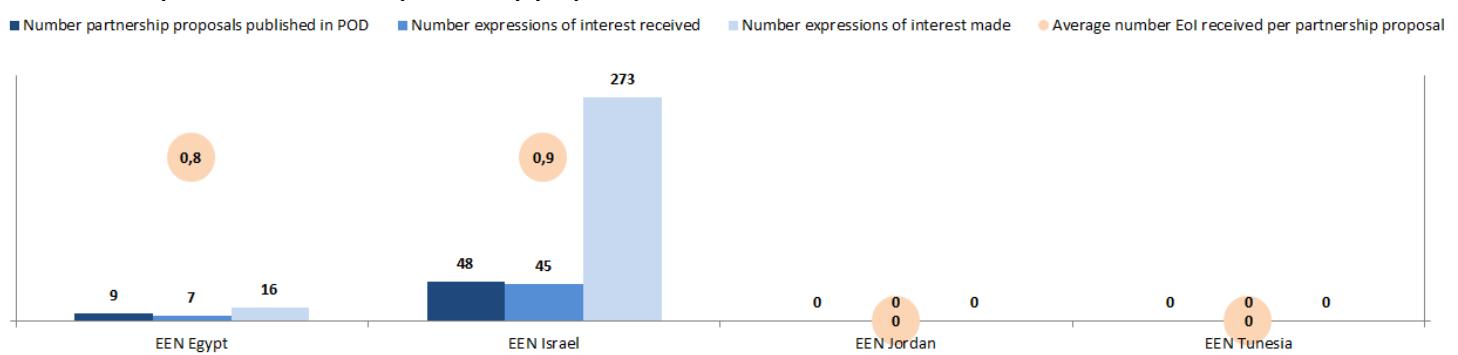
## Middle-east & North Africa

### Business partnering - Organisation of business matchmaking (B2B) events & company missions



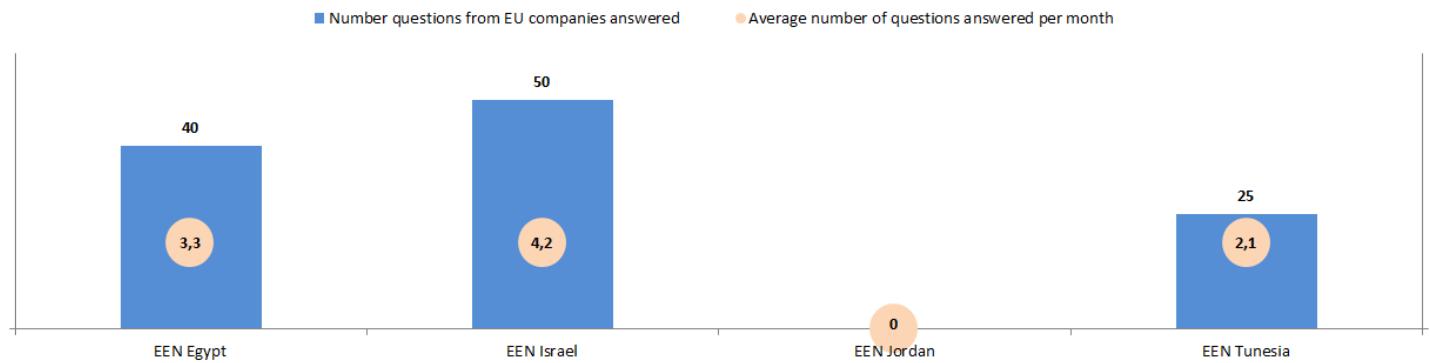
Regarding the co-organisation of matchmaking events and company missions, EEN Israel is leading the field among the Business Cooperation Centres from middle-eastern and North-African countries. EEN Israel contributed to the organisation of 23 events and company missions, recruiting 386 Israeli companies for over 700 meetings with EU SMEs. In 2015, the Business Cooperation Centres from other Middle-Eastern and North African countries also have left their mark and facilitated numerous face-to-face meetings between their local clients and EU SMEs.

### Virtual Marketplace - Generation of partnership proposals



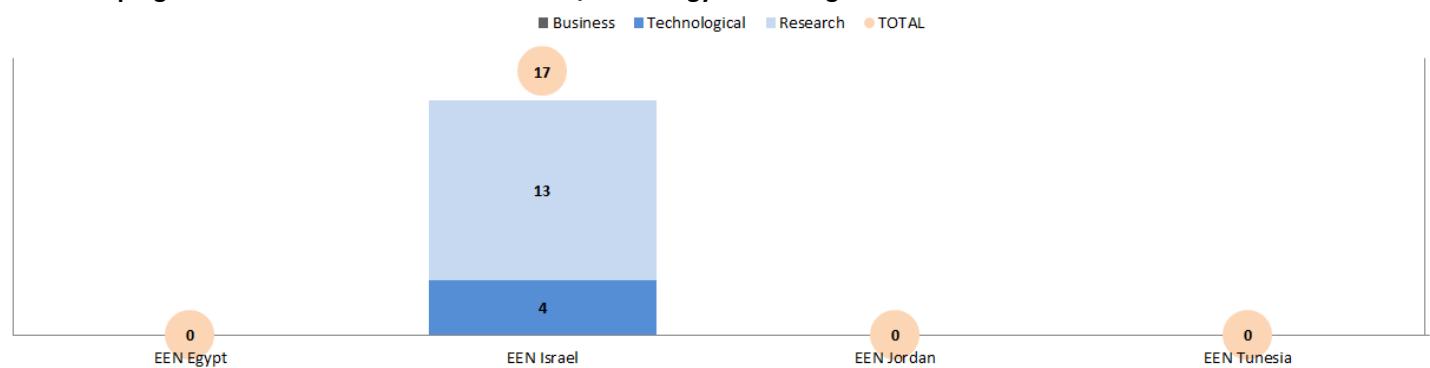
In 2015, EEN Israel published nearly 50 business, technology & research partnership proposals in the Virtual Marketplace on behalf of their local SME clients. Moreover, the 273 expressions of interest made for partnership proposals from EU SMEs suggest a well-established dissemination strategy to their local clients. EEN Egypt has started to use the Virtual Marketplace regularly for the benefit of their clients. Moreover, EEN Jordan and Tunisia are currently building up the operational capacity for the systematic use of the tool in order to tap leading European technologies for local Jordanian and Tunisian SMEs.

## Market intelligence – Provision of market access information



Most Business Cooperation Centres from North-African and Middle-Eastern countries are well-established contact points for European SMEs. EEN Egypt, Israel and Tunisia received and replied to 40, 50 and 25 questions respectively. It is recommended that EEN Jordan uses major Network events such as the Annual Conferences to promote business opportunities in their country.

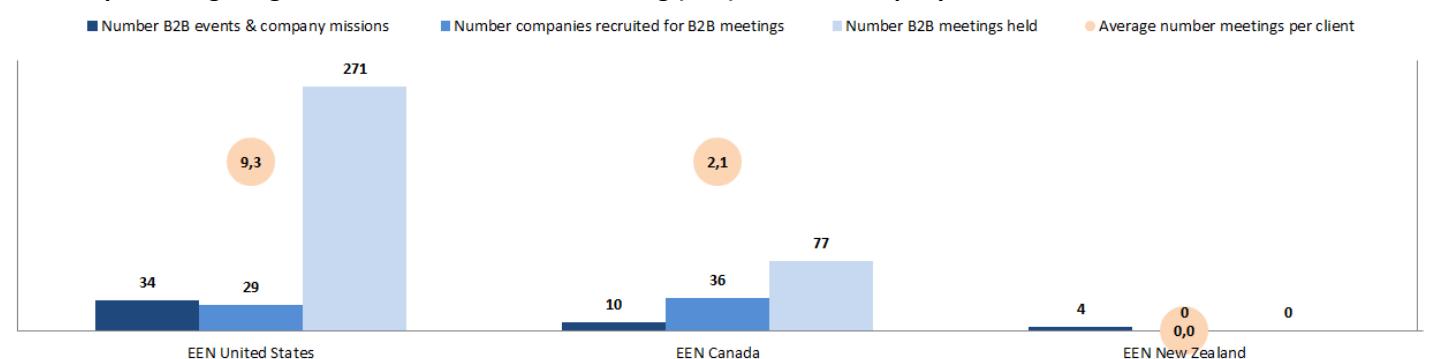
## Partnership Agreements - Business deals & research/technology transfer agreements established



In 2015, only EEN Israel established 17 partnership agreements between Israeli and EU SMEs, most of them being research related. Most of the Business Cooperation Centres from the other Middle-eastern and North African countries are in process of finalising further partnership agreements between EU SMEs and local companies resulting from their partnering activities.

## Anglo-Saxon countries

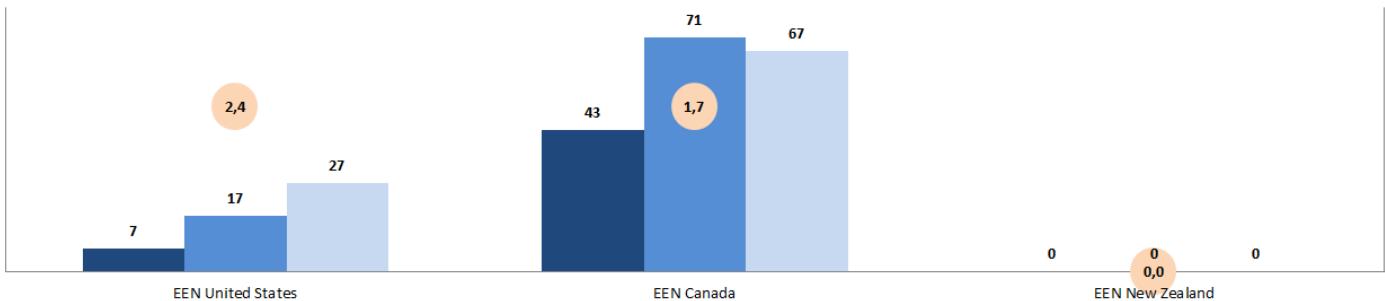
### Business partnering - Organisation of business matchmaking (B2B) events & company missions



EEN Canada and EEN United States co-organised 10 and 34 brokerage events & company missions respectively. Over 60 companies from North America were recruited to meet with European SMEs during matchmaking meetings organised in the framework of the Enterprise Europe Network. EEN New Zealand has joined the Network only in early 2015. The consortium has made great efforts training staff and setting up the required structures in the country. EASME expects the first results in the course of 2016.

## Virtual Marketplace - Generation of partnership proposals

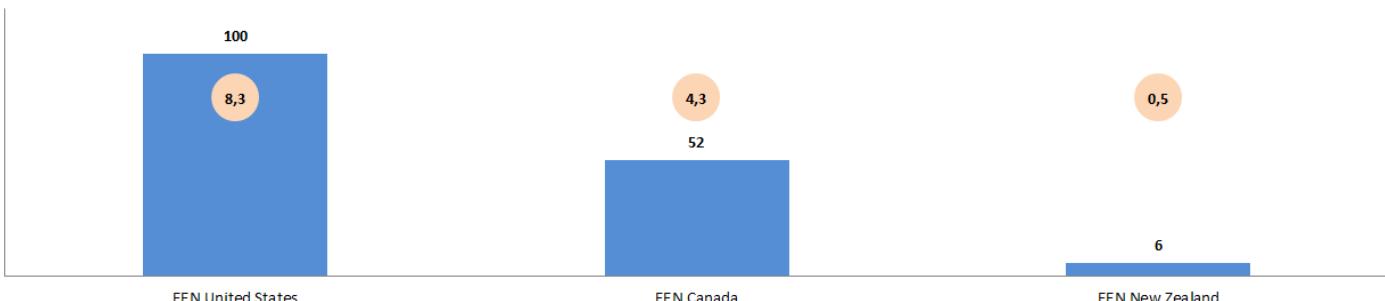
■ Number partnership proposals published in POD ■ Number expressions of interest received ■ Number expressions of interest made ■ Average number EoI received per partnership proposal



EEN Canada systematically uses the Network's Virtual Marketplace for publishing commercial and technological partnership proposals of their SME clients. The nearly 70 expressions of interest made for partnership proposals from EU SMEs on behalf of Canadian companies suggest a well-developed dissemination strategy. EEN United States also regularly employs the Network's Virtual Marketplace for the benefit of US companies and other client groups.

## Market intelligence – Provision of market access information

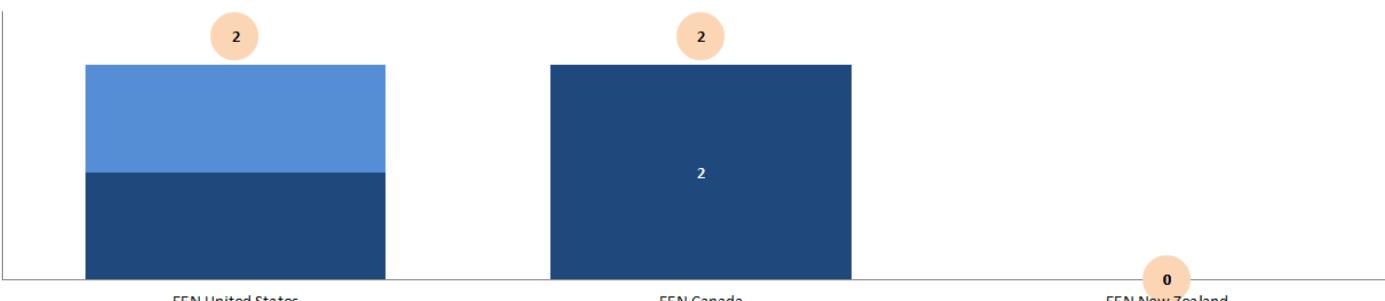
■ Number questions from EU companies answered ■ Average number of questions answered per month



EEN Canada and EEN United States have become well-established contact points for EU SMEs in their country. EEN Canada and EEN United States received and answered around 50 and 100 questions respectively. It is recommended that EEN New Zealand uses major Network events such as the Annual Conferences or the yearly regional meetings for the Business Cooperation Centres to better promote business opportunities in their country.

## Partnership Agreements - Business deals & research/technology transfer agreements established

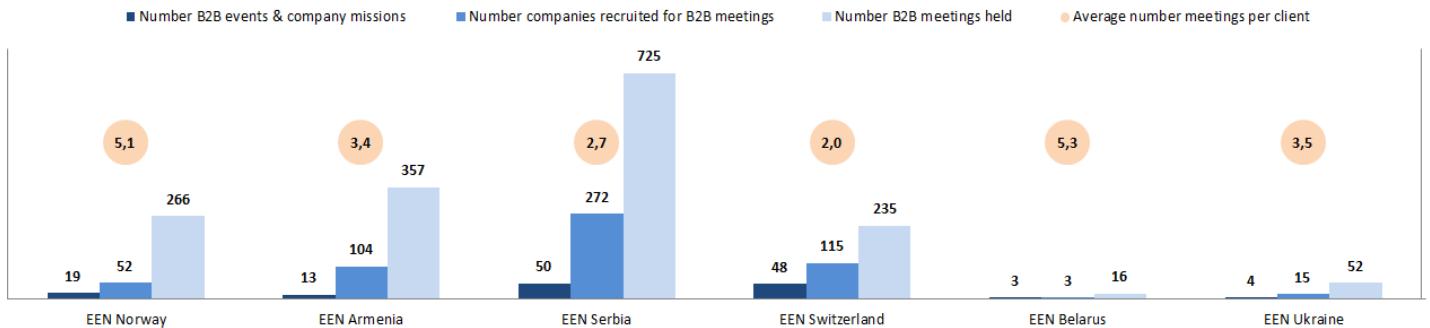
■ Business ■ Technological ■ Research ■ TOTAL



In the first year of the Network under the COSME programme, EEN Canada and EEN United States generated 4 commercial and technological partnership agreements between North American and European companies. Given the size of the North American and European economy and the trade volume between both trade blocs, further business deals / technology agreements are expected to be established in the coming year.

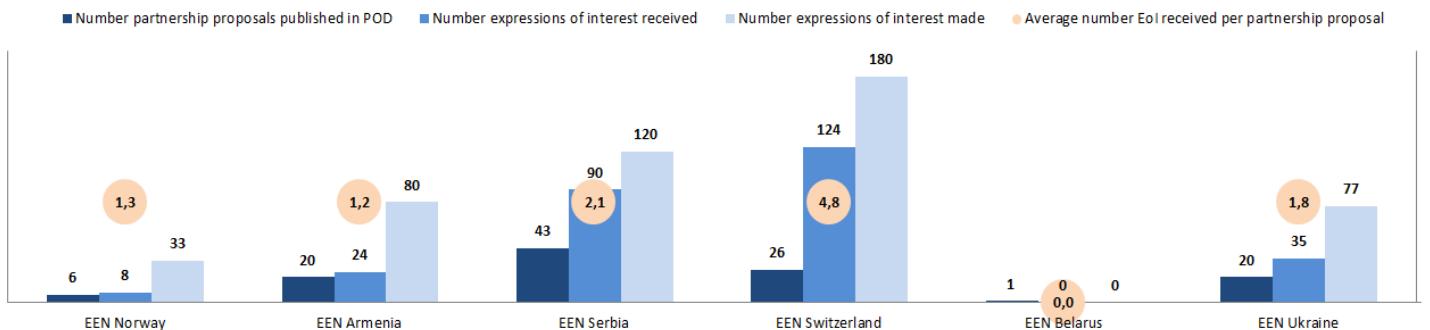
## Europe & Caucasus

### Business partnering - Organisation of business matchmaking (B2B) events & company missions



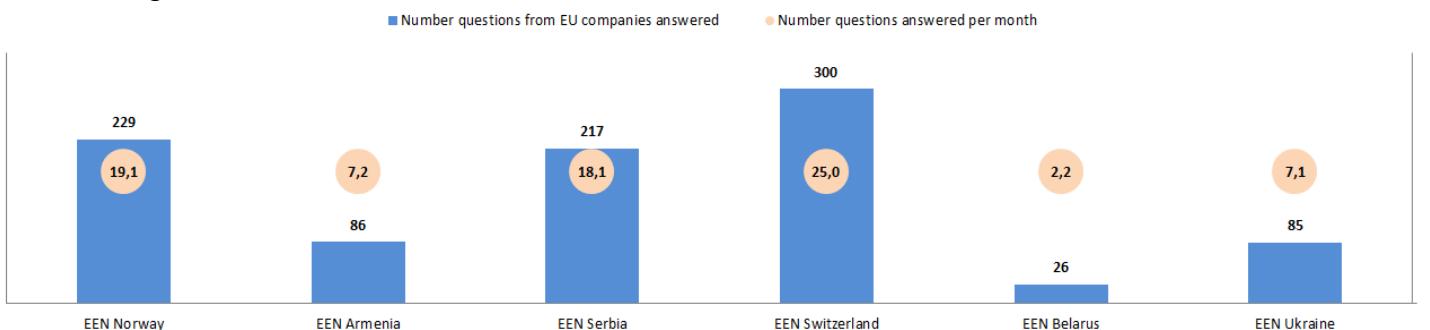
All Business Cooperation Centres situated on the European continent are pro-active members of the Enterprise Europe Network. Given extensive experience in the Network, in particular EEN Norway, Armenia, Serbia and Switzerland have co-organised dozens of European matchmaking events & company missions and recruited several hundreds of local companies to meet with EU SMEs.

### Virtual Marketplace - Generation of partnership proposals



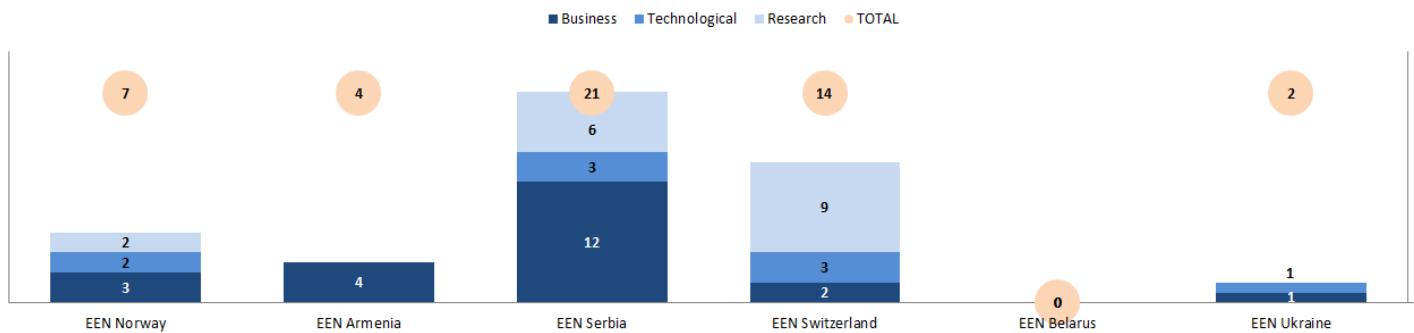
In 2015, the systematic use of the Network's Virtual Marketplace was widely spread among Business Cooperation Centres located in Europe. All Business Cooperation Centres generated at least one expression of interest per partnership proposal encoded by their local SME clients on average. EEN Switzerland leads the field with nearly 5 expressions of interest received per partnership proposal on average. EEN Belarus is currently setting up the necessary operational capacity for the regular use of the Virtual Marketplace.

### Market intelligence – Provision of market access information



The Business Cooperation Centre consortia in Norway, Serbia and Switzerland received and answered approximately 20 questions from EU SMEs per month on average. The Business Cooperation Centres from other European countries are slightly less often contacted by European SMEs or European Network partners.

## Partnership Agreements - Business deals & research/technology transfer agreements established

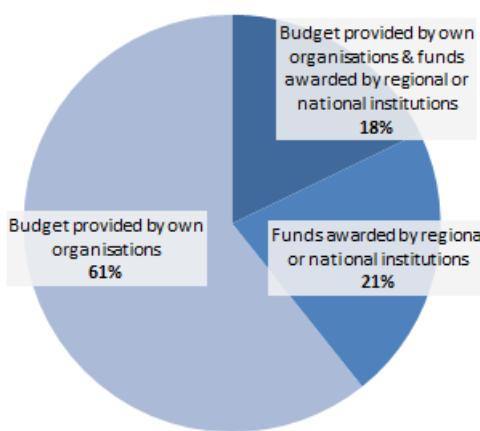


In 2015, EEN Serbia established an impressive 21 commercial, technological and research related partnership agreements between Serbian and EU companies. EEN Serbia is followed by EEN Switzerland, EEN Norway and EEN Armenia with 14, 7 and 4 partnership agreements respectively. In the same period, EEN Ukraine facilitated 2 agreements while EEN Belarus is in process of concluding their first business deal between a Belarusian and EU SME.

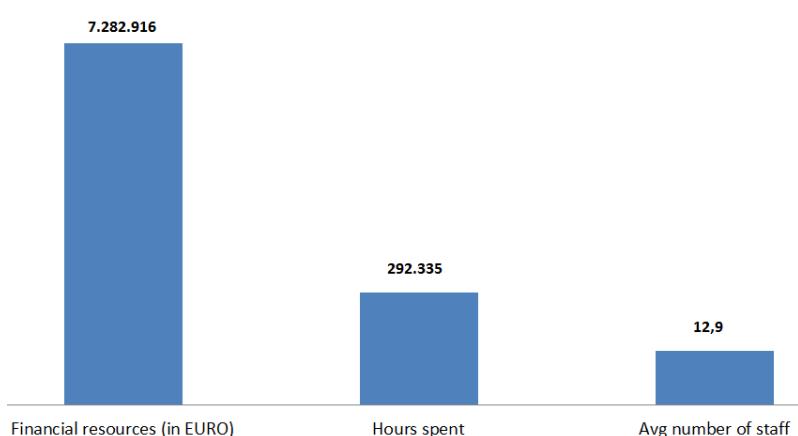
## Funding and human resources

In 2015, the vast majority of the Business Cooperation Centres used a budget provided by their own host organisation to fund Network activities (61%). Furthermore, 21% of the Business cooperation Centres received funding from regional or national institutions to carry out the activities planned in the work programme for 2015. For example, policy makers in South Korea, Switzerland or Russia have fully integrated the Enterprise Europe Network into their own SME internationalisation and innovation strategies and therefore provide funding to selected organisations. Around 18% of the Business Cooperation Centres used funding from their own organisations in addition to the budget provided by regional / national institutions.

**Source of funding for Network activities (in 2015)**



**Overall financial and human resources consumed (in 2015)**

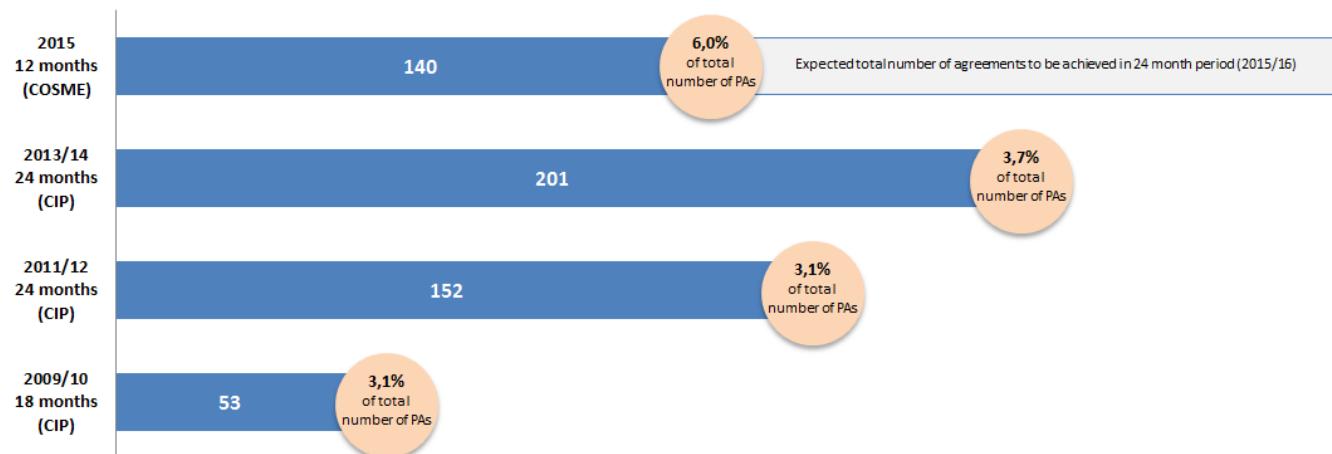


In total, the Business Cooperation Centres spent over 7 million Euros on the implementation of their annual work programme in 2015. Nearly 300.000 man-hours were spent to co-organise matchmaking meetings and/or to disseminate and publish partnership proposals in the Network's Virtual Marketplace (Partnership Opportunities Database). On average about 13 staff members per Business Cooperation Centre consortium worked for the Enterprise Europe Network. Overall, this constitutes a considerable commitment in financial and human resource by the participating Business Cooperation Centres.

## Conclusion

In 2015, the entire Enterprise Europe Network - including Business Cooperation Centres, European (EU-28) partners and those located in countries associated to the COSME programme - achieved **2319 Partnership Agreements**<sup>3</sup>. Out of these, **140 Partnership Agreements** were established with the support of the Network's Business Cooperation Centres. This accounts for 6,0 % of all Partnership Agreements. As compared to the previous contractual periods, the share of Partnership Agreements achieved with the support of the Business Cooperation Centres keeps on growing.

### Evolution of Partnership Agreements established with support of Business Cooperation Centres (since 2009)



*End of report*

<sup>3</sup> Extract from Achievements Database on 7 March 2016

## Find the local Network contact point

List of countries covered by Business Cooperation Centres of the Enterprise Europe Network in 2015. Some countries may become associated to COSME programme in 2016. Further Business Cooperation Centres may be admitted to the Network in the course of 2016. For contact details in all countries, see [public website](http://www.een.ec.europa.eu) ([www.een.ec.europa.eu](http://www.een.ec.europa.eu)) of the Enterprise Europe Network.



ARGENTINA



MEXICO



ARMENIA



NEW ZEALAND



BELARUS



NORWAY



BRAZIL



PARAGUAY



CANADA



PERU



CHILE



RUSSIA



CHINA



SERBIA



EGYPT



SINGAPORE



GEORGIA



SOUTH KOREA



INDIA



SWITZERLAND



INDONESIA



TAIWAN



ISRAEL



TUNISIA



JAPAN



UKRAINE



JORDAN



USA