

# ClusterNet Newsletter

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## ClusterNet

**Connecting, Match-making and Clustering:  
new strategies to foster entrepreneurship  
and to strengthen the competitiveness of  
European SMEs**

Welcome to the third edition of ClusterNet on-line Newsletter!

ClusterNet aims at helping SMEs across Europe identify new opportunities in international markets and turn them into concrete business.

ClusterNet will promote advanced business cooperation formulas such as **Match-Making** and **Clustering** as strategies to foster entrepreneurship and to strengthen the competitiveness of European SMEs.

This bimestrial Newsletter will keep you informed about the latest developments in the ClusterNet project, its activities, results and relevant events.

The Newsletter will be circulated amongst all members of the ClusterNet platform.

Enjoy the reading!  
The ClusterNet team

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# ClusterNet at Riga Food 2007

## Riga Food 2008

The 12th edition of the Riga Food fair took place from the 5th to the 8th September 2008.

This very well known international trade fair gathered over 588 participating companies specialized in the food and beverage sectors as well as in the hotel equipment and services.

- 36 countries of the world were represented and the attendance reached the figures of 38.124 visitors from 45 countries.

## ClusterNet assistance to SMEs

Prior to the fair, all ClusterNet partners launched a promotional campaign to promote the ClusterNet services and invite local SMEs from the food & beverage sector to join the initiative. Then, partners selected the most dynamic companies interested in exploring new business opportunities abroad and established a close relationship with the entrepreneurs to find out more about the SMEs and prepare their participation in the fair.

The ClusterNet catalogue containing the business cards of the SMEs participating was also created

The Catalogue was circulated amongst the ClusterNet partners and to the SMEs and BSOs registered in the database in order to identify potential matchmaking opportunities



## ClusterNet

## Business opportunities

Under ClusterNet initiative, some 28 companies from 10 different European countries participated in the fair and were hosted and promoted in the ClusterNet stand.

Some 20 matchmaking meetings were organized and followed up by the ClusterNet partners.

This allowed the ClusterNet SMEs to find new business partners and explore new market opportunities in Europe.

# International Trade Fair 49<sup>th</sup> International Engineering Fair Brno (Czech Republic)

1st to 5th October 2007

## 49th International Engineering Fair

Brno Fair is the largest technology trade fair in Central Europe, gathering more than 2000 exhibiting companies with a high percentage of foreign exhibitors (800 exhibiting companies), especially from Germany, Slovakia, Italy and Austria.

It represents a unique portal of news, innovations and key trends from all branches of engineering industry as well as the perfect conditions for discovering future market demands, contact with the production of leading world producers

Last year's edition saw over 96.000 visitors coming from all over the world (more than 13% from abroad), of which almost 90% were trade professionals and 78% of visitors decided, co-decided or advised on purchases and investments.



## ClusterNet

### Available services

The Fair is structured in 9 specialised branch units plus the Transport a Logistika fair in order to better present the different key industrial sectors.

Pro-active support as well as excellent services and facilities are available to all exhibitors. The fair also count with significant media coverage, with more than 400 accredited journalists from 10 countries, including 70 from abroad.

## ClusterNet participation in Brno Fair

In the 49th International Engineering Fair a ClusterNet stand as well as a reserved meeting room will be available to all SMEs participating under ClusterNet programme.

The 270 m<sup>2</sup>stand will host the SMEs, their promotional material as well as the products they would like to exhibit during the whole duration of the fair (from 1st to 5th October 2007). The favourable position of the ClusterNet stand in the fairground will give the SMEs the unique opportunity to gain visibility in the Fair and, therefore, explore new business opportunities. The stand is structured in 4 thematic stands according to the specialised branches of the Fair.

The reserved meeting room will also be available to all ClusterNet SMEs for the whole duration of the Fair for business and match-making meetings. Catering service as well as internet connection and interpreters will be available to the participants.

# Detect-it2

## Opportunity for SMEs in FP7 research projects

### DETECT-IT 2 Partnership for Innovation.

#### Bridging the Gap Between FP6 and FP7.

DETECT-it 2 project is a FP6 funded initiative whose main objective is to detect opportunities for SMEs and provide them with free assistance to participate in the first calls of the 7th Framework Programme.

DETECT-it 2 works with existing regional clusters across Europe and focuses on the following priority areas:

- ◆ ICT
- ◆ Energy
- ◆ Biotechnology / Health



#### How to participate...

In order to participate, please log on [www.detect-it.org](http://www.detect-it.org) and click on *Detect-it2 database / register now* on the left menu bar. Please also visit our website: [www.detect-it.org](http://www.detect-it.org)

#### How Detect-it 2 works...

The focus of the resources is placed firmly on the bottom up approach of developing "SME intensive" FP7 projects. SMEs are encouraged to develop ideas for new research projects and to submit expressions of interest for other FP7 projects. These ideas are reviewed on a confidential basis on a monthly basis by a panel of FP experts who provide direct and comprehensive feedback on the suitability of each idea for FP7.

The ideas are assessed according to the criteria set by the EC such as:

- Suitability of their idea within FP7
- Timing of the idea with the FP7 calls
- Content
- Novelty
- Strength of the consortia

Moreover, an **on-line Partner Search** is available to all registrants to search suitable partners across Europe in the Detect-it2 database.

The Partner Searches reach all matching profiles in the database (over 1.200 SMEs and RTDs profiles involved) and the recipients can replay to them by sending an **on-line Expression of Interest** if interested in the proposals and if they believe they can bring added value to the consortium.

The proposers receiving the Expressions of Interest will, then, assess them and send an **on-line Feedback** in response to the Expressions of interest.