



enterprise europe



Business Support on Your Doorstep

Business Cooperation Centres

Activity Report 2013

This paper provides an overview on the activities and performance of the Business Cooperation Centres of the Enterprise Europe Network in third countries (operating under Article 21.5 of the CIP) based on their activity reports submitted for the period January 2013 – December 2013.

Period covered: 1st January – 31st December 2013



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INTRODUCTION

Network partners operating under Article 21.5 of the CIP (Business Cooperation Centres) have submitted their activity reports covering the reporting period 1 January 2013 – 31 December 2013 (12-months). Their 24-months contractual work programme covers the period 1 January 2013 – 31 December 2014 (24-months). This report provides an overview on the activities and performance of the Business Cooperation Centres. The document serves two main purposes:

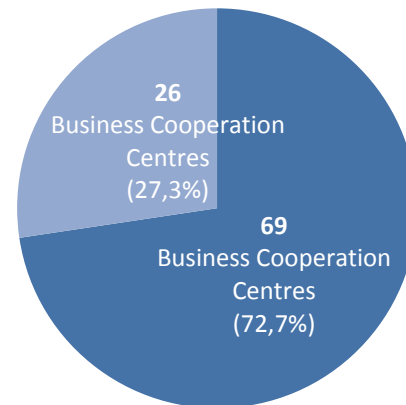
- Business Cooperation Centres should use the statistics contained in the report to benchmark their performance and to compare themselves to other partners operating under Article 21.5 of the CIP.
- For European partners, the document provides an overview on the activities of the Network partners in third markets, which might be of particular interest for their local SME clients.

It should be noted that most statistics contained in the report are based on the data provided by the partners. The document should not be used as such for publicity and promotion of the Network. However, certain information may be used for targeted promotion among local clients.

Number of Activities Reports submitted 2013

95 Business Cooperation Centres in 23 consortia

■ Reports submitted ■ No reports submitted



In the reporting period 1 January 2013 – 31 December 2013, 95 Business Cooperation Centres were grouped in 23 consortia covering 19 countries. China is currently covered by 5 consortia.

Country	Consortium	Number of Partners	Region
Albania	AL-000014 EEN Albania	4	Neighbourhood
Armenia	AM-150160 EEN Armenia	1	Neighbourhood
Bosnia	BA-000004 EEN Bosnia	6	Neighbourhood
Brazil	BR-000019 EEN Brazil	3	BRIC
Canada	CA-000018 EEN Canada	1	North America
Chile	CL-150334 EEN Chile	1	Latin America
China	CN-000001 EEN Central China	3	BRIC
China	CN-000006 EEN South eastern China	7	BRIC
China	CN-000010 EEN North-eastern China Centre	4	BRIC
China	CN-000011 EEN West China	9	BRIC
China	CN-000015 EEN East China (Shanghai)	4	BRIC
Egypt	EG-000002 EEN Egypt	5	Maghreb-Mashrek
India	IN-000017 EEN India	3	BRIC
Japan	JP-000009 EEN Japan	1	Asia
Mexico	MX-000007 EEN Mexico	3	Latin America
Moldova	MD-000013 EEN Moldova	3	Neighbourhood
Morocco	MA-000016 EEN Morocco	7	Maghreb- Mashrek
Russia	RU-000003 EEN Russia	3	BRIC
South Korea	KR-000005 EEN Korea	5	Asia
Switzerland	CH-150398 EEN Switzerland	2	Neighbourhood
Tunisia	TN-000008 EEN Tunisia	8	Maghreb- Mashrek
Ukraine	UA-000012 EEN Ukraine	8	Neighbourhood
United States	US-225310 EEN United States	4	North America

Evaluators of the submitted reports provided feedback and recommendations on consortium as well as partner level for the four core activities of the Business Cooperation Centres, i.e.:

- (Co-)organisation of Brokerage events and/or Company Missions.
- Generation and dissemination of Partnership Proposals (POD).
- Answering questions from EU Partners (on partner searches, market access, etc.).
- Networking (participation in Network events, annual conference, training sessions, etc.).

The following performance indicators reported by the Business Cooperation Centres were taken into account by EASME for the evaluation:

- **PA Commercial / PA Technological / PA Research**

Partnership Agreements are cooperation agreements between two companies (or other typical Network clients) from different countries. PAs remain the main performance indicators as they demonstrate the Network partner's capacity to successfully facilitate business & research cooperation as well as technology transfer.

- **Clients in BE/CM**

Number of companies recruited for brokerage events and/or company missions organised with other Network partners.

- **Client to client meetings**

Number of meetings organised/facilitated for companies recruited for brokerage events/company missions.

- **POD profiles**

Number of partnership proposals from companies encoded in the Network's Partnership Opportunities Database (POD), i.e. business offers/requests, technology offers/requests or research partnership proposals.

- **Eoi received**

Number of expressions of interest received from companies in other countries for partnership proposals encoded in the POD.

- **Eoi made**

Number of expressions of interest made for partnership proposals from companies in other countries.

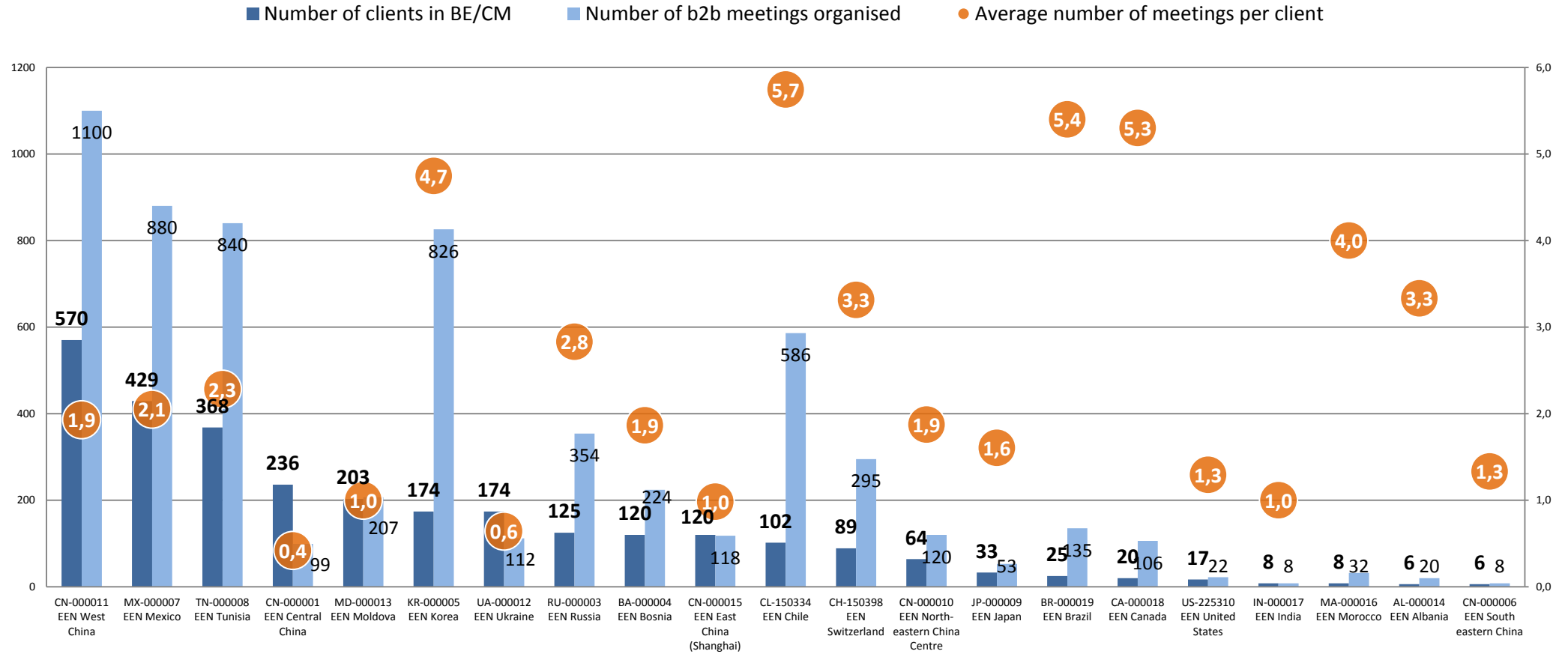
- **Network queries answered**

Number of questions answered for other Network partners on partner searches, market access matters, regulatory issues or standards.

OVERALL PERFORMANCE

Organisation of brokerage events & company missions

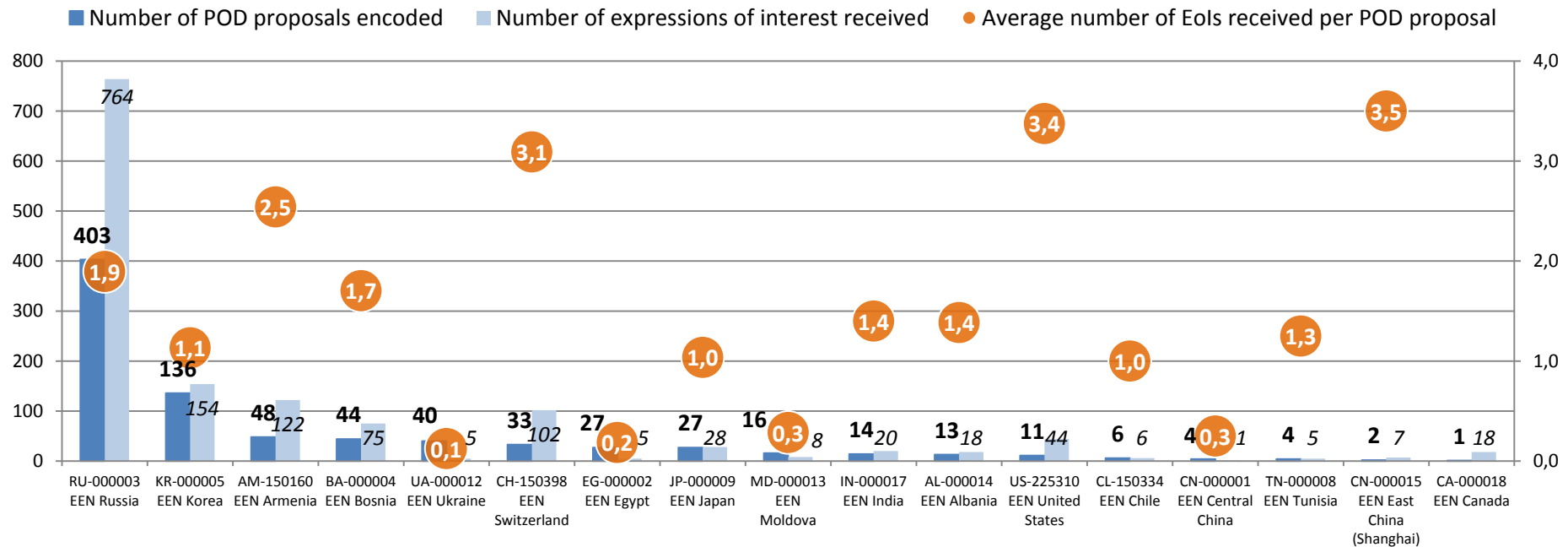
Number of clients recruited for brokerage events and company missions (2013)



The chart above compares the number of clients recruited for brokerage events and company missions organised in the framework of the Enterprise Europe Network with the number of transnational b2b meetings facilitated. The figure in the orange bubble indicates the average number of meetings organised for each client recruited for brokerage events/company missions. There are several Business Cooperation Centres which regularly organise large-scale brokerage events with European Network partners. For example, EEN West China hosts the annual Chengdu EU-China Business & Technology fair attracting dozens European SMEs and Network partners. Equally, EEN Tunisia organises a large brokerage event every second year on the occasion of the CAT Business and Technology Convention. The majority of the Business Cooperation Centres facilitate on average between 1-2 meetings per client recruited for brokerage events/company missions. EEN Korea, Chile, Brazil and the US facilitate even around 5 meetings on average per client recruited.

Generation and dissemination of POD partnership proposals

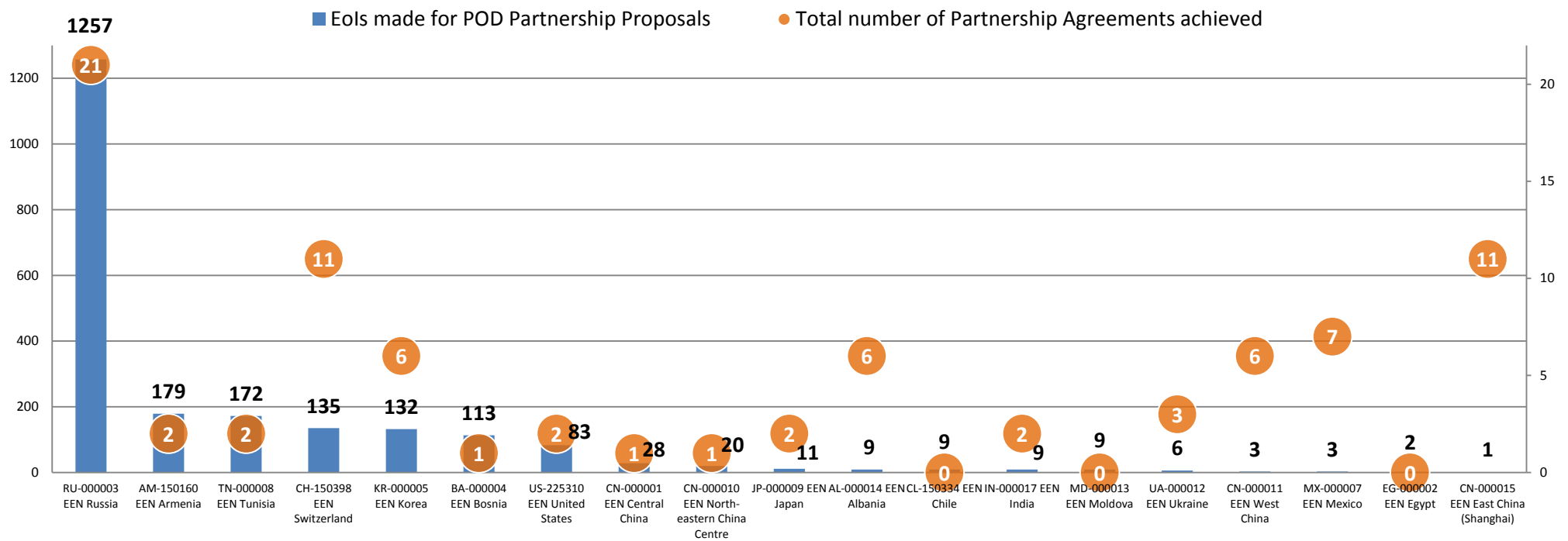
Partnership Proposals and Eols received (2013)



The chart above compares the number of partnership proposals encoded with the number of expressions of interest received from EU partners on behalf of their clients. The number in the orange bubble indicates the average number of expressions of interest received per partnership proposal encoded. It usually takes a certain time until partners have built up the necessary technical capacity to encode good quality profiles. With exception of EEN Ukraine, Egypt, Moldova and Central China, most Business Cooperation Centres receive on average at least 1 or more expressions of interest per partnership proposal.

Dissemination of POD partnership proposals in third countries (EoI made in 2013)

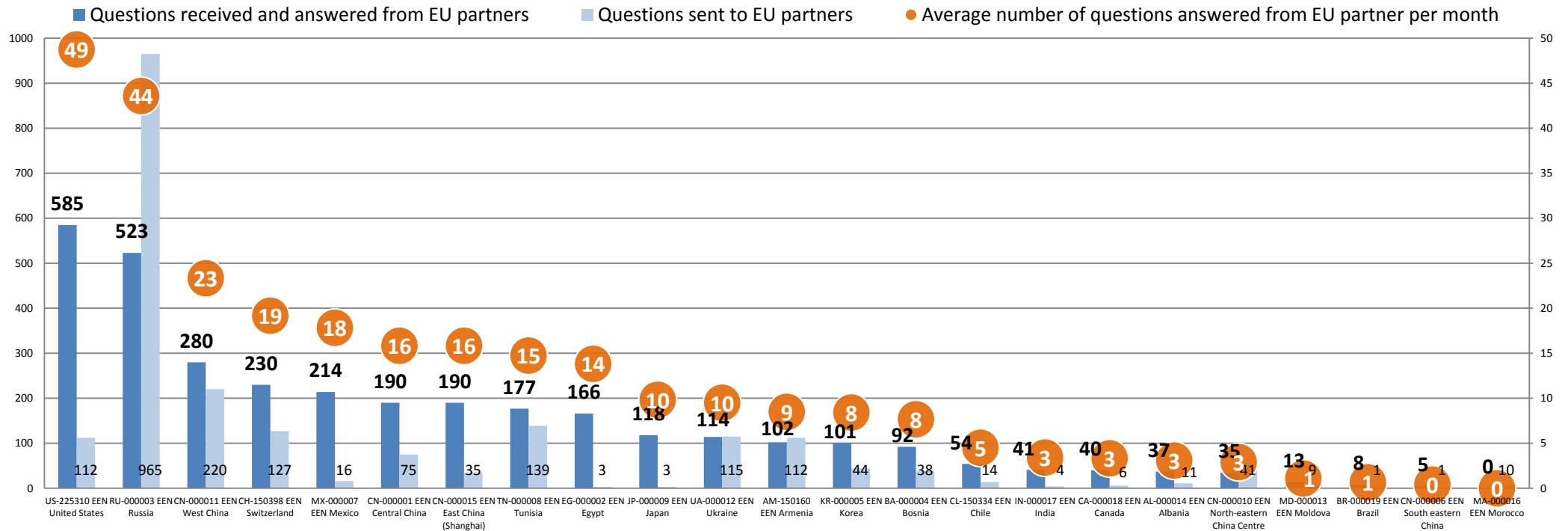
Correlation with total number of PAs achieved



An important task of the Business Cooperation Centres remains the dissemination of partnership proposals from European companies in third countries. The chart above shows the number of expressions of interest made by Business Cooperation Centres on behalf of their clients. The number of EoI made is put in correlation with the number of Partnership Agreements achieved.

Answering questions from European Network partners

Number of questions sent and answered (2013)
e.g. on standards, regulations, customs issues, partner search, etc.



The chart above implies a vivid and regular exchange of information between European Network partners and Business Cooperation Centres. For example, EEN Russia and United States answer on average nearly 50 questions per month from EU partners and SMEs on standards, regulations, customs issues and/or partner searches. EEN Brazil has not been in the Network for long enough in 2013 to provide a meaningful indicator.

Total number of questions (2013)
e.g. on standards, regulations, customs issues, partner search, etc.

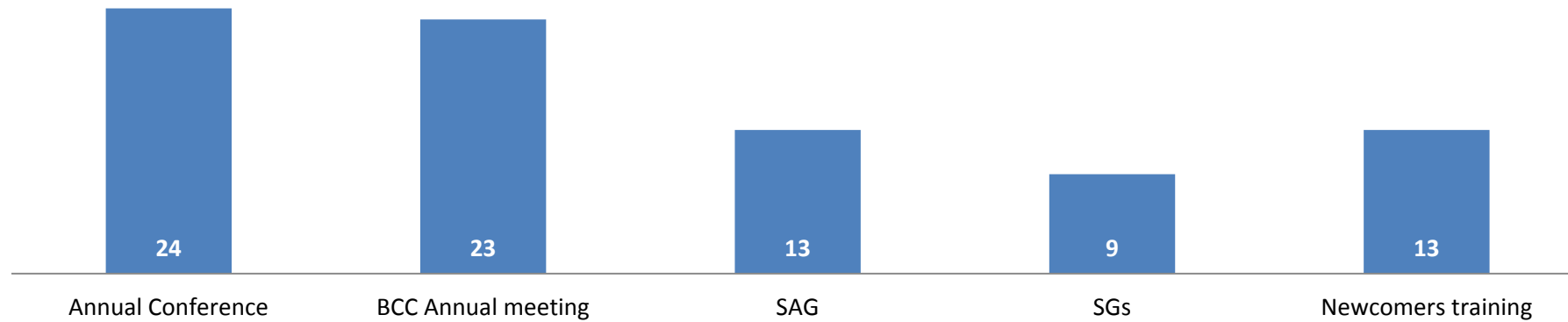


Networking

The Project coordinators of the 23 consortia participated either in the Annual Conference in Lithuania and/or the yearly Business Cooperation Centre meeting in Brussels. In 2013, 13 representatives of Business Cooperation Centres took part in the 3 SAG meetings. Some of the Business Cooperation Centres are also members of Sector Groups. In total, 13 staff members of Business Cooperation Centres signed up for Newcomers training sessions in Brussels.

Networking activities (2013)

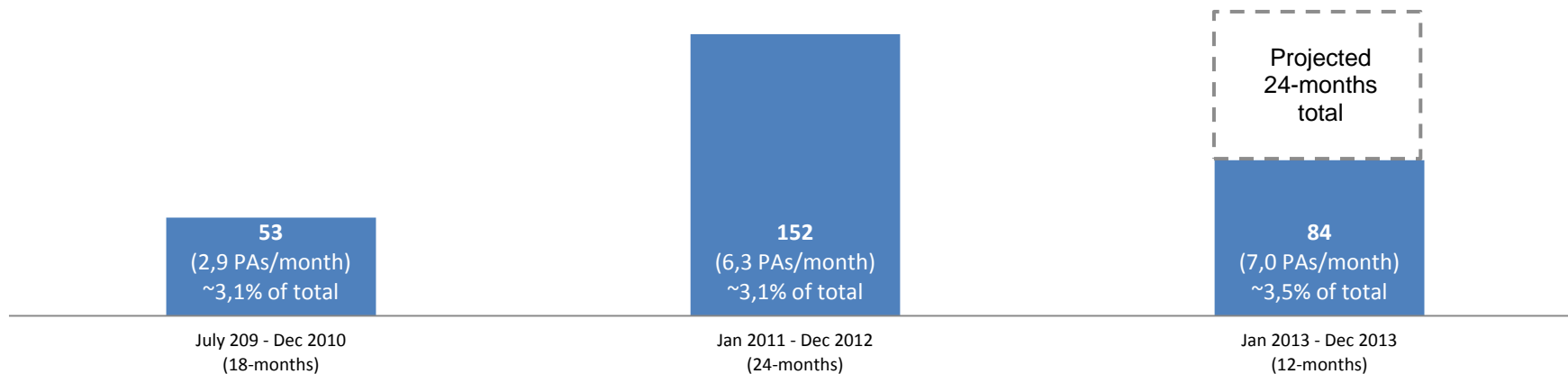
Number of Business Cooperation Centres participating in Network events



CONCLUSIONS

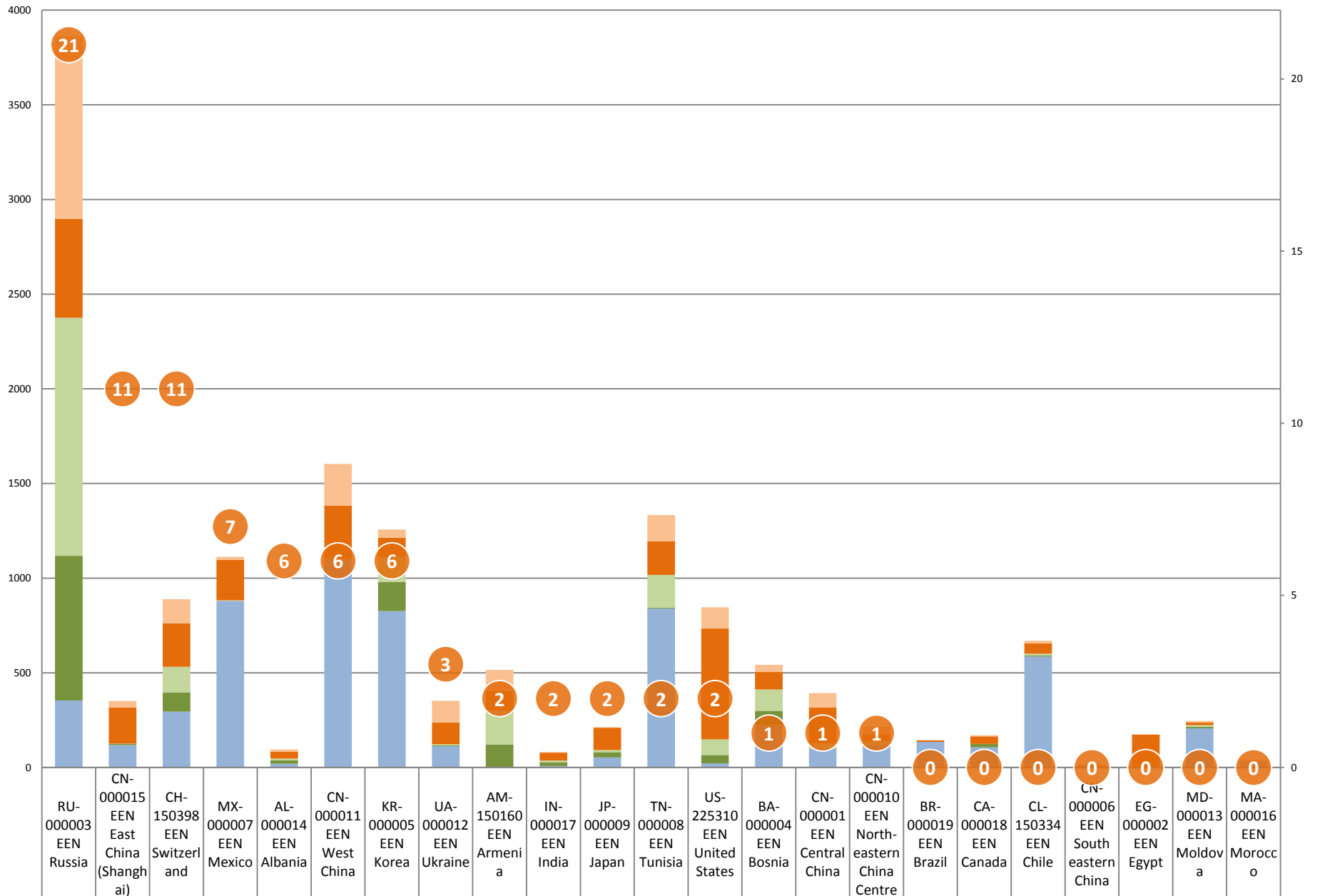
Over the past years, the Network’s Business Cooperation Centres have been contributing to the achievement of an increasing number of Partnership Agreements. In the previous contractual cycle (Jan 2011 – Dec 2012), the Network facilitated 152 PAs with support of the Business Cooperation Centres, i.e. ~3,1% of the total number of Partnership Agreements. In the on-going contractual cycle this share has increased to ~3,5%. The centres’ efficiency in achieving PAs has also increased. Currently Business Cooperation Centres contribute on average to the achievement of 7 Partnership Agreements per month. The majority of Partnership Agreements are facilitated with companies in BRIC states (42 PAs), followed by neighbourhood (23 PAs) and Asian (8 PAs) countries. Only 2 PAs were facilitated with SMEs situated in Maghreb-Mashrek countries.

Number of Partnership Agreements and efficiency
Business Cooperation Centres



The chart below analyses the efficiency of the Business Cooperation Centres for typical EEN services. It compares the total number of delivered individualised Network services such as facilitating b2b meetings, expressions of interest made and received as well as questions answered with the total number of Partnership Agreements achieved. EEN Russia leads the spectrum with nearly 4000 delivered individualised EEN services and 21 Partnership Agreements.

Efficiency for EEN services delivered (2013)
Total number of services leading to PAs



Questions sent to EU EEN	965	35	127	16	11	220	44	115	112	4	3	139	112	38	75	41	1	6	14	1	3	9	10
Questions answered from EU EEN	523	190	230	214	37	280	101	114	102	41	118	177	585	92	190	35	8	40	54	5	166	13	0
Eols made POD	1257	1	135	3	9	3	132	6	179	9	11	172	83	113	28	20	0	0	9	0	2	9	0
Eols received POD	764	7	102	0	18	0	154	5	122	20	28	5	44	75	1	0	0	18	6	0	5	8	0
b2b meetings at BEs/CMs	354	118	295	880	20	1100	826	112	0	8	53	840	22	224	99	120	135	106	586	8	0	207	32
Partnership Agreements	21	11	11	7	6	6	6	3	2	2	2	2	2	1	1	1	0	0	0	0	0	0	0