



European Business
Support *Network*

Are you trying to navigate new European markets?

What a challenge!

Are you a small or medium-sized company trying to take your products and services to new markets in Europe?

Quickly enough you find yourself confronted with barriers to enter these new markets. You have to know and adhere to foreign laws and standards. You have to find your way into already existing networks and to gain the trust and confidence of new business partners, local suppliers or distributors.

While entering new markets can be intimidating the rewards that you can expect are even greater. You will be able to extend your innovation capacity and gain new experiences. You will find new business opportunities and last but not least you will secure and increase your profit.

The time has come when entering new European markets is the best thing to do.

That is why we - a group of twenty-five business organisations - have joined forces to create the **European Business Support Network** – a network of professional people working for your success. Whenever and wherever you need it!

Go to:

www.european-business-support-network.eu


Baltic
Supply


North Sea
SupplyConnect



Who is part of the Network

up to now?

Two European-funded projects Baltic Supply and North Sea Supply Connect decided to join forces and create a larger network across the North Sea and Baltic Sea region for your benefit.

Now you can find partners within eighteen regions in twelve European countries.

The progress for your company may just be a few clicks away.

Belgium - Flanders
South Denmark - Kolding
Southeast **England** - Basildon
Estonia – Tallin
Finland – Tampere and Turku
North-west **Germany** – Bremen, Hamburg and Leer

Latvia – Riga and Ventspils
Lithuania – Klaipeda and Vilnius
Northern **Netherlands** – Province of Groningen
Poland – Gdansk
Scotland - Edinburgh
Sweden – Arvika and Gothenburg



Two projects one goal: Create better business opportunities for innovative SMEs

Ten Business Development Agencies specialized in SME consulting and funding

Six Chambers of Commerce and Business organizations dealing with SME requirements

Five Public Authorities responsible for Economic policy, legislation and EU collaboration

Eight Knowledge institutions supporting innovation processes and internationalisation

Are you a similar organization offering business support in your region?
Get in touch and join our Network to get the benefits for the companies in your region.

Which services will you find

on the European Business Support Network?

Small and medium-sized enterprises (SMEs) that want to go international face one big problem. They do not have direct access to tenders by larger contracting companies. They also have problems finding the right contacts.

The **European Business Support Network** is a special platform for business and export promotion and it provides a wide range of support services especially to SMEs. You can find information on how to access foreign markets, get support on partner search, find coaching services and trainings as well as advice on tendering procedures and innovation processes.

The **European Business Support Network** profits from a wide range of personal expertise of the project partners.

Participate in business matchmaking events

On the **European Business Support Network** you will find a list of important events and trade fairs across the Baltic Sea and the North Sea area. One of our network partners will be involved in these events and can help you make better use of your visit. In most cases a tailored matchmaking event will be organised supported by our partnership. If you contact us in time, we will do our utmost to search all relevant data bases to find and contact the best possible potential contact persons for you.

Find international business contacts

Transnational cooperation is important when venturing on foreign markets. That is why the **European Business Support Network** provides your company with a range of partner searches to help you find new business partners or promote new company profiles. Search our online database for new business partners! And contact your regional partner for further support.

Post your own business request

Our business search function will be supported by the **Enterprise Europe Network (EEN)**. On the EEN company register you can post a detailed **company profile** with a special request for a business contact or research support. Your company profile will be published anonymously all over Europe and your regional EEN contact point will forward serious contact requests to you to ensure that you are not spammed with unwanted advertisements.

You will also be able to register for an internal part of the **European Business Support Network** and search for partners within the Network itself. This way you can stay in touch with partners that you found at one of the matchmaking events or trainings. Again this service will be strongly supported by off-line services. Use the possibility to contact the listed partners to get face-to-face support for your business and export promotion.

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European Business Support in action:

Four Latvian companies visited Bremen on the occasion of the German Foreign Trade Fair. Their company profiles and business requests had been forwarded by our Latvian partner organisation to the German regional partner beforehand. The Wirtschaftsförderung Bremen GmbH (Bremen Business Development Organisation) searched all available company registers for potential partners and contacted over 70 companies. Out of these a handful of interested matchmaking partners evolved and in consequence all Latvian companies had very successful talks. Each

of them will follow up the business connections in the near future.

On visiting Bremen for matchmaking the Latvian companies also learned about the contact office that Bremen operates in Izmir, Turkey. One Latvian company was able to use the services of this contact office to find business partners on a trip to a trade fair in Turkey.



Assess your company to get ready for the European market

Going international can be intimidating. Therefore the **European Business Support Network** has created a Self-assessment tool for you to conduct and learn if your business is ready to venture into the European market. Get a full understanding on your development needs and which obstacles you have to handle effectively. Supporting the online-tool you will find contact information to get coaching support to analyze your situation in a personalized way. Assess your own business and get support on this platform!

Which services will you find

on the European Business Support Network?

Find the right training program and e-learning tools

The new Website will provide a complete overview of **existing training programs** as well as coaching organizations in the participating regions. This way you can find the training that is best suited to your current needs. The platform will also provide a set of **e-learning tools and online training material** from our partner regions. Based on your self-assessment or your own experience, you can tailor the provided tools to your companies needs.

In 2012 the **European Business Support Network** will offer its **own training program** in many of the participating regions. Watch out for the announcement of the trainings on the website and take part in well-priced or free-of-charge trainings tailored to the special needs of SMEs going international.

Stay updated on innovative markets in the Energy,

Research institutions within our partner countries are continuously developing **new solutions** for scientific and technical issues coming up in emerging markets. The rising demand for renewable energies brings a strong support for off-shore wind companies around the North and Baltic Sea. However in many fields solutions for on- and offshore components still have to be found. The maritime industries are closely connected to this sector and also face their own need for innovation

Food and Maritime Industries

in maritime safety and security as well as green shipping. In the food industries food safety and quality as well as new food products are important issues for innovation. The partners of the **European Business Support Network** will offer an overview on regional competences in these sectors. They will link existing national or regional cluster networks through organising workshops and conferences.

Get support for your tendering and e-tendering activities

The **European Business Support Network** will provide a general guidance on procurement issues as well as a checklist for e-tendering activities. Again this online service will be supplemented by off-line support. Use our training programs or find a regional coaching partner to prepare a professional, convincing bid. Or search for business partners in your target country to bundle your competences and ease your way to be listed as supplier to a large company.





What is the background of the Network?

The Baltic Sea Region and the North Sea Region are undergoing a huge development. The countries in the regions have a long tradition of collaborating and doing business. However recently new markets develop and an increasing number of companies are trying to enter markets in other countries. Especially Small and Medium-sized companies (SMEs) face a lot of challenges when trying to enter new markets. That is why the EU co-funded projects **Baltic Supply** and **North Sea Supply Connect** aim to make this process easier for SMEs.

The focus within these projects is on three industry sectors: Maritime Industries, Renewable Energies and Food Industries. Cluster support policies are fairly new to many Baltic States. Within the project they have the opportunity to learn from other

countries which have already built up strong cluster organizations. The companies can benefit from a transnational link between cluster organizations within their business sector.

Baltic Supply has been nominated as flagship project to the EU Baltic Sea Strategy and will soon join forces with other projects working for SME support.

You can find further information about the projects on the websites.

www.balticsupply.eu

www.northseasupplyconnect.eu

The new Website www.european-business-support-network.eu will go online in January 2012 – until then you will be forwarded to the project websites, where you will find current information and your regional contact persons.

Watch the video presentation of the project by typing in the following link on your internet browser: www.balticsupply.eu.

We look forward to hearing from you.



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