

NEWSLETTER

November, 2012

Dear reader.

Seasons come and go... In spring of this year we proudly launched the website eubizz.net to support the European Business Support Network. During the summer eubizz.net started to bloom and still it will grow over time. Now as leafs are falling, the projects BalticSupply and North Sea Supply Connect that we respectively supported as Lead partner organizations are preparing for their finalization. Although the EU-funding comes to an end, the ideas, knowledge and experience gained by working with partners from different countries will continue to live!

Please read on as we update you on all the buzzing events in which the partners have grown together to support small and medium-sized enterprises (SMEs) in innovation, collaboration and access to interregional supply markets in Northeast Europe: Latvian companies travelled to the UK, a Flemish delegation learned about the wind energy cluster in Bremen; several conferences and trade fair representations were organized jointly. During many of our activities we were able to rely on and cooperate with the experienced and long-standing Enterprise Europe Network (EEN), which will hopefully continue to be a backbone for Europe-wide SME support in internationalization.

Now it is time to look ahead. Business support organisations, SMEs and OEMs supported us and encouraged us to go on and improve. Eubizz.net fills a gap in cluster-specific regional business support. Yet, efforts still have to be made to enlarge the reach of the network and to expand services available for companies. Therefore twenty of the project partners will meet in Bremen on the occasion of the conference "Small Business – Big Support" to sign a Memorandum of Understanding in order to keep the European Business Support Network (EBSN) up and running for years to come.

To extend the partnership and to further develop our ideas on follow-up projects we have organized a Project Development Workshop. More than 30 participants are interested in taking an active role in the development of new projects connected to cluster-specific SME support. A follow-up meeting is already planned for 2013.

We are committed to keeping this network alive. Please join us and keep an eye on www.eubizz.net for news!

Best Regards,



Max van den Berg Queen's Commissioner in the Province of Groningen as Leadpartner of North Sea Supply Connect



Dirk KühlingHead of Department, Ministry of Economic Affairs, Labour and Ports, Free Hanseatic City of Bremen as Leadpartner of BalticSupply

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SUCCESSFUL START OF THE BALTICSUPPLY SEMINAR SERIES

After a successful start of the BalticSupply seminar series for Business Development Organisations (BDOs) and Small and Medium-sized Enterprises (SMEs) in Riga in January 2012, the Hanseatic Parliament has continued with more seminars in Hannover, Opole, Tallinn, Vilnius and Lublin – and more are to come.

So far, there have been 9 SME and 6 BDO seminars completed, with 2 SME seminars remaining to be held in Poznan, Poland, and Kolding, Denmark. Elina Priedulena, Project manager at the Hanseatic Parliament, says; "The seminars are an excellent opportunity to not only coach the SMEs in the region in a very personal way, but also to learn about the individual demands of the companies."

The BDO seminars have the title "Supporting SMEs: in Cooperation towards International Markets". They focus among other things on the facilitation of instruments to support SMEs and give insight to the methods of systemic service development.

Furthermore the SME seminars present know-how and focus on how SMEs can make their first international steps. This is done by providing tasks and tools for a systematic development and expansion of foreign activities.

Both of the seminars, which are modified to fit with the local context in the different countries, have attracted huge interest from companies in the Baltic Sea Region, especially in Poland and Lithuania, where the Hanseatic Parliament has held many seminars.

The seminars make it possible to reach a lot of participants. For example, after the 15th seminar in Lublin, the Hanseatic Parliament consulted altogether 348 active, innovative and successful companies as well as international focused and committed BDOs in the Baltic Sea Region.



Work shop at the BDO Seminar in Tallinn on 29.02.2012

The European Business Support Network

One supporting instrument for SMEs on the way abroad is the European Business Support Network (www.eubizz.net) that provides relevant online information on how to access international markets. Both SMEs and BDOs can benefit from the partnership beyond the internet platform, since the partnership is strongly based on mutual trust – and local contact

points! More than 70% of the participants assess the idea of the platform and its services positively and can imagine using the platform for gathering further information and building up international activities. The participants consider the integrated EEN-Database and the EBSN company register the most important services of the platform.

Even though the online platform is an important tool, it is also valuable to meet face-to-face. The exchange of experience and communication between participants lies at the heart of the BDO and SME seminars. This allows BDOs to improve not only their own work but also their joint cooperation in the region. SMEs can make new contacts and profit strongly from best practice examples of successful international companies in the region.

Great evaluations of the seminars

The evaluation of the seminars show mainly positive results: the seminars met the expectations of most participants, and 81,3 % said that they can use the seminar contents in their daily work – which is crucial for the impact of the seminars. One of the popular features of the seminars is the comprehensive information package for international activities of SMEs. A SME owner in Turku, Finland describes it as outstanding information package about EU inner markets.





However, considering the different needs of SMEs in various economic sectors in different countries, individual consultations and inclusion in networks or clusters are essential for becoming successful on international markets.

EAST LINK CONFERENCE: DEVELOPING A PROJECT ON FISH FARMS

On the 1-2 October 2012 participants met in Klaipeda, Lithuania, for the East Link Conference. A BalticSupply workshop was part of the event and paved the way for an interregional SME tendering partnership for an aquaculture fish farm project planned in Lithuania.

200 participants from more than 10 countries met for two days in the beginning of October in the Lithuanian city of Klaipeda. The occasion was the conference "East Link: the way to knowledge economy" initiated by Klaipeda Science and Technology Park (KSTP), a partner of the BalticSupply project.

The conference served as the framework for a BalticSupply workshop on a fish farm project planned in Lithuania. The workshop was attended by a wide range of actors with expertise in the area, e.g. fish farm biology and aquaculture fish farming. Also BalticSupply partners from Denmark, Germany and Latvia participated, as well as KSTP.

KSTP will take the lead in forming an interregional tendering partnership of small and medium sized enterprise (SME) suppliers along the complete supply chain. Together with the conceptual work done in connection with the tendering website on www.eubizz.net, the tendering partnership for the fish farm project now combines a wide range of expertise in marine food production, fish farm biology, aquaculture technology, energy, supply chain coordination and project management. These are all essential competences for a successful project.

Based on a new feasibility study and contributions from competent participants, an important result of the workshop was the confirmation and further completion of the project design under a scientific perspective. The next steps in preparation of the tendering partnership will focus on the last stages of the supply chain. These include technology suppliers, financing experts and investors, as well as business managers for practical fish farm operations. Here, the European Business Support Network (EBSN) can be of great help to identify potential project partners.

If you are interested in more information, then you are welcome to take contact to:

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ENTREPRENEURS EXPLORE OPPORTUNITIES IN THE UK MARKET

In September 2012 three enterprises from the Ventspils High Technology Park Business Incubator visited the British capital London. The objective was to explore future possibilities for cooperation and promotion in the UK market.

In September 2012 Ventspils High Technology Park (VHTP) sent entrepreneurs from their Business Incubator on a three days visit to London in order to meet with potential partners and representatives of business support institutions. The objective with the visit was to get familiar with the British market and explore new business opportunities.

To get to know the British market, the entrepreneurs met with representatives from UK Trade & Investment and the Rotherham Investment & Development Office (RiDO). Guntis Rubīns, who manages the UK Representative Office of the Investment and Development Agency of Latvia, told the entrepreneurs about the peculiarities of the British market and shared the current experience of Latvian entrepreneurs. Besides the presentations, the entrepreneurs also met individually with potential business partners and discussed future cooperation models and opportunities.

Viesturs Zeps from Baltic Embedded Ltd. says that: "Prior to the visit we were a bit concerned about the British keeping a distance but when we arrived our opinion changed completely – the potential British partners welcomed us and were open to cooperation. During the visit, we understood that one of the most effective ways to start exporting to Great Britain would be to establish our own office with a legal address in the country. Transactions could be performed from here and the market accessing barrier could also be eliminated."

The programme for the visit managed to be very general and specific at the same time, which was necessary since the Latvian entrepreneurs came from a wide variety of sectors: Baltic Embedded Ltd. offers innovative IT and electronic solutions, GeoDati Ltd. focuses on developing and maintaining databases with highly detailed information, and Lemewe Collection Ltd. manufactures clothes and accessories. The companies are nurtured by the Business Incubator in Latvia, which help new companies in their early stages of activity.

The visit was organized by VHTP within the EU project BalticSupply in cooperation with Basildon District Council from the North Sea Supply Connect project. Both projects are funded by the Baltic Sea Region Programme 2007-2013.



GREEN ENERGY CAPTURES LATVIA

The trade fair "Environment and Energy 2012" successfully took place on 18-21 October 2012 in Ķīpsala, Latvia. The fair showed that public interest in the use of green technologies in our daily life is growing.

In cooperation with the Ventspils High Technology Park (VHTP) and Kurzeme Business Incubator, the Latvian Green Technology Cluster organized the international trade fair "Environment and Energy 2012". The fair was well visited and the participants were introduced to a range of electric vehicles, which all easily can be incorporated into our daily lives.

At the stand of the Green Technology Cluster visitors could learn about electric cars, electric bikes and other slow-moving electric vehicles. This included presentations about the Opel Ampera from Auto Blitz, Florino Electric combi from ROLIS, Think City and MiaElectric from VA Latvia, E-bike from Blue Shock Bike, as well as fast and semi-fast vehicle charging stations from Eltus and the German enterprise E8Energy. In addition, the visitors also had the opportunity to test-drive the e-bikes and get the first e-bike user certificate issued in Latvia!

According to Salvis Roga, who is a member of the Board of VHTP and Coordinator of the Green Technology Cluster, "E-mobility is a great platform for use of green energy, and there exists a range of cooperation opportunities, not only among entrepreneurs in countries along the Baltic Sea, but wider. That is, not only are electric vehicles good for the environment, they also hold great business potential."

Besides giving visitors an opportunity to learn about electric vehicles, the trade fair was also a forum where companies and users could meet and explore new business opportunities. As Salvis Roga says, "The sector of electric mobiles has great potential – also as vehicles for people with reduced mobility. Owing to our cooperation partners from Germany, we managed to carry out fruitful discussions with an association of people with disabilities and their friends "Apeirons" about the use of e-transport." Electric vehicles thus hold many benefits, as Salvis Roga explains: "E-mobility has the potential to transport people with disabilities in a manner that is both effective and environmentally friendly."

With participants from more than 10 countries and almost 25.0000 visitors, the trade fair "Environment and Energy 2012" was a great success, and the first applications for the next event in 2013 have already been sent.

The event was organized within the BalticSupply project (interregional SME Clusters along the Northeast Corridor) funded by the Baltic Sea Region Programme 2007-2013.









Salvis Roga, Ventspils High Technology Park

POPULAR LIFE SCIENCE BALTICS CONFERENCE IN VILNIUS

The Life Sciences Baltics conference and exhibition took place in Vilnius on the 12-14th September 2012. More than 700 scientists and businessmen from the Life Science sector participated.

The Minister of Economy, Mr. Rimantas Zylius, and the Minister of Science, Mr. Gintaras Steponavicius, from Lithuania opened the Life Science Baltics conference in the Lithuanian capital of Vilnius on the 12th of September 2012.

The conference presented the best Baltic companies of the sector. Over 40 leading Baltic biotech, medicine and laser-tech companies participated as exhibitors - click here to see the list. One of the exhibitors was Enterprise Lithuania, which presented the European Business Support Network (EBSN) and its services to small and medium-sized enterprises (SMEs).

The conference also featured seminars with world-class speakers, including a Nobel Prize winner, prominent experts, high level public officials and representatives from the leading associations and corporations operating in the global biotechnology sector.

In addition, the Life Science Baltics offered a B2B partnership event, where companies could network and meet new potential business partners. The partnership event both served as a forum for individual B2B meet-



The EBSN stand had prominent visitors (from the left): Mr. Gintaras Steponavicius, Minister of Science, Mr. Rimantas Zylius, Minister of Economy, Mr. Stanley Balzekas, Honorary Consul of Lithuania in the USA, and Mrs. Ingrida Bublys, Honorary Consul of Lithuania in the USA.

ings, and for meeting partners for new projects in FP7, an EU programme focused on research.



Besides the more traditional conference programme, the event also had a social programme which among other things included visits to leading Lithuanian companies and other social events. This enabled the participants to get a broad view of the Baltic biotechnology industry, to evaluate the potential for cooperation and to exchange new ideas.

As if exhibitions, seminars, partnership events, and social events were not enough, the Life Science Baltics also had a conference for students. Here students from Lithuanian and foreign universities had the opportunity to present their scientific trials in biology, biochemistry, biophysics and molecular biology. Furthermore, the students also met with leading professors in their area, shared experiences, got to know different cultures and saw the beautiful city of Vilnius.

You can read more about the Life Science Baltics conference here: www.lsb2012.com. Life Science Baltics was organized by Enterprise Lithuania, a partner of the EBSN.

MARITIME OFFSHORE WIND EVENT CREATES NEW CROSS BORDER ALLIANCES

The symposium "Offshore Wind Energy - Cross Border Solutions" was held on 12th September 2012 in the North German port Leer. 140 participants from Denmark, Sweden, the Netherlands and Germany met to build new alliances in the sector.

In Leer old ships and brick stone buildings are blending with each other. They fill the harbor with life and create a true maritime atmosphere. Facilitation of modern harbors and ports is usually big business for big players, but the port of Leer in North Germany shows something else. The port and the offshore sector in general are developing new niches. But this does not only apply to Leer – a lot of small ports in the Baltic Sea and the North Sea regions have a promising future. The smaller ports can namely complement the bigger ports and generate new business sectors, which again can create growth and new jobs in the local communities.

The conference revealed that there exist several strategies to create successful ports and an active offshore sector. For instance, many ports are focusing on creating the right conditions for suppliers and on exploring new niches within the offshore sector. The conference also emphasized a challenge known to most countries: lack of professionally educated employees in the sector. However, the offshore sector also holds great potential for transfer of results from the oil and gas industry – the offshore sector is fundamentally an interdisciplinary field of research, which can benefit from greater cooperation and network with other sectors.

The Maritime Offshore Wind Event was organized by Mariko, which is the Northern Germany cooperation of smaller ports, in cooperation with the South Danish European Office, the University of Applied Sciences Emden/Leer and the Swedish company SSPA - all members of the European Business Support Network (EBSN). Mariko had invited a wide range of stakeholders in the wind and oil offshore sector to the conference in Leer. With fully booked registration of an impressing 140 participants the event contributed to building bridges between people from the private and public sectors, wind organizations, port organizations, politicians and many other stakeholders.

Niels Tudor-Vinter, Research Consultant at the Alliance for Offshore Renewables, says that the symposium has been an important event for the strengthening of the regional ties between North Germany and South Denmark. He emphasizes that "In the near future the competition in the offshore wind industry requires strong inter-regional mutual beneficial ties for all to be able to move forward - events like this plays an important role for this network building."

More events related to the energy and offshore sector can be found at the European Business Support Network: www.eubizz.net.



EUBIZZ.NET MEETS NEW PARTNERS IN LILLESTRÖM

BalticSupply presented the European Business Support Network during an exhibition at the Baltic Sea Region Programme Conference in Lillestrøm, Norway.

From 19th to 20th Sept. 2012 about 300 stakeholders from all over the Baltic Sea Region and beyond met in Lillestrøm in order to exchange their experiences and discuss ideas for the future development of the EU Baltic Sea Region strategy as well as for the new programme period 2014-2020.

The conference puts a key focus on fostering transnational cluster initiatives establishing a dialogue between projects from related areas such as innovation and energy. The aim was to create as many synergies between projects as possible and to reach sustainable results in cluster development and SME promotion. The cluster exhibition was organized as a site event giving a number of relevant projects the chance to present themselves to interested conference participants.

BalticSupply took this opportunity and presented the European Business Support Network (EBSN) through its own exhibition column. Isabel Sünner (HWWI) as project representative explained how the EBSN was created in a joint effort of the two projects BalticSupply and North Sea Supply Connect. She introduced the individual and clusterrelated innovation and market development services EBSN can offer to small and medium-sized companies, and highlighted the openness to extend the network and include new cooperation partners.

NETWORKING AND NEW CONTACTS AT THE MARITIME CONFERENCE IN HAMBURG

The huge European Maritime event SMM Hamburg attracts thousands of companies and visitors every year. EUbizz.net was present with a project stand and found new partners within the maritime sector to join the network.

The Hamburg Messe and Congress Center is situated right next to the famous Millerntor Stadion of St. Pauli. From the 4th to 7th of September 2012 the enormous Hamburg Messe was host to more than 2000 exhibitors and close to 50,000 visitors – a record fair attendance. The fair proclaims to be one of the world's largest fairs within the maritime business sector, with participants from more than 60 nations including such diverse

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nations as Korea, USA and Taiwan. EUbizz.net was present at the Hamburg event as partner to the joint

exhibition stand of the City State of Bremen covering 139 square meters. This provided for lively exchange with the other exhibition partners – mostly small and medium-sized enterprises from Bremen that informed about their services and products. Senator of Economics, Labour and Ports of the City of Bremen, Martin Günthner, paid a visit to the project stand taking a special interest in the support for internationalization of SMEs provided by the European Business Support Network and its Bremen partners.

Next to the German project partners, partners from Latvia, Denmark and Finland took the joint exhibition stand as a base camp for their excursions to meet with interested potential partners. The exhibition guide gave an overview of companies according to the maritime sector as well as nationality which made it easy to find the right contacts. EUbizz.net played an active role in setting up meetings between different actors in the maritime sector, for example did Latvian partner Salvis Roga from Ventspils High Technology Park invite Latvian companies to meet with selected German companies from Bremen and accompanied them together with his German counterpart Jesús Zepeda Juárez from the Business Development Agency Bremen. This economic diplomacy eased the way for new business contacts.

PROVINCIAL DEVELOPMENT AGENCY (POM) DELEGATION PAYS A WORKING VISIT TO BREMEN

Bremerhaven offshore wind energy sector boosts the regional economy

Bremen, GERMANY - Early July, a Provincial Development Agency (POM) delegation, augmented with representatives of the Flanders' Maritime Cluster (the network organisation for the marine and maritime industry in Flanders), KHBO (Catholic University College of Bruges-Ostend), HOWEST University College West Flanders, the Port of Oostende, Ghent University, Greenbridge science park and Sirris (the collective knowledge centre for the Belgian technological industry), set off for Northern Germany for a tightly scheduled and especially informative working visit. This visit tied in with the expansion of the West Flanders Blue Energy 'Factory of the Future', which is wholly dedicated to offshore (wind) energy. The purpose of the visit was to meet the relevant players and to define in more detail their roles in the development of the sector. The visit was hosted by Wirtschaftsförderung Bremen GmbH (the agency that develops and markets Bremen as a location for business, trade fairs and events), which arranged an especially well-filled and interesting programme for us. The offshore wind energy sector in Bremerhaven is booming. That much is clear. And a regional economic boom was sorely needed, given the fact that only a decade ago Bremerhaven was struggling with an unemployment rate in excess of 20%. At that point it was decided that the efforts of the various public authorities should be directed at developing a recovery plan together with industry. Hence, during the visit the delegation got to see the results of 10 years of coordinated and coherent policy and they established the success factors that contributed to such a recovery.

The visit provided the delegation with a great deal of inspiration for the development of the offshore sector in West Flanders and beyond. The model being implemented in Bremerhaven-Bremen can't simply be transposed to the West Flanders, but people are now working hard to define the right actions and embedding them in a long-term strategy so that the first steps can be taken. POM West Flanders and Flanders' Maritime Cluster are involving a wide range of players in this process. All in all, the industrial developments that have occurred over the last three years are simply a foretaste of what promises to a tremendous economic opportunity for the region in the medium term



SEARCHING FOR INTERNATIONAL BUSINESS PARTNERS WORKS

Companies that have searched for international business partners, a service that the Eubizz.net offers in collaboration with EEN, are very satisfied and enthusiastic. The Eubizz.net creates a link to the EEN company register, which is famous for its accuracy and detail. Below you will find a couple of testimonials in which these companies share their enthusiasm.

"With the support of the Eubizz.net partners we have established very good contacts in Bremen. At this moment we are discussing the possibility of producing in Germany."

Pantio (Ventspils www.pantio.eu)

"The WFB (as a member of Eubizz.net) put us in touch with potential customers in the Netherlands and Estonia."

Dino Anlagen- und Mashinenbau e.K. (Bremen, Germany www.dino-bremen.de)

"The Chamber of Commerce, with the support for Swedish and German partners, provided us with helpful information about the markets in their countries."

IMDS Service B.V. (Groningen, The Netherlands www.pedistirrup.com)

"The Chamber of Commerce helped us search of new Scandinavian suppliers. A promising contact with a Swedish company has been established."

Sommeroffice B.V. (Groningen, The Netherlands www.sommeroffice.nl)

UPCOMING EVENTS

Business Development in the Baltic Sea Region 4 December 2012. *Kolding, Denmark.*

http://balticbusiness.eventbrite.com/

Cluster 55 Brokerage Events 10-11 December 2012. *Lund and Malmö, Sweden.*

http://cluster55.org/C55BE/

Bio-energy Speed Dating 12 December 2012. *Esbjerg, Denmark.*

http://www.offshorecenter.dk/arr_intern.asp?id=1166

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PARTNERS IN THE EUROPEAN BUSINESS SUPPORT NETWORK:

Belgium

Syntra West Training & Education (<u>www.syntrawest.be</u>)
POM Provincial Development Agency West-Flanders (<u>www.pomwvl.be</u>)

Denmark

Business Kolding (<u>www.businesskolding.dk</u>)
South Denmark European Office (www.southdenmark.be)

Estonia

EMI-ECO Centre for Development Programs (<u>www.emieco.ee</u>)

Finland

The Baltic Institute of Finland (<u>www.baltic.org</u>)
Turku Chamber of Commerce (<u>www.turku.chamber.fi</u>)

Germany

The Ministry of Economics, Labour and Ports (www.wuh.bremen.de)
Economic Development Agency Bremen (www.wfb-bremen.de)
Hamburg Institute of International Economics (www.hwwi.org)
Hanseatic Parliament in Hamburg (www.hanse-parlament.eu)
The Maritime Competence Centre Leer (Mariko GmbH; www.mariko-leer.de)
University of Applied Sciences Emden-Leer (www.hs-emden-leer.de)

Latvia

The Latvian Chamber of Commerce (<u>www.chamber.lv</u>) University of Latvia (<u>www.lu.lv</u>) Ventspils High Technology Park (<u>www.vhtp.lv</u>)

Lithuania

Klaipeda Science and Technology Park (<u>www.kmpt.lt</u>)
SMK University of Applied Social Sciences Klaipeda (<u>www.smk.lt</u>)
Enterprise Lithuania in Vilnius (<u>www.verslilietuva.lt/en</u>)

The Netherlands

Province of Groningen (<u>www.provinciegroningen.nl</u>)
Northern Netherlands Development Agency (<u>www.nom.nl</u>)
Chamber of Commerce Groningen (<u>www.kvk.nl</u>)
The Northern Netherlands Provinces (<u>www.snn.eu</u>)

Poland

The Regional Pomeranian Chamber of Commerce Gdansk (www.rigp.pl)

Sweden

Arvika Economic Center (<u>www.aanc.se</u>) SSPA Sweden (www.sspa.se)

United Kingdom

Basildon District Council (<u>www.basildon.gov.uk</u>)
Edinburgh Napier University (<u>www.napier.ac.uk</u>)
Edinburgh Chamber of Commerce (<u>www.edinburghchamber.co.uk</u>)

SMALL AND MEDIUM SIZED BUSINESS - BIG SUPPORT



Visit the European Business Support Network online at www.eubizz.net to find the latest business opportunities, see upcoming events in Europe or look up possible cooperation partners in your neighbourhood or find new potential markets in other European regions.

The website is free of any charges. Companies, universities and business development organisations are welcome to register.

The website is hosted by the Hanse Parlament, an association of 47 Chambers of Crafts, Commerce and Industry from 11 countries. Since 1992 the overall objective of the Hanse Parlament is the support and promotion of small- and medium sized enterprises. Together with the 28 project partners from the European Business Support Network it is a strong cooperation for the benefit of your company.



If you would like to share news or inform about upcoming events, do not hesitate to send it to the website administrator at the Hanse Parlament, Mr. Hannes Ujen. Just send an Email to admin@eubizz.net and we will reply immediately.



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