



**Working Group 1 -  
*Internationalization and  
Market Access for SMEs***

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[www.aerospace-valley.com](http://www.aerospace-valley.com)**

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**WG1 - Mission Statement**  
*"To prepare and support innovative European aerospace clusters to increase their international competitiveness in the context of global market competition".*

May 6, 2009      WG1 - Internationalization      2



## **Suggested Session Contents**

### **1. Short Introduction:**

- Tour de table
- Objectives of WG1
- Aerospace Valley cluster

### **2. Discussion:**

- Field of activities
- Presentation of ACCESS (by bavAIRia Cluster)

### **3. Next steps**

### **4. Signature of Working Group Agreement**

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3

## **WG1 - Objectives**



- To improve market access in particular for SMEs
- To increase competitiveness of European aerospace industry in the context of global markets
- To explore common funding sources → link to WG3
- To prepare and conduct joint European R&D projects
- To define a common lobbying strategy towards CE
- To establish joint training & skills activities → link to WG2
- To harmonize "branding" and "communication" activities (e.g. airshows)
- To exchange mapping of non-European clusters
- Other ?

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4

# The Aerospace Valley Cluster

- Bi-regional aerospace cluster in France
- Activities: aeronautics, space and embedded systems
- Date of creation: July 2005
- Formed by companies, research and training centres, local and regional authorities
- 540 members, split into 7 electoral colleges
  
- FP7 aeronautics National Contact Point
- Partner in FP7 projects ETNA and AeroAfrica

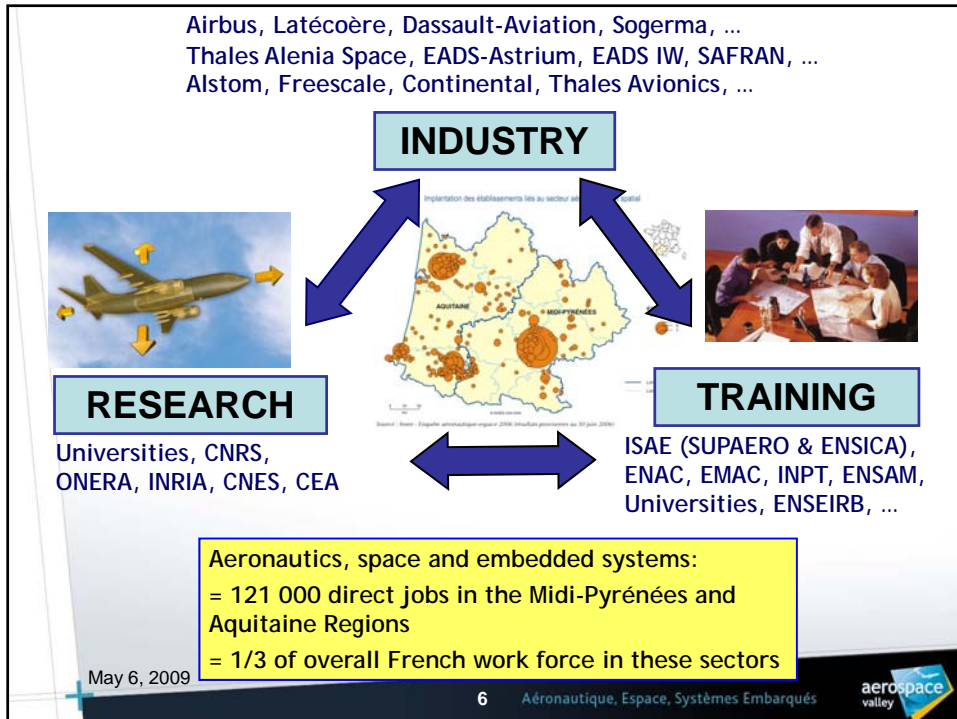


Aéronautique, Espace, Systèmes Embarqués

## AEROSPACE VALLEY

MIDI-PYRÉNÉES & AQUITAINE

POLE DE  
COMPÉTITIVITÉ  
MONDIAL



## WG1 - Potential Fields of Activities (1/2)



Most activities in this working group are transversal to other working groups and may include (but are not limited to):

- Improved market access in particular for SMEs
- Access to information about international market opportunities
- Harmonized “branding” and “communication” activities such as joint “European” presence at international air shows and business events.
- Exchange of mapping and SWOT analyses of non-European clusters (in particular located in America and Asia).

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7

## WG1 - Potential Fields of Activities (2/2)



- Acquisition of funding through EU programmes:
  - 7th Framework Programme for R&D activities
  - CIP Europe INNOVA for activities related to SMEs
- Lobbying towards European Commission (better recognition of cluster members in FP7, etc.)
- Skills & training of high-school and undergraduate students (exchange of fellows, mutual recognition of diplomas and degrees)
- Series of workshop (e.g. “summer school on internationalization”)

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8

## Important: General EC policy on “world-class” clusters



- Publication of Communication by the European Commission (Oct 2008):

- *“Towards world-class clusters in the European Union: Implementing the broad-based innovation strategy”*



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9

## EC-Communication (1/3)



Through its policy agenda in support of world-class clusters in the EU the Commission will:

- support Member States and regions in their efforts to improve their **cluster policies**, notably by providing objective information on clusters and cluster policies;
- ensure better consistency and complementarities between different **Community instruments** in support of clusters, in full compliance with the subsidiarity principle;
- establish a **European Cluster Policy Group** to advise the Commission and Member States on possible strategic orientations for the emergence and growth of world-class clusters in Europe (→ representation of Aerospace Valley)

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10

## EC-Communication (2/3)



Through its policy agenda in support of world-class clusters in the EU the Commission will:

- encourage the development of a **common European research** and innovation space by **facilitating practical trans-national cooperation** between clusters;
- launch a European Pilot Initiative for Excellence of Cluster Organisations;
- improve the information on innovation support services **available for SMEs** offered by cluster organisations in Europe, in particular through the European Cluster Observatory and the Enterprise Europe Network;

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11

## EC-Communication (3/3)



Through its policy agenda in support of world-class clusters in the EU the Commission will:

- support, under the Competitiveness and Innovation Programme, the development of new or better tools to facilitate the participation of SMEs in innovative clusters; and invites the Member States to:
  - fully integrate their cluster policies into the competitiveness pillar of the National Reform Programmes, taking into account the EU dimension, and report on them;
  - provide better support for SME participation in clusters, by further implementing the recommendations made in the Small Business Act;
  - step up efforts to achieve more synergies and complementarities between different policies, programmes and initiatives in the area of cluster policy

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12




**Potential Funding Sources:**

- The network activities shall be financed through European funding sources
- essentially through DG Enterprise & Industry (PRO INNO EUROPE programme)

**PRO INNO Europe: Fostering trans-national cooperation on support for innovation**

- PRO INNO Europe contributes to closer cooperation between innovation policy makers and public support organisations at different levels with a view to contributing to the development of new and better innovation policies in Europe.
- PRO INNO Europe will bring together public actors responsible for innovation with a view to the overall objective of fostering trans-national cooperation on support for innovation.

May 6, 2009 WG1 - Internationalization 13



**Issues**

**Brainstorming on:**

- Which support services should be provided to the companies of their respective cluster regarding the working group topic ?
- Which support tools are available or need to be developed ?
- Which possibilities of international cooperation are there to facilitate the development of the required tools?
- Which other conditions should be met, such as policy frameworks on a national or EU level, to provide a productive working environment for the cluster managers?
- Which projects can be initiated to address the identified fields of action and which concrete tasks can be identified?
- Which tasks can already be assigned to individual partners?
- How can companies within the clusters be integrated into the projects?

May 6, 2009 WG1 - Internationalization 14

# Merci !



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15

## Discussion



- Discussion of concrete project ideas
- Definition of subtasks
- Assignment of task responsibilities
- Next steps and next WG1 group meeting

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16



## WG1 - Discussion (1/2)



- Most important: To improve market access and competitiveness of European aerospace in particular for SMEs !
- R&D activities best covered by WG4
- To explore common funding sources → EC-proposal by 2010/2011 → link to WG3
- Definition of a common lobbying strategy towards CE → joint with all other WGs
- To harmonize "branding" and "communication" activities (e.g. airshows)
- ACCESS tool and beyond !
- Benchmarking and exchange of information of (in particular) non-European clusters

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17

## WG1 - Discussion (2/2)



- Le Bourget Airshow (June 15-19):
  - Exchange of lists of (SME) participants
  - Identification of OEM/large groups willing to meet SMEs of other EACP-clusters
  - Exchange of info on social events (receptions)
- Beyond Le Bourget: organisation of brokerage (b2b) events
- Next WG1-meeting ? Aerospace Meetings Turino October 2009 ?
- EACP-website:
  - Chat room ?

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18

# Conclusions

