European Commission

Enterprise and Industry

José Freitas

Policy Officer "SMEs: Clusters and Emerging Industries" unit

Clusters in Sports Industry: EU Approach and Support

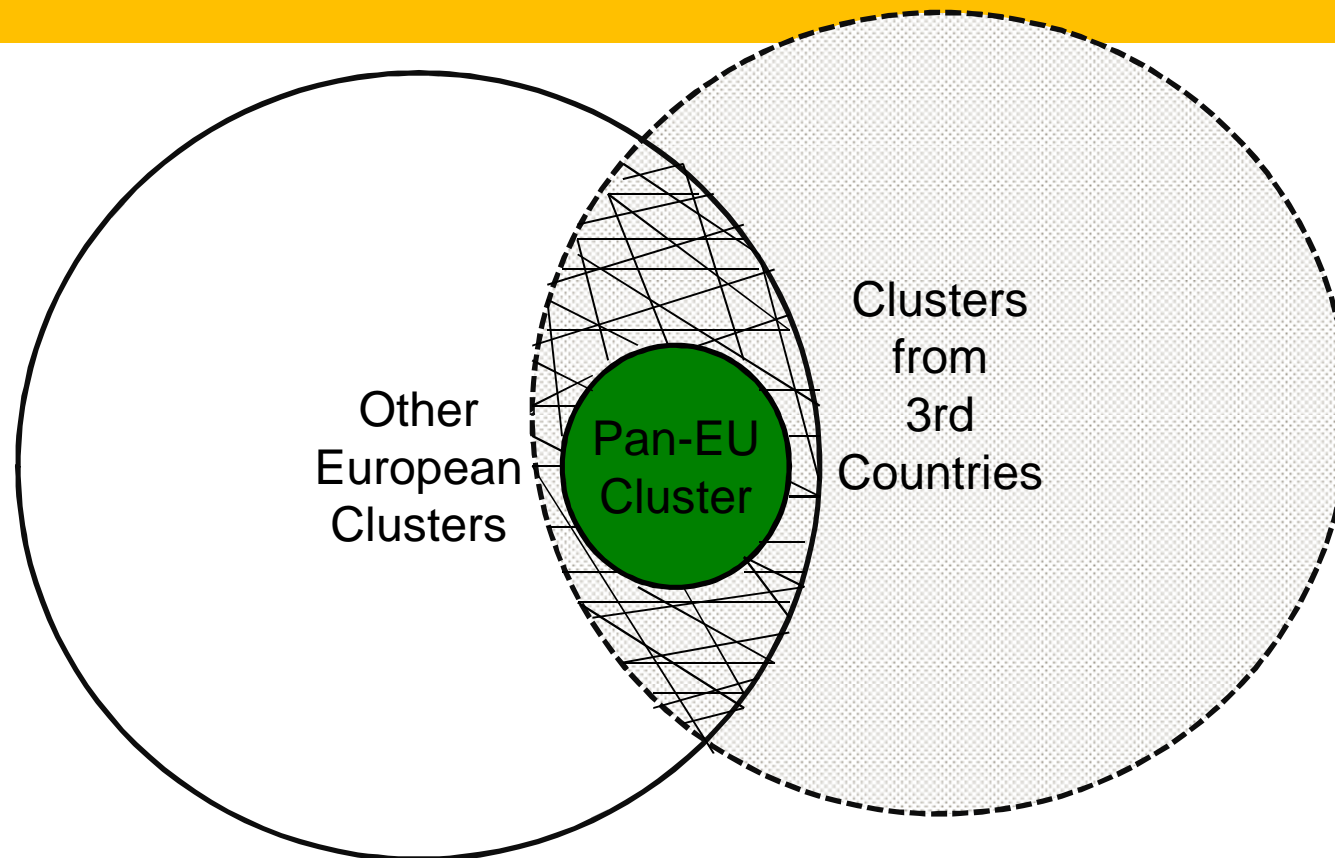**EPSI** Conference on Sports and Innovation
June 13th, 2014 – Voiron, France

European
Commission

EC CIP - Competitiveness and Innovation Programme 2007/2013

EC COSME . Cooperation for SMEs 2014/2020

Research and
Innovation

Pan-EU Cluster consortium

COSME AND EC SUPPORT to Clusters 2014 - 2020

I Ë a. *Cluster Go International*:

   European Strategic Cluster Partnerships: 20 ESCPs
   Call: 2014 *(to be determined)*

b. **Cluster match-making events with 3rd-countries:**
   - *business trips for cluster mangers and SMEs to selected countries*
   - *Incoming busines trips to Europe from 3rd-country clusters*
      - **Updates:** *@ European Cluster Coolaboration Platform*

II - *CLUSTER EXCELLENCE PROGRAMME: training, benchmarking*
   Call: 2014 *(to be determined)*

III - *Near-market Demonstrators*
   - to deploy, de-risk, validate, scale-up of newly competitive business   models
   Call: 2015 *(to be determined)*

CIP Programme 2007/2013:
EU pan-EU Cluster Internationalisation consortia
The case of Sports

EU4SPORTS *(CIP Pilot Project 2011/2013)*:

Internationalisation of European Sports companies through clusters: a Pan-EU cluster consortium

- *Catalan Agency (ACC1Ó) and three sports*
- *cluster organisations:*
- *- **Indescat**, Catalonia, Spain,*
- *- **InnoSportNL**, Netherlands and*
- *- **Sporaltec**, Rhône Alpes, France*

Goal: a **Joint Internationalisation Strategy** *towards 3rd-countries*

See: http://www.clustercollaboration.eu/eu4sports

http://www.clustercollaboration.eu/documents/2736637/2859140/EU4SC+Booklet.pdf/9ab9a1c9-27c2-4ee6-bfa0-1b8fa6228d6b

EU4SPORTS Internationalisation of European Sports companies through clusters (2011/2013) (EU CIP Pilot Project)

Five specific objectives to but one key goal:

- 1.To foster **international cluster cooperation amongst SMES** using clusters as a tool
- 2.To increase the **visibility of the sports clusters** inside and outside Europe
- 3.To improve and **upgrade existing programmes** regarding cluster international activities

- 4.To **jointly develop an internationalisation strategy** for the participant clusters

- 5.To communicate, **disseminate and replicate** these improvements to other clusters, related or not to sports.

EU4SPORTS (2)

Lessons from this project:

1. Get to one each cluster well and set out common industry segments to internationalise – conduct mutual awareness visits

2. Collect business information on potential target markets aligned with the priority segments

3. Conduct fact-finding business trips to targeted markets to further validate / adjust strategic choices made

   cluster managers: consider to travel with cluster SMEs as appropriate

4. Design a **Joint Internationalisation Strategy** valid for the next two years for your pan-European cluster

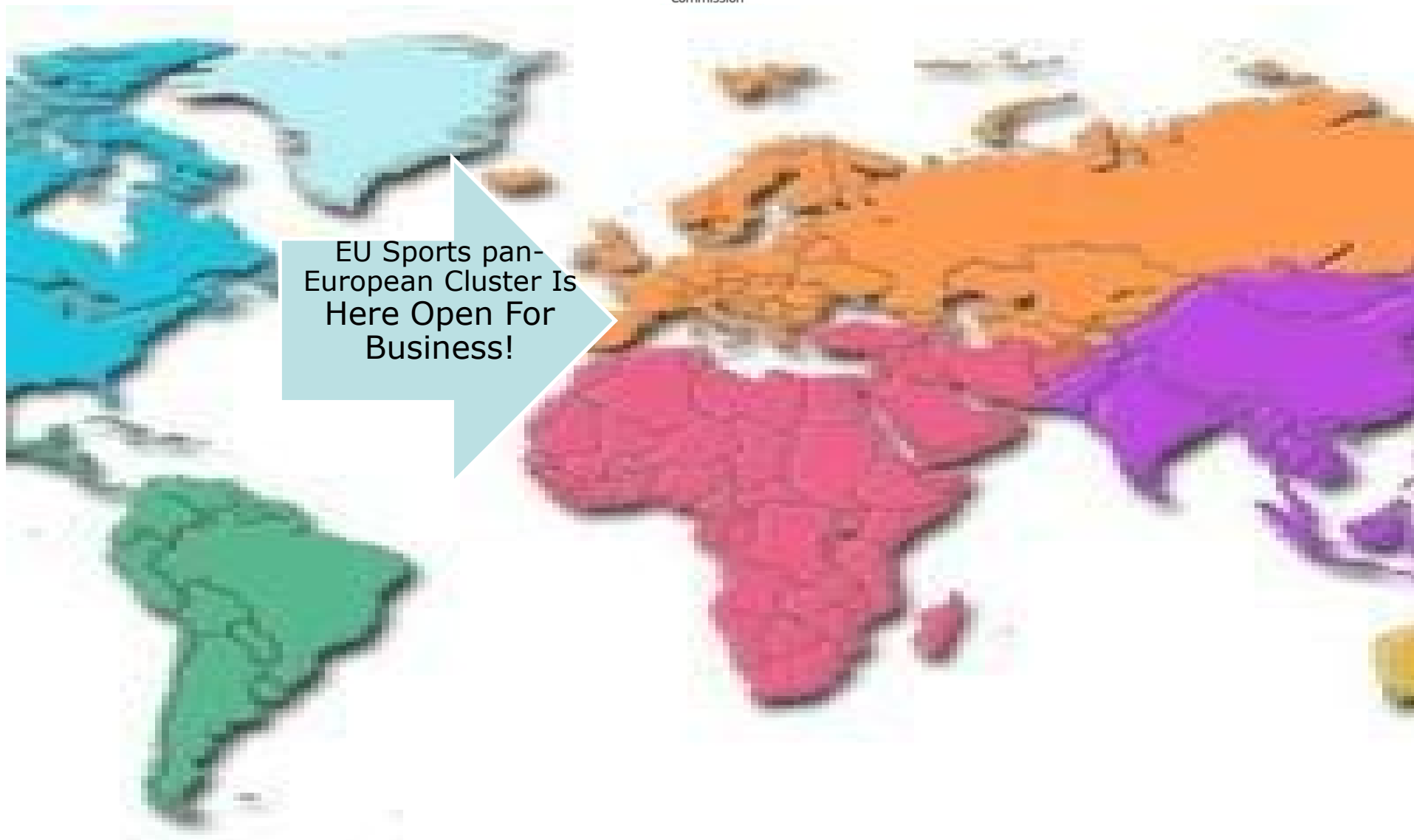5. Consider to become a European Strategic Cluster Partnership

Voluntary European Strategic Cluster Partnerships Overview – see web link last slide

Name	Sector	Partners/Countries	Target Countries
European Lighting Cluster Alliance - ELCA	Lighting Technology	11 from 10 countries (DK, IT, ES, FR, BE, SE, DE, UK, FI, NL)	China
European Aerospace Cluster Partnership - EACP	Aerospace	9 from 5 countries (FR, DE, ES, PT, IT)	USA, Canada, Japan
ICT4Future	ICT	5 from 5 countries (PT, SE-DK, PL, FR, ES)	USA, Brazil, Russia
European Sports Cluster Partnership	Sports	5 from 4 countries (ES, FR, NL, IT)	USA, Taiwa, Korea, Japan, Brazil, Argentina, Chile
European Semiconductor Cluster Consortium - ESCC	Micro&Nanoelectronics	6 from 6 countries (DE, NL, BE, IT, FR, GR)	USA, Taiwa, Korea, Israel, China
Food, Health & Wellbeing Partnership	Food	12 from 9 countries (IT, FR, NL, AT, HU, PL, ES, DE, IL)	Israel, Chile, USA, Brazil, India, China
Textile2020	Advanced Textile Material	8 from 6 countries (FR, ES, CZ, DE, UK, IT)	Brazil, Japan, South Korea, Tunisia, Morocco, Canada, USA, India
ESCP Energy in Water	Environmental Technology	9 from 8 countries (ES, FR, FI, DK, PL, DE, UK, SE)	USA, Canada, Brazil, China, Mediterranean Region, Baltic Sea Region + possibly India
Mind the Gap – Health and Wellbeing for elderly	New Materials	7 from 5 countries (DK, DE, ES, FI, SE)	Brazil, Russia, India, China
International Clean Tech Network - ICN	Cleantech	13 from 12 countries (DK, AT, IT, DE, NO, ES, FR, US, SG, ROK, CN, CA)	USA, Singapore, South Korea, China, Canada
Photonics & Packaging for Innovation - 3P4I	Packaging and food value chain	5 from 3 countries (ES, FR, DE)	-
ESCP for Personalized Healthcare	Healthcare	5 from 5 countries (ES, DE, IT, FR, UK)	USA, China, Brazil, Japan, Korea, North Africa
Natural Resource Efficient Europe - Natureef	Resource Efficiency	10 from 10 countries (PT, DE, FR, BG, AT, PL, HU, CZ, DK, ES)	China, India, South America, Australia, New Zealand

EU Sports pan-European Cluster Is Here Open For Business!

EU SPORTS HIGH LEVEL GROUP

White Paper on Sport (2007)

- "sport is a dynamic and fast growing
- 3% of the total gross value added and around 2% of the EU global GDP
- Direct employment in sport is 4.5 million people, ca. 2.1% of the EU workforce,
  - total employment generated by sports activities is 7.3 millio

Informal High-Level Group (Stakeholders)

- 1st meeting was held in January 2014, Brussels
- platform bringing together representatives of all sport-related economic sectors, clusters, academia and sport associations
- Objectives:
- 1. Maximising efficiency of investment in sports infrastructure.
- 2. Fostering the competitiveness of sports-related industries.
- 3. Enabling demand for sports and recreational activities and related goods
-

Next steps:

- Now Working Group and a possible EU Sports Initiative being looked at !

SMEs: Clusters and Emerging Industries Unit (D5)
SMEs and Entrepreneurship Directorate
European Commission, Enterprise and Industry Directorate-General
Entr-SMEs-Clusters-and-Emerging-Ind@ec.europa.eu

European Cluster Collaboration Platform
http://clustercollaboration.eu
http://www.clustercollaboration.eu/escps

EU4SPORTS pan-European Pilot Project
http://www.clustercollaboration.eu/escp;jsessionid=EA7993BB35ED6B6E1978FEA25F83401D

Cluster Excellence:
http://www.clusterexcellence.org/

Other:
European Cluster Observatory "Emerging Industries" report
http://www.clusterobservatory.eu/system/modules/com.gridnine.opencms.modules.eco/providers/
getpdf.jsp?uid=b20af4e5-581d-4462-a3eb-d178e4754011