



INTERNATIONAL COOPERATION AND REGIONAL CLUSTERS

Innovation In Water Efficiency

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Committee of the Regions
BRUSSELS

CLUSTERS AS PLATFORMS FOR SME
INTERNATIONALISATION
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Overview of the presentation

- I. EA Cluster Presentation
- II. Cluster showcase on water SMEs internationalisation
- III. A WE@EU internalisation case study
- IV. WE@EU impact on EA

I. EA CLUSTER PRESENTATION



- **Provence Alpès Côte d'Azur Region (PACA)** is the 4th region in terms of eco-innovative businesses.



- **1000 eco-entreprises**
- **12 500 jobs**, from which 5000 related to water



- 20 years of experience
- 140 affiliates
- 100 SMEs
- 3 200 jobs in Provence Alpes Côte d'Azur
- Delegation of the Pôle Eau (The National Water Cluster) in Provence Alpes Côte d'Azur (PACA) Region,
- Co-founder of the France Water Team.

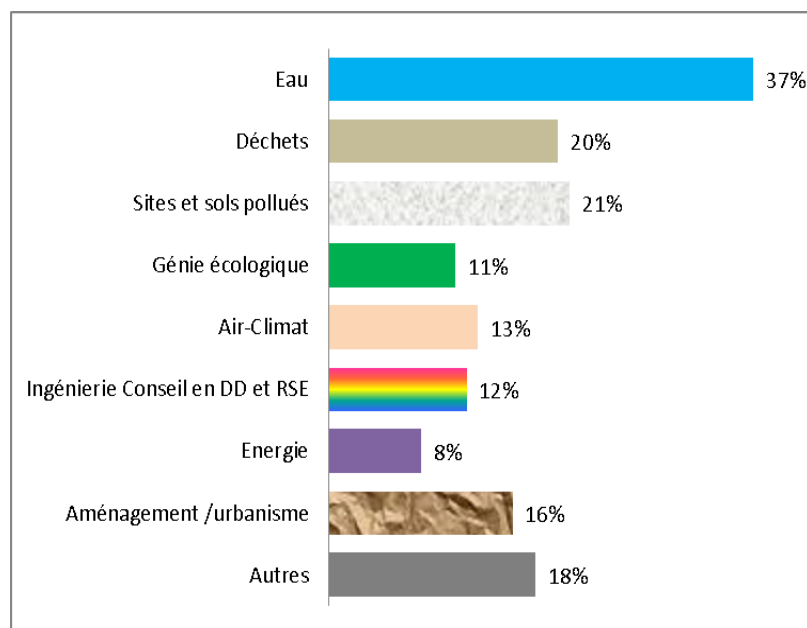
Foster regional, national and international eco-activities

- Identification and valorization of our regional water experts.
- Research of suitable funding for our associates.
- Organizing export trade missions.
- Organizing networking events (Technical Days, Scientific meetings, Innovation Clubs, EA business time).
- Enhancing collaborative projects.
- Boosting collaboration between eco-enterprises and private/public procurement.
- Organizing affiliates site visits.

EA- an unique multidisciplinary network

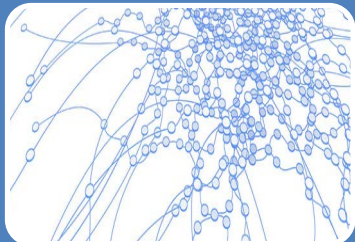
All the environmental thematics are represented

- Water
- Waste
- Sites and Polluted soils
- Ecological engineering and Biodiversity
- Air
- Sustainable development and Social Corporate Responsibility
- Energy
- Urban design
- Others



II – Cluster showcase on internationalisation

HOW ARE CLUSTERS SUPPORTING SMES INTERNATIONALIZATION ?



Mapping new partners and new markets

Ex: Ea signed several International Cooperation Agreements with international water associations: ACODAL, Colombia; Aclima, Spain; Amepa, Maroc; AEPA, Chili



Organizing international missions with B2Bs and participating to different international fairs.

Countries: United Arab Emirates, Brazil, Mexico, Ivory Coast, Malta, Spain, Israel



Enhancing participation to new EU projects

MED3R (ENPI), WE@EU (FP7), EnW (COSME)



Ea cluster internationalisation indicators

- **Between 2007 and 2016**, more than **220** SMEs & research centers were accompanied by the cluster in their international development in partnership with PACA Region.
- **22** international missions (trade fairs & trade missions)
 - Ex: International Fairs : Pollutec Lyon, Hydrogaia Casablanca, World Water Forum in Istanbul.



WHY SMES FROM WATER TECHNOLOGIES ARE COMING TO EA TO INTERNATIONALISE?

HOW?

SMEs
become
competitive

- Getting **cluster technical support** for the preparation of the trade mission.
- Identification of **new potential markets in need of water innovative technologies** for the SMEs international development.

SMEs
become
more
innovative

Create new business opportunities with international qualified contacts, new potential business and RD&I projects.

Internalisation
creates more
JOBS

- **Reinforcing the relationships with the other cluster SMEs**, which are participating to the international trade mission.



III – A WE@EU internationalisation case study

III. CASE STUDY: THE WE@EU INTERNATIONAL MISSION IN ISRAEL

From problem:

The 4 water SMEs did not have enough knowledge about the water economic system and actors of Israel, they had some language difficulties and no international strategy.

The WE@EU international solution:

1. Preparing B2Bs in partnership with the Israeli Consulate in Marseille.
2. Preparing all the agendas and the logistic arrangements in collaboration with the WE@EU consortium (especially the Israeli partners).
3. SMEs could visit Mekorot site in Shafdan.
4. SMEs had between 5-10 fruitful B&Bs with Israeli water companies and Universities.
5. Meet foreign water innovation investors.
6. SMEs assisted to the international event “*Bringing Israeli Water innovation to the EU*”.



VI. WE@EU IMPACT ON EA

10 cluster affiliates (9 SMEs) participated to WE@EU international events in Israel, Malta, Spain.

20 SMEs were accompanied on international trade fairs (Pollutec Lyon and Hydrogaia).

A list of qualified contacts is available for our SMEs and Research Centers.

78 B2Bs were organised for our affiliates,

2 site visits were organised in France

Ea created in 2015 a scientific committee for boosting businesses and ACADEMIA collaboration:
« *Application of Nanotechnologies in Water Treatment* ».

An event dedicated to enhance collaboration between water innovative SMEs and public procurers was organised in January 2016.

Several topics of the successful projects

- Water- Energy Approach
- Increasing sustainability of the water supply networks in urban areas
- Water and pipelines detection by airborne sensors
- Internet connected devices for efficient water management...

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