

# **EU OPEN FOR BUSINESS – A NEW COMPASS FOR SMEs**

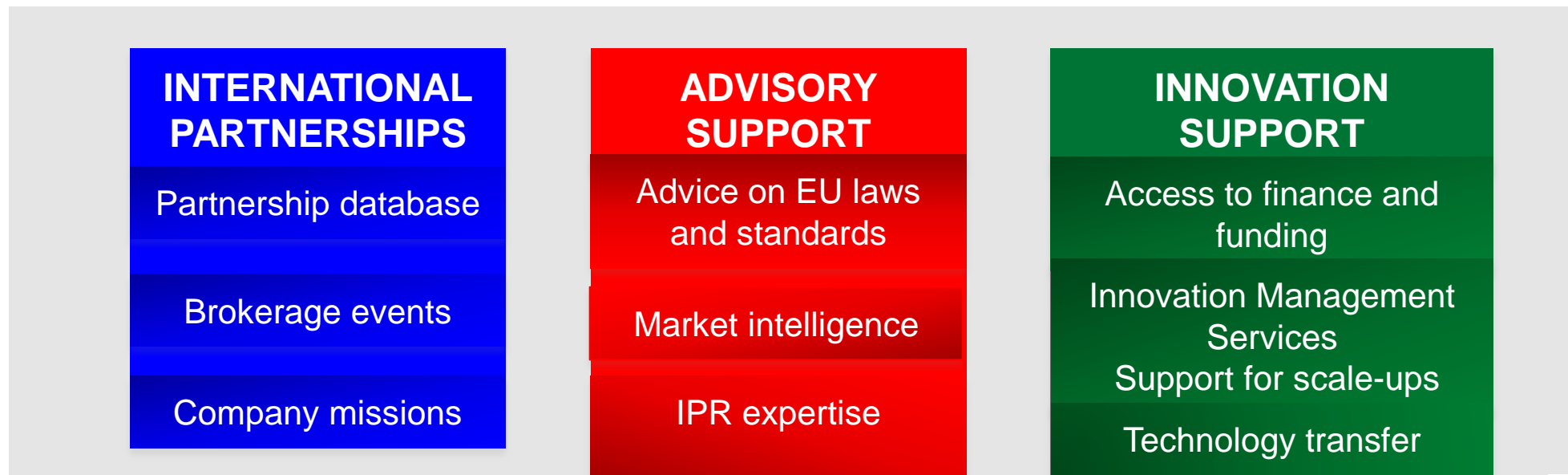
**26-28 MAY 2021**

# Enterprise Europe Network

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Unit D.2: Industrial Forum, alliances and clusters**

# Enterprise Europe Network (EEN)

- Helps ambitious European businesses to innovate & expand internationally
- High quality advisory /partnership services free of charge
- Medium-term client journey to help you realize growth/international ambitions



Co-funded under EU Programme for Competitiveness of Enterprises & SMEs (COSME)

# Enterprise Europe Network:

Advisory and partnership services

EU Member States +

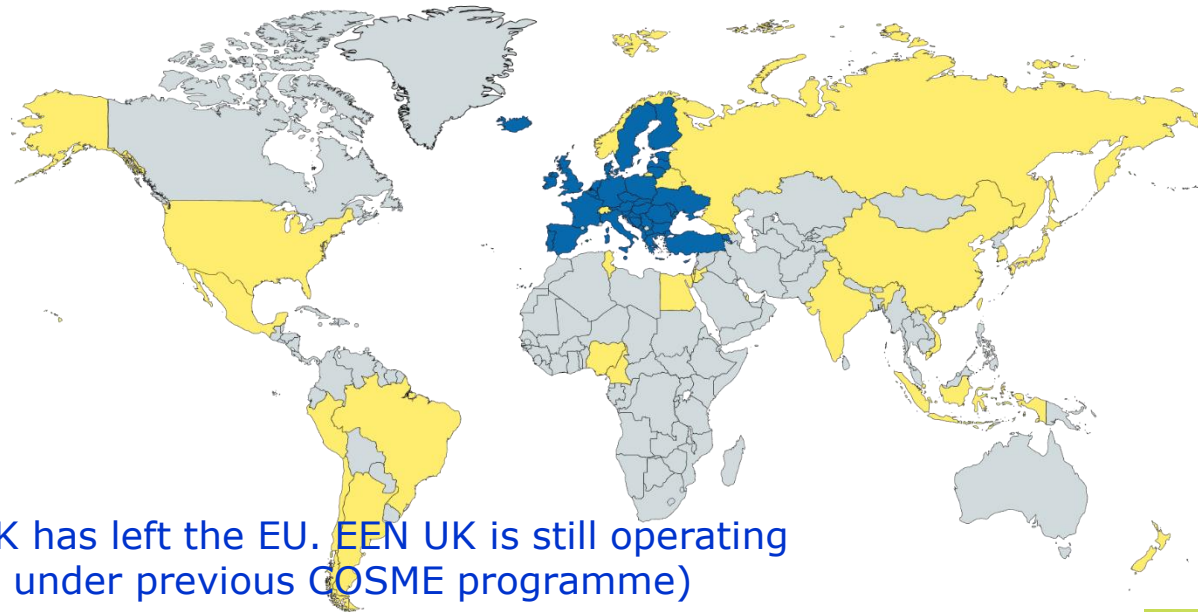
- Iceland
- Albania
- Armenia
- Bosnia Herz.
- Kosovo
- Moldova
- Montenegro
- N-Macedonia
- Serbia
- Turkey
- Ukraine
- UK

National / regional consortia:

- Partner organizations with strong experience in advising businesses
- Dedicated business advisers
- Strong relations across the network

Business Cooperation Centres (BCCs) – not co-funded by the EU - Partnership services/ country information

- Switzerland
- Norway
- Argentina
- Belarus
- Brazil
- Cameroon
- Canada
- Chile
- China
- Egypt
- Georgia
- India
- Indonesia
- Israel
- Japan
- Jordan
- Mexico
- Nigeria
- New Zealand
- Peru
- Qatar
- Russia
- Singapore
- South Korea
- Taiwan
- Tunisia
- Uruguay
- USA
- Vietnam



The UK has left the EU. EEN UK is still operating (grant under previous COSME programme)



Business Support on Your Doorstep

# Enterprise Europe Network (EEN)



**3000**

LOCAL  
EXPERTS



**600+**

LOCATIONS



**68+**

COUNTRIES  
WORLDWIDE



# Enterprise Europe Network - How it works: advisory support

## The EEN's experts provide tailor-made advice



+ Facilitating SME feedback  
on EU rules

- Practical advice on doing business in another country
- Identifying the best market opportunities for your business
- Information/advice on EU laws and standards
- Advice/support for enhancing innovation management
- Advice on intellectual property

# Enterprise Europe Network - How it works: international partnerships

The EEN's partnership database contains thousands of company profiles to find the perfect match. In addition we organise:

| **Matchmaking events** across Europe where SMEs can meet potential business partners in person.

| **Company missions** where we set up and prepare you for targeted international meetings with strong business prospects



# Enterprise Europe Network Sector Groups

Network experts in 17 key sectors have teamed up to provide SMEs with customised support





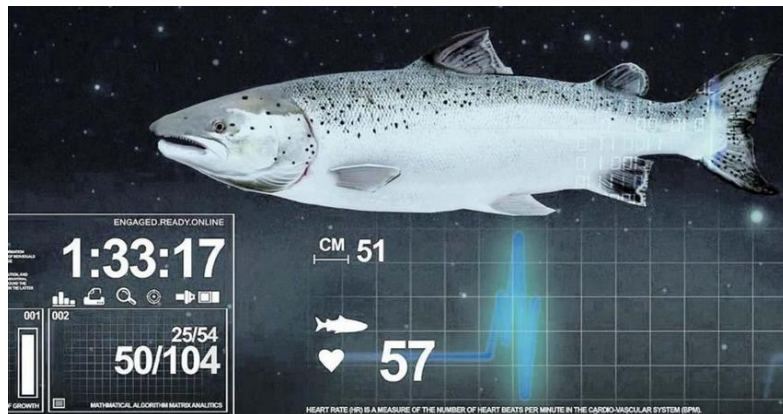
## KEY PERFORMANCE INDICATORS EEN Client Journey



Source: EEN Flanders

# Enterprise Europe Network – success stories

- W•SENSE, a small Italian technology firm has pioneered the underwater Internet of Things.
- In 2017, W•SENSE developed a solution to guarantee underwater cable-less networking interoperability (this enables submarines, divers, unmanned vehicles and underwater sensors to communicate effectively with one another).



- EEN helped them obtain finance for scaling up and taking on bigger contracts (support with for drafting business plan, and for obtaining a EU-guaranteed loan), and internationalization services.
- Their annual turnover multiplied by 20 in three years.

## Enterprise Europe Network in figures (2019):

- The Enterprise Europe Network supported over 220,000 SMEs with intensive, high added-value services
- It reached 8,6 million SMEs through its digital service offer
- Client satisfaction rate: 88%

## Moving forward: the new EEN from 2022

- **Call for proposals issued 12<sup>th</sup> May.** Available at: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/smp-cosme-2021-een-01>
- “The Network should **contribute to the objectives of the [Single Market Programme]** by **improving the competitiveness and sustainability of SMEs** in Europe and **promoting entrepreneurship**. [...] It should do so notably by:
- Assisting them to become more **economically, environmentally and socially sustainable**;
- Supporting their **digitalisation** and greater **resilience** to shocks;
- Supporting their **innovation** and innovation processes;
- Facilitating their **access to the Single Market and third country markets**;
- Helping them to cooperate and where appropriate integrate with local, regional, national and European **clusters**, and **industrial ecosystems** and **global value chains**.”

# The upgraded EEN



Sustainability Advisors and other sustainability services\*

Cooperation and synergies with EDIH and ECCP on digital

Upgrade to existing Network: "EEN Vision"

**NEW!**  
Cooperation with ECCP to address SME resilience

Helping SMEs get benefits of Free Trade Agreements

\*Figures show number of EEN members in country rather than number of dedicated Sustainability Advisors, which in many cases will be more.

# How to contact the Enterprise Europe Network

- Website: <http://een.ec.europa.eu/>



**Call for proposals for the future  
Enterprise Europe Network:**

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-details/smp-cosme-2021-een-01>



*Business Support on Your Doorstep*