



Enterprise Europe Network UK & Ireland



Business Support on Your Doorstep

ABOUT ENTERPRISE EUROPE NETWORK

Enterprise Europe Network (EEN) is funded under the European Commission's Competitiveness and Innovation Programme, administered by the Executive Agency for Competitiveness and Innovation. The Network is specifically designed to foster international business collaboration.

With over 4000 staff working from 600 offices in more than 50 countries, the network operates in all EU member states and other key markets including Russia, China, South Korea and India.

Across the network EEN has:

- Attracted more than 1 million people to events
- Taken more than 90,000 companies to international brokerage events and on trade missions
- Responded to 375,000 questions on EU issues
- Helped over 7000 companies engage in international business, technology or research collaboration

ABOUT UK AND IRELAND

Here in the UK and Ireland the network is delivered regionally by 12 different consortia. Each consortium comprises a lead partner, plus other partners who provide match funding to the project.

The partners include publicly funded organisations e.g. UKTI, Regional Development Agencies in Scotland and Northern Ireland, Universities, Chambers of Commerce and private companies involved in the provision of business support services.

The UK and Ireland EEN network employs more than 150 people and whilst there are some small regional differences, each consortium provides the following core services:

- **Partner Search** - Helping businesses find international partners for trade, technology exchange or joint R&D
- **Enquiry Service** - Providing detailed information to clients looking to operate internationally
- **R&D Funding** - Advice and support for clients on accessing European grants
- **Intellectual Property Services (IP)** - Helping clients protect and exploit their IP

This brochure identifies a number of case studies that describe some of the activities carried out by the EEN network and illustrates the range of services available.

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ENTERPRISE EUROPE NETWORK SOUTH WEST OF ENGLAND

South West businesses "Meet the Funders"



Dr Jim Clipson addressing an audience at UWE

Enterprise Europe Network South West and the Technology Strategy Board collaborate to help South West organisations access innovation and R&D funding.

EEN South West and the **Technology Strategy Board** have organised a programme of engagement events across the South West of England to encourage organisations to apply for the R&D and innovation grants that are readily available from the UK Government and the European Commission.

The programme involves a series of presentations and workshops to help businesses not only understand what funding streams are available, but also to provide advice and support on the eligibility criteria and the application process.

Leading financial advisory firms have also provided information on UK Government incentives such as R&D Tax Credits and Patent Box.

The workshop topics allow businesses to:

- Put funding questions to the UK's innovation agency
- Identify new sources of innovation and R&D support
- Attend workshops on Smart Grants and Innovation Vouchers
- Get detailed advice on applying for Eurostars funding
- Understand R&D Tax Credits and the Patent Box scheme
- Learn about Horizon 2020 - the EU Framework Programme for Research and Innovation

The events are held in various locations throughout the region including Universities, science parks and private offices and are also designed to encourage businesses to engage with their regional business support network.

To date each event has typically attracted over 100 delegates.

Dr. Jim Clipson of the Technology Strategy Board stated:

“ The Technology Strategy Board is always delighted to work with the Enterprise Europe Network. Our recent collaborative events in Bristol and Exeter were superbly organised with an impressive business audience. The awareness raising and understanding gained was excellent and we look forward to a continuing relationship. ”

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ENTERPRISE EUROPE NETWORK EAST OF ENGLAND

EEN and UKTI hold joint trade missions to Central Eastern European markets



Enterprise Europe Network East of England has organised a series of trade missions to Central Eastern European (CEE) countries in collaboration with UK Trade & Investment (UKTI).

Dozens of businesses have discovered the significant high value opportunities available within the European Union accession countries and received help and advice from EEN as they look to build their business in this region.

Delegates are able to participate in pre-arranged business to business meetings, which are frequently scheduled to coincide with major international trade fairs.

Alan George from **MS Controls Ltd**, who has attended several EEN trade missions said:

“ The in-depth help and organisation is greatly appreciated. This is the way to do business; it was friendly, efficient and delivered in a way that each party could make a contribution to the end objectives. ”

Simon Chater from **JODA Training** said:

“ As this was my first venture into operating abroad it was an ideal opportunity for me to meet with a range of organisations. ”

EEN brokerage events give businesses the opportunity to meet potential partners, customers and suppliers from several countries under one roof and in a managed environment.

A large number of partnership agreements have been secured at these events, which are normally organised by EEN's international network partners, including Chambers of Commerce, trade associations and industrial bodies.

Visiting a country as part of an overseas trade mission has a number of advantages over going it alone. For example, organised trade missions often include networking events where businesses can meet potential clients in an informal setting, receive country briefings, discover business opportunities, learn about local culture and receive advice from an experienced Trade Adviser.

Also, being part of a group provides delegates with the opportunity to share their experiences and feedback.

Delegates can also benefit from the hands on support of an experienced trade mission manager, which is particularly useful for companies that are new to region or international trade in general.

Many businesses return home having formed new partnerships and with an in-depth understanding of the services and support available from EEN and UKTI.

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ENTERPRISE EUROPE NETWORK IRELAND

Hackett Lighting harnesses the power of their Intellectual Property (IP)



Enterprise Europe Network Ireland assists Hackett Lighting to create and implement its IP strategy and find international partners for joint product development.

Dublin based manufacturer, **Hackett Lighting** is a leading name in the area of innovative home lighting products. In recent years they have focussed on a strategy of harnessing and exploiting IP and new product development to increase sales and add significant value to the company's worth. Their aim now is to establish themselves as an internationally recognised and innovative design house.

Hackett Lighting approached EEN for assistance in implementing its strategy and EEN obliged by providing advice and support to the company's plans for harnessing and exploiting IP and help on how to access innovation funding. After an extensive partner search a development partner was found for a specific new design - The University of Ulster in Northern Ireland.

A collaboration agreement has now been signed in order to take the partnership forward. The agreement was facilitated by the FUSION Programme, an all Ireland business/academia partnership programme, which allows mentored graduates to

work in industry. This initiative has allowed Hackett Lighting to employ a full time design engineer and to gain access to an expert 3rd level knowledge provider specifically to provide help with new product development.

Hackett Lighting said:

" The company wished to re-position itself for growth through export, by moving away from solely offering 'me too' products at world prices and efficient distribution, to creating a structure where innovative new products can be created, patented, and offered on an exclusive basis. To this end through the support of the Enterprise Europe Network assistance / advice with technical, IP protection strategies & innovation funding strategies were put in place to further research new product development. The company was able to develop a new strategy & approaches to new product development with associated IPR's. Also, new sales & turnover were achieved with increases in employee numbers.

We have found as with all interactions, it is important to create a long term relationship with EEN to help the company up the business value chain. Building a knowledge base environment in the company – generating new products will allow us to develop a strong patenting capability and sustain the company's growth into the future. **"**

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ENTERPRISE EUROPE NETWORK LONDON

Proxima Concepts finds Russian partner for joint exports to China

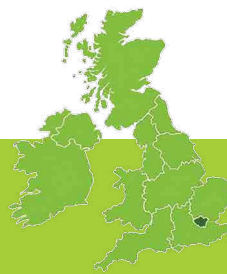


A trade mission to Russia organised by EEN has helped London based pharmaceutical company Proxima Concepts find a partner for the export of food compounds to China.

Proxima Concepts, an SME specialising in bio-pharmaceutical R&D, was keen to commercialise its products and concepts in overseas markets and approached EEN for help.

EEN reviewed the client's requirements and suggested that Proxima Concepts join a planned trade mission to Moscow.

During the mission, representatives from Proxima Concepts were introduced to the Institute of Biological Industry, the largest of its kind in the Russian Federation, and were given the opportunity to see a demonstration of the Institute's products and services. Whilst on the tour of the Institute, Proxima Concepts identified several biological compounds that were suitable and compliant for direct human consumption. These extracts and compounds, although not particularly popular in western countries, are in great demand in the Far East, especially China.



The identification of a source of these compounds presented a unique opportunity to Proxima Concepts to commercialise products that were otherwise not visible to commercial vendors and generate a win-win situation for both organisations. Furthermore, from this initial agreement there is potential for a number of further joint initiatives on a commercial basis.

Through the work of EEN the client has acquired access to new technology and new-business opportunities and has been able to cut out much of the risk associated with entering new markets.

The mentoring and market knowledge provided by EEN and its network of associates and clients has added significantly to Proxima Concepts' credibility and capability as it searches for new business partners to exploit its ideas and expand into new markets.

Roger New of Proxima Concepts said:

" Thanks to the Enterprise Europe Network I was able to attend a mission to Moscow in order to meet with potential cooperation partners. I got a lot out of the visit, and your two colleagues were very helpful in the process of setting up our partnership. **"**

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ENTERPRISE EUROPE NETWORK MIDLANDS

Tamworth based company sources innovative machining technology from the Czech Republic



Enterprise Europe Network based at Coventry University Enterprises has helped local company Browne and Holmes access a new and innovative product for commercialisation in the UK and Ireland.

Brown & Holmes based in Tamworth, Staffordshire was established in 1939 and has built a reputation for delivering superior quality workholding and precision machining solutions to a wide range of customers in the aerospace, automotive, defence, pump and valve and energy industries.

Brown & Holmes were keen to develop their product and services portfolio here in the UK, and worked with EEN to identify and source new and innovative solutions related to precision machining.

Using the EEN Technology Catalogue, a publication which is published and issued monthly to companies across the East and West Midlands, Brown & Holmes identified a Universal Segment System that had been developed and patented by

TFA Alfa based in the Czech Republic.

The technology developed by the Czech company is a system for CNC and NC vertical and horizontal machining centres. The structural design of the system itself is based on the principle that the workholder is for multiple clamping. The system allows for the clamping of multiple workpieces at a time to the machine, resulting in significantly shorter production times.

With EEN support, in September 2012 Brown & Holmes Managing Director, Kevin Ward visited the Czech Republic. Kevin was greeted in Prague by the local EEN business adviser, Jiri Janosec who accompanied him and ensured that the visit to TFA Alfa went smoothly. The local advice and language support that Kevin received from EEN proved vital in allowing the two companies to develop a rapport and strike a deal.

In the following weeks the two companies agreed to work on a commercial and service agreement, with Brown & Holmes purchasing a sample of the Universal Segment System for technical and market evaluation and the Czech company providing Brown & Holmes with detailed technical training.

Kevin Ward of Brown & Holmes says:

“ With the support of the Enterprise Europe Network we have found a very promising business partner. ”

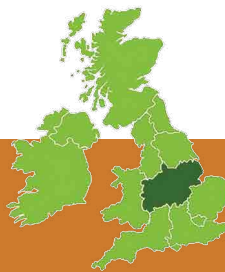
The company envisages significant sales growth from this initiative and has already appointed a new sales manager to manage this product in the UK.

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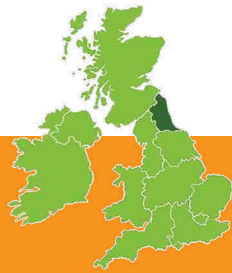
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ENTERPRISE EUROPE NETWORK NORTH EAST OF ENGLAND



Helping businesses discover opportunities in the European Single Market



Photo of Frankfurt City

February 2013 saw EEN and UKTI as the co-organisers of a prestigious conference in the North East of England that brought together senior figures from Europe to discuss how businesses could access and exploit opportunities in the European single market.

Initiated by local stakeholders, including The Honorary French Consul, The Honorary German Consul and Newcastle City Council, the conference was designed to help businesses better understand the opportunities open to them in Europe.

Talks centred on accessing business opportunities in a changing global economy and provided a valuable insight into trading in new and emerging markets and, in particular, how businesses should prepare themselves for change.

This unique event brought together representatives from key UK and European organisations and networks including; Nick Baird, Chief Executive, UK Trade & Investment; His Excellency Pekka Huhtaniemi, Finnish Ambassador to the UK; His Excellency Ion Jinga, Romanian Ambassador to the UK; His Excellency Jonathan Knott, UK Ambassador to Hungary; Professor Philip McCann, Special Adviser to the European Commissioner for Regional Policy; Edward Twiddy, Director, North East Enterprise Partnership and Peter Wragg, of the European Commission- Head of the Enterprise Europe Network.

The success of the event, which attracted over 200 delegates, was attributed to the dedication of a small working group that had been established by local stakeholders to bring together this knowledge and expertise for the benefit of local industry.

This working group included support from the LEPs, Local Authorities, UKTI, Honorary French, German and Swedish Consuls and the Enterprise Europe Network North East England.

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ENTERPRISE EUROPE NETWORK NORTH WEST OF ENGLAND

A key player in the business support eco-system of North West England



Enterprise Europe Network North West (EENW) collaborates with a variety of stakeholders and partners to ensure that North West businesses understand the business opportunities that Europe has to offer.

By positioning itself at the heart of the business eco-system, EENW provides tailor-made services to help businesses meet their international ambitions.

EEN's partnership with Chambers of Commerce

Working with Chambers of Commerce & Industry (CCI) enables EENW to exploit a respected and established organisation to reach out to business. In turn CCI members can benefit from EENW's broad business support portfolio.

EENW also provides complementary services to North West based "Growth Hub" organisations. These new organisations aim at mentoring high growth businesses and entrepreneurs. Working with the Hubs, EENW helps high growth businesses incorporate international trade and collaboration activities into their business plans.



In the North West EEN works collaboration with UK Trade & Investment (UKTI) on a wide variety of initiatives:

- Organising and delivering joint trade missions and local events
- Complementing UKTI services with EEN's bespoke research service
- Providing UKTI clients with links to more than 500 overseas partners and the European Commission & Agencies
- Delivering trade support services to specific target audience (importers, commercial agents)

In recent years EENW and UKTI have jointly organised the UK North West stand at Mobile World Congress, the world's premier mobile industry event. This collaboration has enabled companies to benefit from a full service package to maximise the benefits of their visit to the show and identify real sales opportunities. This collaboration has so far generated more than 30 UK and overseas partnerships and sales worth more than £1 million.

" It is thanks to EENW's advice and guidance that we are now distributing to multiple operators throughout Europe. **"**

Martin Kitney, Chief Operating Officer of Thumbstar Games Ltd

EENW supporting innovation in Universities

Universities are key to innovation in identifying and developing new technologies, product concepts and prototypes. EENW provides a unique platform for Universities and spin-offs to find research and technology partners and help them support the commercialisation of new technologies. EENW regularly organises workshops on the commercialisation of technology and managing Intellectual Property.

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ENTERPRISE EUROPE NETWORK NORTHERN IRELAND

EEN helps International Partnership commercialise its R&D



The Lüscher colour test is a psychological test invented by Dr. Max Lüscher in Basel, Switzerland. The principle is that that sensory perception of colour is objective and universally shared by all, but that colour preferences are subjective, and that this distinction allows subjective states to be objectively measured by using test colours.

The Enterprise Europe Network in Northern Ireland has helped two companies collaborate to develop a groundbreaking e-health and e-learning diagnostic tool based on colour analysis.

Eva Simeckova of EEN in the Czech Republic contacted EEN in Northern Ireland (Invest Northern Ireland) and explained that one of her clients, **DAP Services** was interested in the Northern Irish market. Eva asked if they could help introduce DAP Services to some potential partners.

DAP Services had developed a cognitive diagnostic methodology for use in schools, using the same principles as the well-established Lüscher Colour Test, and were seeking to develop and commercialise their work.

The methodology was particularly useful in understanding how learning takes place and identifying different personality types and styles in children.

The product had been successfully trialled in schools within the Czech Republic and DAP Services were keen to improve the product's international marketability and establish it outside their domestic market.

In response to Eva's request an introduction was made to **Redburn Solutions**, a Belfast micro-enterprise offering software and related services specialising in the areas of e-health and e-learning.

As a result of this introduction, and recognising the potential of the concept to become a global product, Redburn Solutions entered into a legal agreement with DAP Services to develop and market the diagnostic tool. The company was particularly keen to research how it could be used in e-health.

Redburn Solutions recognised that the technique could be effectively applied to the e-health sector in order to monitor and map the progress of certain degenerative and neurological diseases. To develop this concept the company needed to build a consortium with a broad skill set that could seek European funding to help develop and commercialise the idea.

Redburn received an 'Invest NI Grant for R&D Project Definition' to help with the travel costs associated with building an international consortium and used Invest NI offices in Brussels to host their first consortium meetings. This funding also helped with completing the application for FP7 funding.

Dr David Elliott from Redburn Solutions Ltd said:

“ We have been very impressed with Invest NI and EEN. From making initial contact with DAP Services we have developed a partnership and a friendship with the people in DAP. We have also researched and developed a product together which has global potential. We are very grateful to EEN for starting us on this journey. ”

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ENTERPRISE EUROPE NETWORK SCOTLAND



Byetmark Limited mobilising for global markets

Your Phone Is Your Ticket

Say goodbye to paper tickets and
hello to the convenience of mobile



Byetmark



The EEN brokerage event at the world's premier mobile industry event, Mobile World Congress, provided Byetmak with a number of potential new clients and market opportunities in Europe and beyond.

Byetmark Limited, the Edinburgh based mobile ticketing and payments company is no stranger to international markets. An affiliate of Byetmark Inc based in New York and Byetmark Pty based in Adelaide, Australia, the company offers a flexible mobile ticketing and payment platform to various sectors including transport and tourism.

Byetmark's interaction with the Enterprise Europe Network Scotland started in August 2012 when the company signed up for the "e-alerts service" and responded to various opportunities on the EEN database. Byetmark learned about Scottish Development International's supported presence at Mobile World Congress and the EEN brokerage facility offered to Scottish companies.

Byetmark signed up for the brokerage event and scheduled 6 meetings to take place over 3 days. In addition, EEN helped set up a number of meetings outside the official brokerage with other potential partners.

Allan McGinness, Sales Director at the company commented:

" The brokerage event provided an efficient way of meeting numerous potential partners and customers and in a relatively short space of time has helped us identify new routes to market. **"**

The company signed a number of Non Disclosure Agreements at the event and have subsequently progressed discussions with companies from Spain, Croatia, Turkey and the US in order to explore different opportunities ranging from technology licensing arrangements to distribution agreements.

The company valued the support provided by EEN staff both before and during the event.

" There are many challenges working internationally, not least the language issues that can exist. During discussions with the Spanish company, the Spanish EEN contact, Jaime Durán Díaz (CESEAND – Andalusian Agency of Knowledge) provided invaluable translation skills which enabled us to establish a real opportunity for the two companies to work together. **"**

Looking ahead, the company is keen to capitalise on it's Mobile World Congress activity and sees EEN playing an important role.

Tracey Ward of EEN Scotland said:

" Byetmark had a number of really positive meetings in Barcelona and is keen to use the resources of the EEN to progress these and other opportunities. **"**

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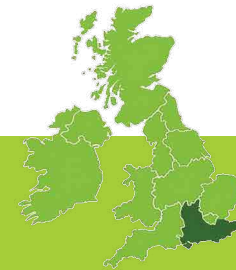
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ENTERPRISE EUROPE NETWORK SOUTH EAST OF ENGLAND

SAVE TIME, SAVE MONEY, REDUCE RISK – Quality services from EEN



Enterprise Europe South East^{UK}, a consortium of BSK CiC, EISC, Oxford Innovation Services and the University of Greenwich offers a broad range of support for South East companies wanting to engage more effectively with Europe.

EEN helps find trading partners, technology co-developers, commercial distributors or partners for joint funding bids. Here are just a few examples of how the team has supported companies in the region:

Veetee Rice sought new European markets for their microwaveable rice products and contacted EEN. Market research from network partners helped identify France as a suitable target market. Following a pilot launch Veetee signed a lucrative contract with French supermarket chain Casino and is now selling to Germany, Finland, Iceland, Norway and Belgium.

" They gave us the confidence to approach other countries and break into new markets. The insider knowledge has been invaluable. "

Kirit Patel, Business Development Manager, Veetee

Since signing up for the EEN tender alert service **Wessex Translations** has won European public sector contracts worth more than €2 million. The EEN tender alert service runs workshops on bid writing, offers bespoke support with tenders and helps clients find European partners.

" They've not only been of great practical help in finding tenders but the workshops helped us to refine our bids and enabled us to win more tenders. They also asked their Brussels office to intervene in a procurement procedure that was stuck. The issue was resolved with one phone call and we eventually won a place on the framework! "

Paul Stewart, Owner, Wessex Translations.

In January 2013 EEN services were further strengthened when **Oxford Innovation Services** joined to help South-East companies access European funding via international programmes, European business angels and venture capital networks. Their years of expertise and commitment to local businesses helps provide answers to the oft-asked question: "Where can I get funding?"

The Enterprise Europe South East^{UK} technology transfer team helped **Dr Vladimir Gubala** meet the right European partners to co-develop his work in biomedical diagnostics sensor technology. The University of Kent academic was introduced to a partner in South Moravia via the network, as well as four SMEs to secure more funding to move the research forward. He is now in negotiation with a commercial partner in Germany.

" I couldn't be more grateful for your help. I really like the way you guys work. I hope I'll use your help many times again. "

Dr Vladimir Gubala, Lecturer in Chemistry and Drug Delivery, University of Kent.

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ENTERPRISE EUROPE NETWORK WALES

Working collaboratively with Government and Academia to provide specialist support to SMEs



Enterprise Europe Network Wales works with colleagues across the wider business support eco-system to ensure SMEs are signposted to the most appropriate advice agency and preserve the principle of “no wrong door”.

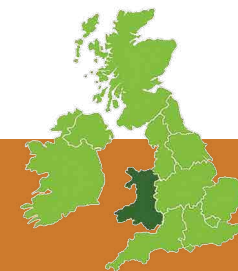
One Stop Shops for Business Advice

Early in 2013, Business Wales, the business support arm of Welsh Government, launched its network of 11 “One-Stop-Shop” organisations across Wales with the aim of supporting the sustainable growth of small and medium sized businesses.

EEN Wales has worked closely with Business Wales to ensure “One-Stop-Shop” advisers promote the range of services available and inform businesses on how to access support in the 54 countries, that go to make up the EEN network.

Promoting International Growth

EEN Wales runs a programme of events aimed at SMEs who are hungry for international growth. Speakers from EEN and the Welsh Government’s International Trade Team have participated and showcased services from both organisations.



This approach has been able to demonstrate how EEN and government complement each other and offer a joined up approach to helping SMEs achieve their international ambitions.

EEN supports the nine priority sectors for Wales:

Creative industries Energy & environment Life sciences Food & farming ICT
Advanced manufacturing Tourism Financial & professional services Construction

EEN has engaged with the Welsh Government’s sector teams to help companies find commercial and technology partners in overseas markets.

Participation in Digital 2013 demonstrated EEN’s commitment to the Welsh Government’s sector approach and in particular the ICT sector group. The ICT sector in Wales contributes over £1.2bn to the Welsh economy and is predicted to generate a further £1.5bn over the next five years.

With over 1,000 delegates registered for the event, EEN Wales presented on the support services available to business, particularly with regard to helping businesses access European funding and Horizon 2020. The Welsh Government also announced plans to support collaborative research and Innovation in Europe with up to 100% grants for SMEs to attend Horizon 2020 brokerage events.

EEN and Academia in Wales

EEN Wales benefits from its close relationship with Welsh Universities, and in particular Swansea University. This relationship provides an important link to the knowledge economy in Wales and is already providing opportunities to collaborate successfully with high growth and R&D companies.

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ENTERPRISE EUROPE NETWORK YORKSHIRE

Bringing together international businesses for North Sea Offshore Wind Conference



Photos from North Sea Offshore Wind Conference 2011, Stiklestad, Mid-Norway and the North Sea Offshore Wind Conference and Brokerage Event 2012, Hull, Yorkshire

EEN Yorkshire, EEN Denmark and EEN Norway collaborate successfully to organise the North Sea Offshore Wind Conference (NSOW), bringing together international businesses for trade and technology exchange.

Harnessing offshore wind energy is a major growth sector and EEN Yorkshire has developed a programme of events to help companies tap into opportunities provided by this emerging industry.

Building on the success of the 2011 NSOW conference, the 2012 conference brought together industry professionals from across the North Sea Region including Norway, Denmark and the UK.

The event jointly hosted by EEN Yorkshire, EEN Norway and EEN Denmark comprised a formal conference, site visits and social activities, that allowed ample opportunities for participants to network in formal and informal settings.

Two companies which have benefited directly from these activities are Yorkshire engineering company, **Blackrow** and **Norwegian AAK Group**.

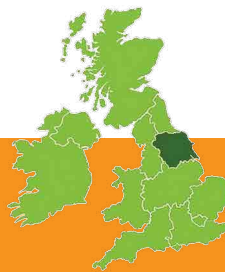
AAK Group is a leading provider of training courses and professional advice on fall prevention, rescue and access techniques. The two companies first met during NSOW 2011 in Norway, but it wasn't until they met again during NSOW 2012 in Hull, Yorkshire, that they came up with the idea for a joint venture to create an international training facility.

As the industry is anticipating huge demand for technicians to service the thousands of turbines to be erected over the next decade in the Southern North Sea and beyond, Blackrow and AAK Group are planning to establish an international industry training facility in Grimsby, Yorkshire. This initiative will see an initial investment of £500,000 into a facility capable of equipping 1,500 wind technicians a year with vital skills.

“ The knowledge and experience of Tim Barraclough at the EEN have been pivotal in the development of our relationship with AAK. From the outset he has provided support when required and at other times has been proactive and contacted me so he can understand the progress being made to enable him to facilitate any challenges we may have. We are hoping to finalise our joint venture and establish our new business in the very near future and I would say that EEN and Tim have contributed greatly to what we hope will be a bright future for our business. ”

Barry Taylor, Commercial Director, Blackrow Engineering

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