European strategic partnership meeting focusing on Swedish cooperation with France and Germany





- 13.00 13.05 Introduction to the two individual Innovation partnerships between Sweden and France and Sweden and Germany, Ms. Emma Bäcke and Ms. Bianca Dochtorowicz, Vinnova
- 13.05 13.10 Welcome address by Sweden's Ambassador to Germany H.E. Per Thöresson, Embassy of Sweden Berlin
- 13.10 13.15 Welcome address by Sweden's Ambassador to France H.E. Håkan Åkesson, Embassy of Sweden Paris
- 13.15 13.30 European AI startup matchday France, Germany and Sweden and Sweden Innovation Days 2022, Mr. Sasan Shaba, Director International Cooperation, Ignite Sweden
- 13.30 13.45 Activities Accelerating Further German-Swedish Collaboration, Ms. Ninni Löwgren Tischer, Head of Market Services, German-Swedish Chamber of Commerce
- 13.45 14.00 Presentation of Business France, Ms. Yvane Wirman-Bocchi, Regional Director Nordic Countries, Business France
- 14.00 14.30 Collaboration for European Leadership, Ms. Anna Liberg, Trade Commissioner, Business Sweden Berlin and Ms. Annika Stål, Trade Commissioner, Business Sweden Paris
- 14.30 14.45 Funding opportunities through the Eureka programme, Eurostars, Ms. Annie Lindmark, Programme Manager, Vinnova
- 14.45 14.50 BPI France, Ms. Charlotte Calvet, Head of International Innovation Partnership, BPI France
- 14.50 14.55 Central Innovation Programme for SMEs (ZIM) Ms. Paula Schnippering, Coordinator International Cooperation, AiF Projekt GmbH (ZIM project management agency of BMWi)
- 14.55 15.00 Closing remarks and date for next partnership meeting, Ms. Emma Bäcke and Ms. Bianca Dochtorowicz ,Vinnova







EUROPEAN AI STARTUP MATCHDAY France, Germany & Sweden 15 JUNE 2021 - ONLINE























































The AI Startups

Meet Al startups from France, Germany and Sweden within these and other industries:







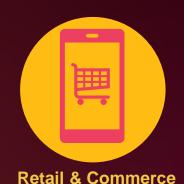




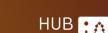






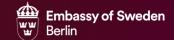




















The organizers





Al Sweden is the Swedish National Center for applied Artificial Intelligence, supported by the Swedish government and public and private organizations across the country. Its mission is to increase the use of Al for the benefit of the society.

The initiative runs projects in areas such as information-driven healthcare, AI solutions for the Swedish language, data-driven journalism, and AI to help tackle climate change. The center also provides targeted training for partners and the public in general.

Click here to read more



appliedAl is Germany's largest initiative for the application of Al technology with the vision to lift the whole country into the Al age.

It was formed as a neutral and trustworthy initiative that acts both as a platform and service provider. The initiative works on technological challenges, both in the application and applied research. The initiative is part of UnternehmerTUM, one of the largest innovation centers in Europe. Among their founding partners were BMW, Google, Infineon, Linde, NVIDIA, and Siemens. Click here to read more

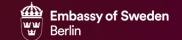














The organizers





The association was founded in 2017 with the ambition to promote a dynamic AI ecosystem in France and Europe. The initiative boosts AI adoption in all industrial sectors by creating cooperation projects on national and European level.

Hub France IA organizes and co-hosts a number of activities, conferences and events with the aim to strengthen the AI community in France and Europe. Hub France IA is also a knowledge hub, developing technological and economic knowledge about AI.

Click here to read more



Ignite Sweden is a national non-profit program that aims at catalyzing commercial partnerships between startups, large companies and the public sector. Since 2017, Ignite has tailored 3665 meetings between 654 startups and 217 corporates and public organizations, resulting in 230+commercial collaborations.

Ignite Sweden is led by leading incubators and science parks in Swedish. The program is coordinated by SISP, Swedish Incubators and Science Parks and co-funded by the Swedish Energy Agency and Vinnova - Sweden's Innovation Agency.

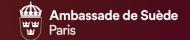
Click here to read more

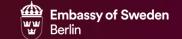








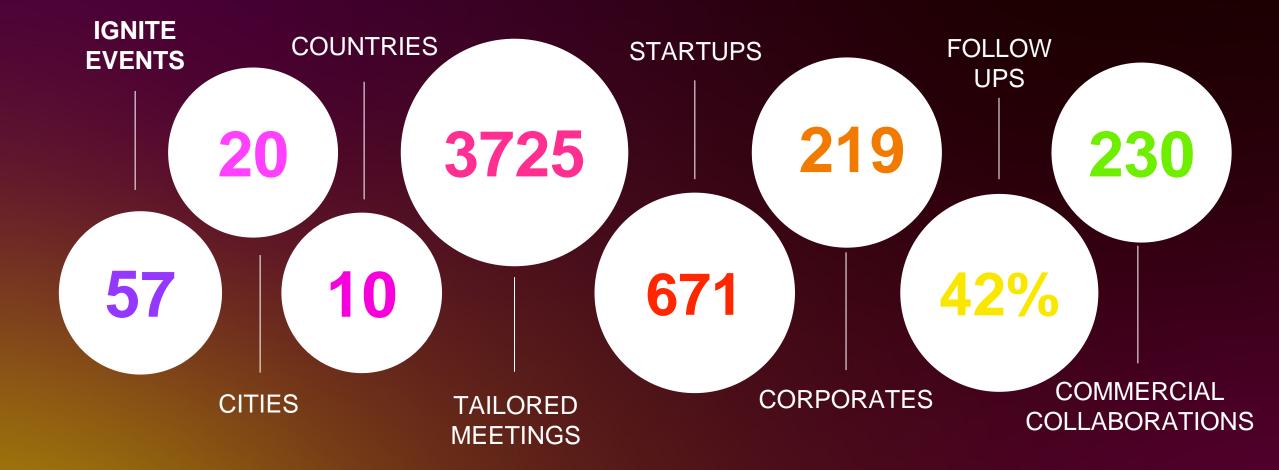






IGNITE 2017-2021 IN NUMBERS





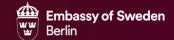












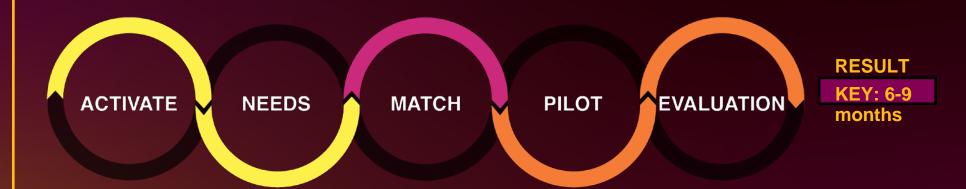


The Ignite Sweden method



Ignite Sweden is behind the matchmaking session. We have developed a unique method that has led to over 230+ commercial collaborations since 2017. KEY: Strategically crucial innovation areas - 3-5 years

KEY: Final selection together KEY: Gather many in one day KEY: Support and facilitation depending on needs



KEY:
Person
with the right
mandate

KEY: Take-up of startups KEY:
Prepare the startups

KEY: First meeting: 20 minutes Business model workshop Stakeholder support Negotiation Legal Tech DD

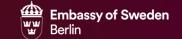


















THE MATCHDAY 2020

















































The Matchday in numbers

10 countries

135 startups

124 follow-ups

440 meetings

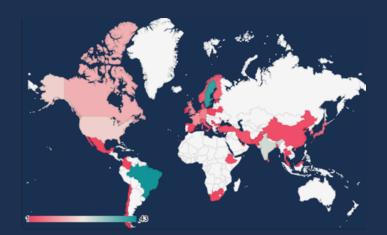
68 corporates



Our reachout



81 countries represented.



43 countries represented by corporates.



39 countries represented by governmental agencies.



27 countries represented by research institute.



53 countries represented by startups.



Swedens contribution to Sweden Innovation Days.







20220117 - 20220120

Global goals – Let's innovate how we innovate





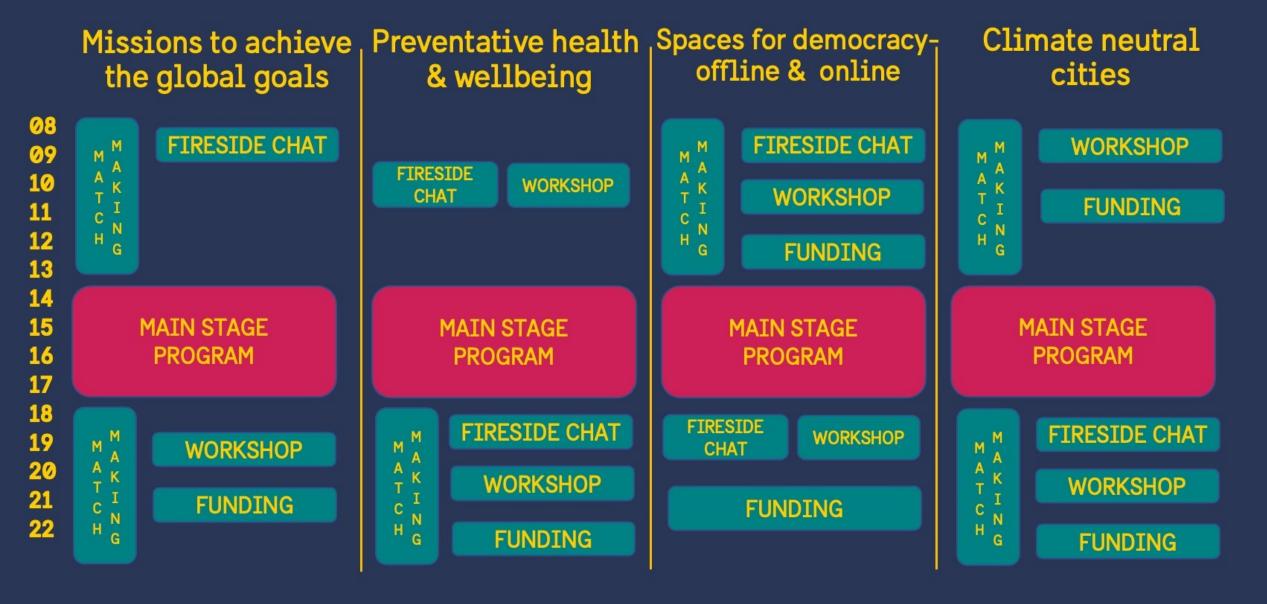






PROGRAM TIMELINE

CET - TIME



Thank you!

Sasan@Ignitesweden.org







Webinar | 26th May 2021

European strategic partnership meeting focusing on Swedish cooperation with France and Germany

Activities Accelerating Further German-Swedish Collaboration

Ninni Löwgren Tischer

Market Entry & Business Development,

Tysk-Svenska Handelskammaren, Stockholm

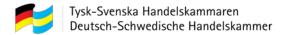




The International German Chamber Network







The German-Swedish Chamber of Commerce

- 65 employees in Stockholm, Malmö, Gothenburg
- Ca. 1 200 member companies in both countries, incl. all industry segments, corporates and start-ups
- Sweden's largest bi-national chamber of commerce
- Services:
 - Market entry & business development
 - Legal counselling and tax advice
 - Accounting and pay roll
 - Environmental reporting







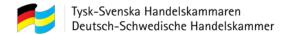
Focus Areas within the Innovationspartnership

- German Swedish Tech Forum as an umbrella
- Ca. 45 activities with ca. 4.000 participants / meetings
- Workshops, seminars / webinars, study trips etc.
- Bilateral start-up program
- Focus areas:
 - Energy and Cleantech
 - Production (Industry 4.0)
 - Mobility
 - E-Health
 - Digitalisation of SME









Focus Area: Energy and Cleantech

Swedish-German Cleantech Platform (SGCP):

- financed by the Swedish Energy Agency
- includes 10 companies for 12 months each
- is technology open and participation is possible for Swedish SME contributing to a 100% fossil free energy system

Focus on enhancing bilateral exchange and supporting Swedish companies entering the German market

Service: market analyses, individual coachings, partner brokerages and delegation trips



11 svenska cleantech-företag på Hannovermässan



The #SwedishEnergyPavilion at #HM21 is officially opened! Thank you very much, Ambassador Per Thöresson, for cutting the blue-yellow ribbon!

Not registered for Hanover Fair yet? Please let us know, we are happy to send you a ticket!

#CoLab #innovation

Se översättning



Swedish-German Cleantech Platform





Focus Area: Energy and Cleantech

Smart grid:

- on behalf of Smart City Sweden
- pre-pre study show clear business opportunities for more cooperation
- Swedish delegation trip to Germany in Q4-2021

Circular economy / recycling:

- on behalf of German BMWi
- market report Sweden (Zielmarktanalyse)
- German delegation trip to Sweden in June
- possibility for Swedish companies and organizations to meet 10 innovative German companies









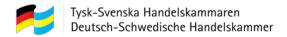


Upcoming Events: Energy and Cleantech

- 2 June at 11-12 Webinar: Towards a Hydrogen Society – with the Steel Industry as a Driving Force
- 8-10 June Delegation trip of innovative German SME within recycling to Sweden – Presentation and Match-Making event (BMWi)
- 15 June Announcement of participating companies in Swedish-German Cleantech Platform 2021/2022
- 15 June Webinar: Annual meeting of the export network of the Energy Agency NRW. Keynote on Swedish-German relations within energy

- <u>24 June</u> Workshop: financing sustainable activities in Sweden.
 <u>Market introduction Sweden</u>. On behalf of NRW.BANK and Energy Agency NRW
- <u>25 October</u> Webinar: The energy system of the future - where are we heading? Dialogue between GD for German DENA and Swedish Energy Agency
- 10 November Webinar: How to speed up chemical recycling of plastics, textiles and composites?
- 28 November Webinar: The big picture at a glance: Ambitious climate targets along the entire value chain





Focus Area: e-Health

- Digital delegation trip in December 2020
- Workshop in April 2021
- More interactive events to come
- Close cooperation within "Team Sweden" to assist and facilitate further matchings



Contact us if you're interested in joining the next workshop

business@handelskammer.se













Upcoming Events

- 6 June at 11-12: Webinar: Election in Germany: What impact will it have on Germany's role in the EU and globally?
- 11 June at 10-11 Webinar: Support for Swedish companies interested in the German market with focus on the innovative business region NRW (on behalf of NRW. Global Business)
- 16 June at 12.20-13.20 Webinar: Information for German companies interested in the Swedish Market with focus on the agile automotive and logistic region West Sweden (in cooperation with Swedish Embassy and Team Sweden)

- 26 August: Business kickoff, Stockholm. German-Swedish mingel and business talk
- 28 October: German-Swedish Mobility Webinar
- 3 December: German-Swedish Management (in cooperation with Ledarna)







Language and Business Culture

Third call "Deutsch - ditt val!"

- Support for activities fostering German language in Sweden
- Deadline 5 July

Coaching on German-Swedish business culture

- Open webinars and interactive workshops
- Individual coachings for companies, key personnel and expats etc.
- New edition "Schwedisch-Deutscher Businessführer" and "Din guide till tysk affärskultur"

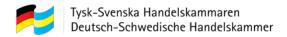






Deutsch





Consultation Days

11 June

Rådgivningssamtal för svenska företag



Foto: Shutterstock

1 July

Beratungstag IHK Region Stuttgart

Marktberatung Schweden für deutsche Unternehmen

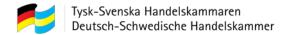
22-24 September

IHK-Außenwirtschaftstag NRW

Marktberatung Schweden für deutsche Unternehmen

And of course: Individual consultation on demand





Interested?

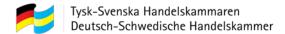
Please, contact us for more information:

ninni.loewgren@handelskammer.se

We look forward to matching you and to even more German-Swedish cooperation!







Lycka till & Viel Erfolg

Ninni Löwgren Tischer

Market Entry & Business Development

Tel: 0046-(0)8-665 18 12

ninni.loewgren@handelskammer.se







We are Business France





Business France

The national agency supporting the international development of French economy



















Since 2018, Business France is part of and structure the **Team France Export** (TFE).



Business France

3 missions to develop international partnerships



Supporting the **international expansion** of French companies

Running the **VIE** International Internship Program

Build presence in international Trade Events



Invest

Supporting inward investment

Attracting foreign talents

Providing **insight** to the French government on France's attractiveness



Image

Promoting France's investment attractiveness and business image

https://world.businessfrance.fr/nordic/



A global footprint mapping out our diplomacy network





Business France - Nordic

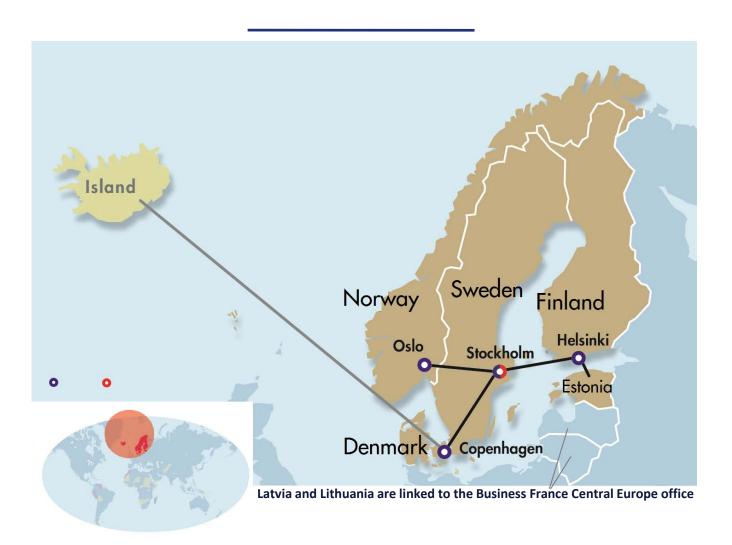
A local team dedicated to French-Nordic trade & investment

3 + 1

Offices covering the region

31

People helping companies locally





Business France - Trade The Trade team helps businesses settling in the Nordics

Export advisor for French companies in foreign markets:

- Promoting French economic interests abroad
- Providing strategic business advice and tailored information for French companies' export strategy
- Organizing meetings and events to foster international partnerships

Activities in the Nordic countries:

- Seminars on cutting-edge French technologies and know-how: i.e. Railway, Mobility, Mining industry,...
- Masterclasses and premium tailor made events to promote the French wines & spirits
- Multi-sector business meetings and partnering events



Few examples of collective events organized by Business France Nordic





THE 1st FRENCH ACCELERATOR DEDICATED TO SMART MINING IN FINLAND & SWEDEN.

This program offers innovative French companies an intensive immersion to better understand the Finnish and



Examples of collective events

French Mineral Industry Accelerator Program

The French Mineral Industry Accelerator Program promotes connections between French companies in the domains of technology, safety and environment with Finnish and Swedish mining companies searching for innovative solutions.

More information : https://events-export.businessfrance.fr/smart-mining-nordic-countries/

Trafikverket

Almost every year Business France organizes business meetings between Trafikverket and French companies in order to foster collaboration and to promote the rail and road projects in Sweden.



Examples of collective events



French Tech Accelerator Program

To approach and succeed in this ultra-connected area, we host **every year** a 9-month immersive program, covering 2 countries in the Nordics (Sweden and Finland). The 2021 edition is divided into 2 stages:

- Stage 1 French Tech Days Sweden Personalized B2B meetings & coaching from March to June 2021.
- Stage 2 Slush, Finland Presence on the French pavilion December 2021
 Learn more at https://events-export.businessfrance.fr/frenchtechdays-nordics-en/



Wine Tasting

Annual event in the wine sector which brings together 20-30 producers from all French wine regions, often with one region in the spotlight! The year 2021 will be around the Loire Region with a master class ahead of the tasting attracting nearly a hundred from the sector - importers, sommeliers and journalists. Next edition will take place on November 1st at A-house with more than 30 registered French producers.

https://extranet-btob.businessfrance.fr/prg-29085

Examples of collective events



French Design corner in Sweden

A digital pop-up showroom gathering French manufacturers and Design houses within interior decoration

+ An inspirational webinar on May 27, 2021

Target: all professionals working in the architecture, design & decoration sector and interested in discovering creative solutions for their interior decoration projects or for the assortment of their stores!

https://www.frenchdesigncornersweden.com/

Examples of collective events





STHEM BEAUTY WEEK

FRENCH BEAUTY SHOWROOM

OCTOBER 20 - 22, 2020

BUSINESS FRANCE - Trade Commission of the French Embassy

STORGATAN 11, STOCKHOLM

FLOOR 1 - OPENING HOURS: 8:30 / 18:00



COME & DISCOVER NEW FRENCH COSMETICS

FREE ENTRANCE

EVENT ADAPTED TO THE COVID-19 CONTEXT

French Beauty Showroom

Showroom at Business France's office from October 20th to 22nd 2020 for all cosmetics & beauty professionals in Sweden, showcasing a selection of 7 French cosmetics & beauty brands.

- + Business meetings via Teams for all Nordic companies interesting in collaborating with one of the brands!
- + Participation at Stockholm Beauty Week

https://world.businessfrance.fr/nordic/2020/09/30/auto-draft/



Business France - Invest The Invest team helps Nordic investors settling in France

The Invest team works in close collaboration with our 13 regional economic development partner agencies to provide you with tailor-made solutions for your investment projects:

- Creation of new operations provide assistance for the whole set-up in France, such as finding suitable real, providing information on financial incentives, supporting recruitment.
- Extensions of existing operations facilitate contacts with local authorities, design fiscal and financial incentives packages
- Acquisitions help target appropriate companies for a possible take-over, and assist in the process
 - Strategic investment guidance
 - Tailored business advice
 - Contacts and networks
 - Public-private communication

"Our experts are dedicated to improve our services to make sure Business France can best meet your needs. We listen to foreign investors and communicate proposals to the French government."



Business France - Image The Communication team promotes France's attractiveness

Business France actively communicates around France's image, industries and business climate internationally:

- Involvement in influential economic forums and international events
- Testimonials and success stories by companies, start-ups and talented French entrepreneurs





- Businessfrance.fr
- Social media
- Forum and events

"French Tech is the nickname of French startup ecosystem and all those in it—from bioscience to online marketplaces— wherever in the world they come from. It is also a government-backed movement bolstering France as one of the best countries in the world to start and scale global tech champions."



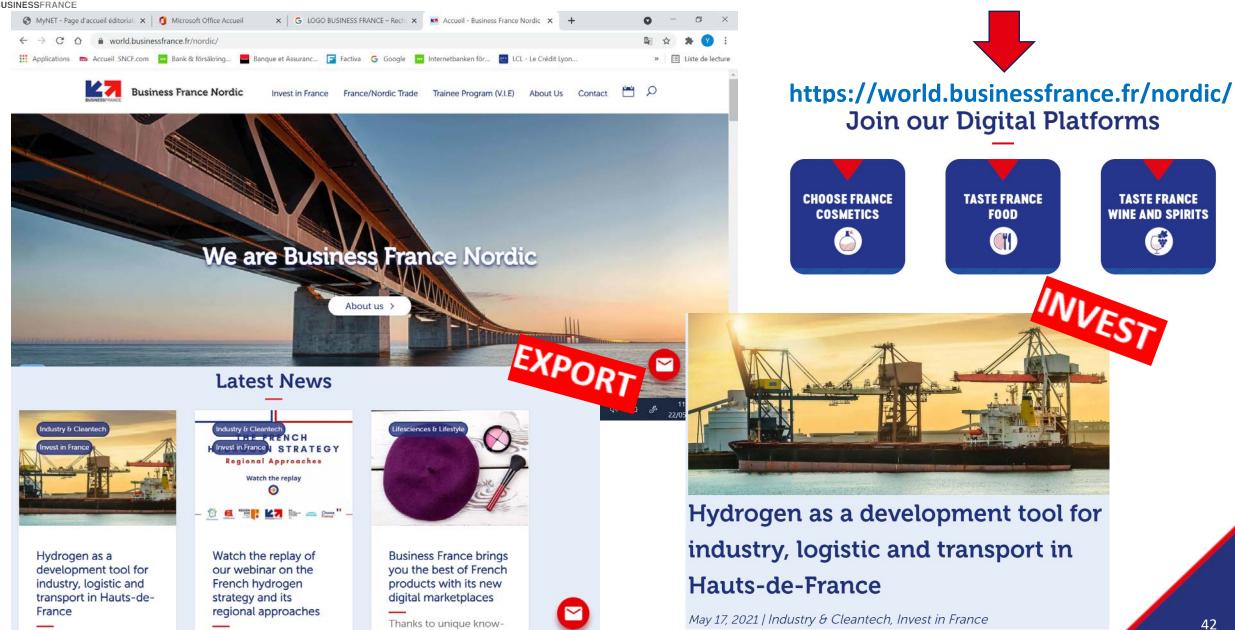


Hydrogen can be a

On May 11th, 2021, we

how and innovation

A powerful Business France Nordic website dedicated to France





Business France – V.I.E A unique HR solution to recruit new talents



Volontariat International en Entreprises – V.I.E

The International Graduate Program allows French companies abroad to employ graduates (V.I.E), between the age of **18-28**, on assignments for a period of **6 to 24 months**.

The V.I.E falls under the authority of the French Embassy; Business France looks after all administrative and legal obligations.

There is no contractual link between the company and V.I.E graduate — thus allowing **exemption from social** security contributions and taxes.

In the Nordic countries more than 80 companies have adopted the V.I.E program employing about 200 talented young professionals.

https://world.businessfrance.fr/nordic/





Business France Nordic



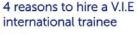
Trainee Program (V.I.E)

About Us

ntact

More about the V.I.E International Trainee Program







My V.I.E story: Pauline Gareau, international trainee at Servier in



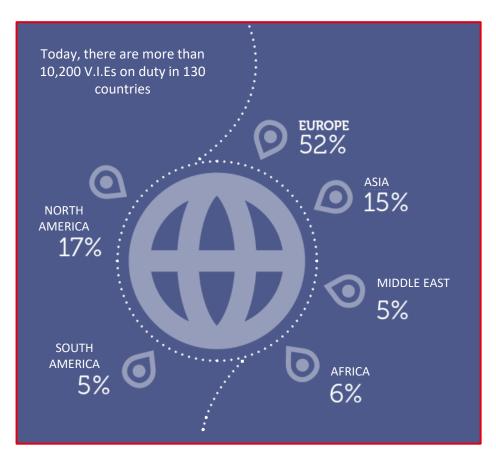
My V.I.E story: Dimitri Mohit, international trainee at Crédit





Key figures about the V.I.E. program

- **▼ 95%** of companies using the V.I.E. **are satisfied***
- ▼ 75% of users pursuing business development goals saw their business flow increase*
- All together, the Nordic countries are the 12th destination in number of V.I.Es (ahead of Australia, Brazil, India, South Africa, the Netherlands...)



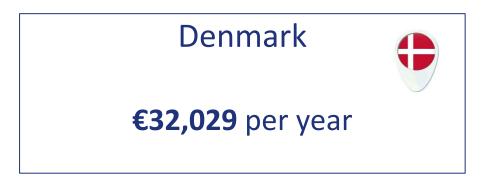


* Source IPSOS, 2018





Cost of a V.I.E. in the Nordics*







*Based on a company with a turnover >200 M€ for a 12 months' mission.

Rate calculated on May 2019



Thank you!

You can contact me:

yvane.bocchi-wirman@businessfrance.fr





Collaboration for European Leadership

May 2021 Business Sweden Germany & France



"The world as we knew it"

Before 2020

A pre-crisis world with increased interconnectedness and trends with a certain direction & speed

Learn from the past to set a new direction

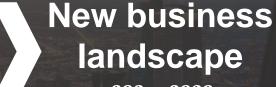


Recovery chapter

2020-202x

An uncertain and volatile world, with potential for various outcomes - each with large-scale impact

Adopt new tools to navigate uncertainty



202x - 2030

A new reality with a set of new or accelerated trends & transformations shaping the business landscape

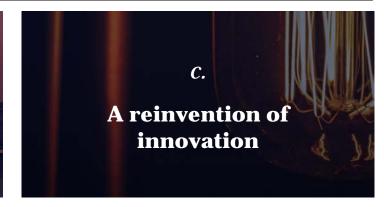
Analyze impact and adapt to win in the next decade

Major trends and transformations with a fundamental impact creates the new global business landscape and power balance

OVERARCHING TRANSFORMATIONS







TRENDS















Macro trends Industry trends Customer trends

Europe's two largest economies join forces calling for a strengthening of the European industrial policy

... "it is essential to strengthen the European industrial strategy by relying on cooperation between countries"...



- Bruno LeMaire,
French minister of Economy and Finance



- Peter Altmeier, German Minister for Economic Affairs and Energy





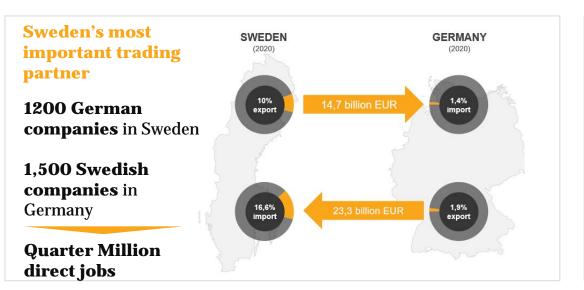






strengths Complementary

Aligned strategic Strategic alignment industrial and societal priorities



Sustainability in the core Global impact 1st in Global Sustainability Index 3rd largest exporter Innovator Energiewende 1st EU Innovation Scoreboard 23% EU-27 GHG footprint Start-up cradle R&D machine Lead Unicorn per capita outside USA 31% of EU R&D expenditure Digital early adopter **Process & Quality first** Top Readiness Index Industry 4.0 Top 10 Global Productivity Index Solution oriented collaborator The Swedish Triple Helix model Unique Electric Batteries innovation Road Systems partnership to be leveraged for Test beds key transformations AI

Germanu

eHealth

 \bigoplus

Scale

5th largest economy

Innovation and Cooperation of SMEs

Sweden

A country sized real-life test-bed

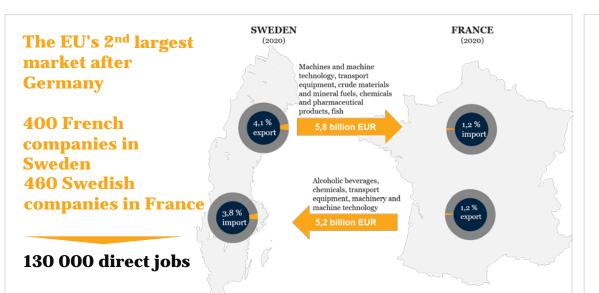
Agility



strengths Complementary

Strategic alignment

Aligned strategic and societal



Sweden

- Agility
- A country sized real-life test-bed
- Sustainability in the core 1st in Global Sustainability Index
- Innovator
 - 1st EU Innovation Scoreboard
- Start-up cradle
 - Lead Unicorn per capita outside USA
- Digital early adopter
 - Top Readiness Index Industry 4.0
- Solution oriented collaborator The Swedish Triple Helix Model

France

- Scale
- 7th largest economy
- Global impact 6th largest exporter
- International hub and first-class infrastructure
- Leading country for FDI in Europe
- Start-up cradle
- 10th Global Entrepreneurship index, 6th in the world for R&D expenditure
- Strong sustainability agenda Home of the 2015 Paris agreement
- Skilled and productive workforce Top 9 productivity per capita in OECD

industrial priorities

High tech and innovation strategy (La French Tech) Unique innovation partnership to be leveraged for key transformations



Sustainable solutions for transport, energy and smart cities



Green Sustainable financing digital



Health and life sciences innovation



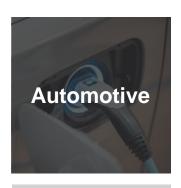
Smart industry strategy **Smart Industry Strategy** Digitization strategy Agenda 2030 Sustainability focus **Circular Economy Strategy** Battery investment plan 2019-2024 Battery 2030+ National Hydrogen Hydrogen Sweden Strategy

In the wake of the pandemic, Germany is making big investments to transform its economy towards sustainability and technological leadership

Industry



Measure



- Investment in EV charging and battery ecosystem (€ 2.5 bn)
- Purchasing premium for EVs (€ 2 bn)
- Innovation subsidies for OEMs and their suppliers (€ 2 bn)



- Tax incentives to invest in R&D (€1 bn)
- Investment in AI ecosystem and quantum technologies (jointly € 4 bn)



- Hydrogen strategy (€ 7 bn)
- Research funding (€ 2.3 bn)
- New offshore regulation
- Energy efficiency of buildings (€ 2 bn)



- Investment in hospital infrastructure (€ 3 bn)
- Domestic production of medical products (€ 1 bn)



- Improved subsidy system for fiber rollout
- Accelerate
 construction of 5G
 network
 (€ 5 bn)
- Germany will strengthen its role as a global exporter of advanced technology through investments in digital and climate technologies.
 - German coalition committee, June 2020

Source: Ministry of Finance

France's three phase plan to recovery "France Relance"

Recovery steps Key initiatives

1 Protect companies & employees

• Fiscal measures: deferral of taxes & social charges for companies

· Part time unemployment deployed

• State-guaranteed loans & solidarity funds

2 Support hard hit sectors

• Tourism, retail (especially local smaller retailers)

• Automotive, aeronautics and tech

• Construction sector

Relaunching the economy & plan for 2030

- €100 bn recovery package to support the
- Goal to reach economic activity of pre-crisis levels by 2022
- Repatriation of industries / supply chains back to France
- Accelerate sustainable development in smart mobility, transportation and housing
- Job creation, financial for companies to hire young professionals

Source: economie.gouv.fr



Key focus areas of the relaunch package

Energy



- Development of hydrogen for gas production, transport, storage and fuel cells
- Investments in the circular economy and renewable energy
- More plastic recycling and reuse of materials

Green transportation









- Renovation of the railroad network
- Hydrogen trains, cars, trucks and airplanes
- Increased number of electric vehicles and faster deployment of charging infrastructure
- Development of the public transport system

Modernization of buildings



- Improve energy efficiency of buildings by both retrofitting and sustainable new development (private and public)
- Focus on elderly homes, universities, schools and other public institutions

Healthcare



- Modernization and digitalization of infrastructure and administration
- Digitalizing journals and various inefficient processes

Team Sweden promotion agenda to leverage recovery opportunities in Germany and the bilateral Innovation agreement



Future energy generation

 Business opportunities and matchmaking Wind energy Q3



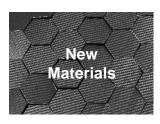
Automotive technology & Emobility and renewable fuels

 Sweden Impacts days: Matchmaking Mobility Start-ups and SMEs Sep



Industrial transformation

- Warehouse automation match-making Q3
- Investment and trade promotion Smart industry partnership Mar-Jan



Advanced energy storage – battery and hydrogen

 Battery and Hydrogen Investment promotion Jan-Dec



Try Swedish Export Program

Position
 Swedish food
 suppliers to
 Retail/E-tail
 June-Dec



Connected health

 Business opportunities and matchmaking Q3-4



Digital infrastructure & cloud

 Data center investment promotion Jan-Dec

Cross-over: Monthly Invest webinars

Business Climate Survey webinar June

Sweden - German Business Day Nov 18th

- Get SMEs to grow in and beyond Europe
- Connect innovative startups/scale-ups to global innovation hot-spots
- Support leading companies to win the largest international deals
 - Attract the right foreign companies to invest and expand in Swedish regional clusters
- Prevent companies from shifting production from Sweden to other countries
- Connect Swedish research and innovation to international innovation initiatives

AIM

Business promotion agenda 2021



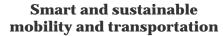












June 23 Paris (Digital)

Dec 7 Paris (on-site)











SE-FR Innovation partnership platform healthcare

May (digital) September (digital) Nov (on-site)



June:

High level digital conference with government, city and industry perspectives on how to accelerate:

Green transportation of goods

Smart and sustainable people mobility

Minister. Anna Hallberg, Keynote speaker

December:

High level FR – SE business forum

May 27th: Webinar with Swecare

September:

1. Connected elderly care

2. The digital transformation of healthcare

3. Swedish contributions to the French decennial cancer strategy objectives

November:

High-level seminar – digital transformation

Long-term programme

Swedish government and industry-led initiative

Promote collaboration, facilitate knowledgesharing and accelerate the development of sustainable heating and cooling solutions

Various activities for knowledge-sharing and collaborations with market stakeholders

Business Sweden offer strategic advice and hands-on support to companies of all types and sizes



Market expansion

- Mergers & Acquisitions
- Global expansion strategy, market selection
- Go-to-market
- Product & customer mix, sales channel setup
- Global operations footprint

Partnerships & stakeholder management

- B2G strategy
- Stakeholder analysis
- Strategic messaging
- Engagement activity execution
- Industry alliances and Joint Ventures

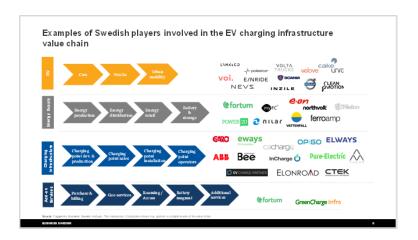
Back-office and regulatory services

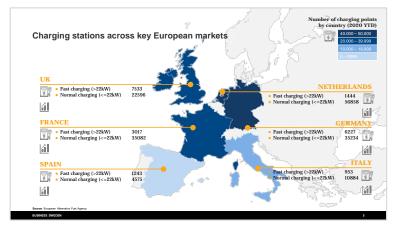
- Company registration
- Staffing
- Local bookkeeping
- Labor law
- Co-working space

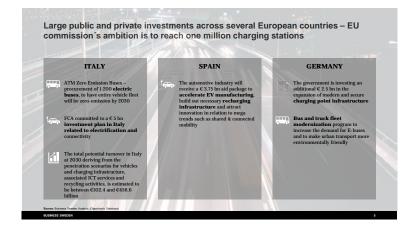
Support to grasp the recovery opportunity

INDIVIDUAL SUPPORT TO COMPANIES e.g.

- to understand and how to benefit from recovery opportunities across EU
- market entry to address recovery opportunities







Thank you for listening!







Anna Liberg
Trade & Invest Commissioner Germany

 $\underline{anna. liberg@business-sweden.se}$



Eurostars- Aim higher

Annie Lindmark, Vinnova

VINNOVA



Eureka

EUREKA finances projects through mainly three programmes:

- Cluster Thematic programme for collaborations between industry and academia
- Network projects shorter market-close international development projects with some countries
- Eurostars a programme for R&D performing and innovative SMEs

Funding for projects is carried out through the national authorities that are members of EUREKA.

Vinnova is the national contact point for EUREKA in Sweden and the national funding body for Swedish actors.



EUROSTARS IS

"The largest international funding programme for SMEs wishing to collaborate on R&D projects that create innovative products, processes or services for commercialisation."





Why participate?

- 15% annual turnover increase
- 69% of companies enter new markets
- 68% achieve improved market shares
 - R&D relationships transform into business relationships
- Increased visibility in specialist fields











You need access to someone else's science or someone else technology

You have a solution for Access skills you don't have

Requires collaboration across the value chain

Share risks



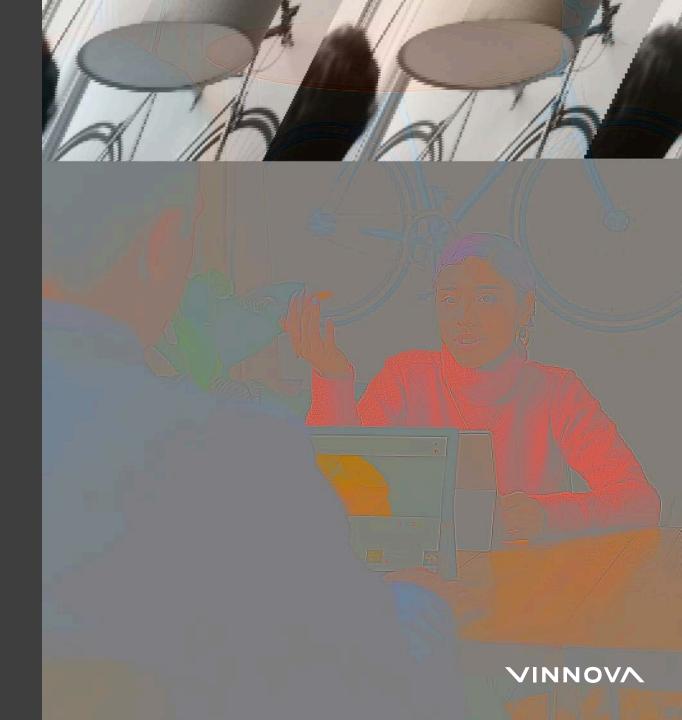
Who and what?

Who can apply?

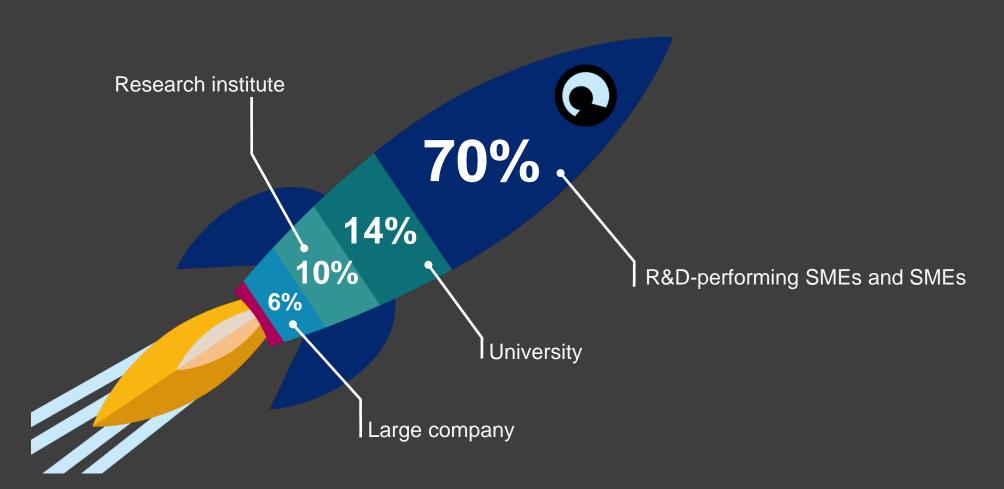
- SMEs, Large companies and Research organisations in Europe, South Korea, South Africa, Singapore and Canada
- At least 2 project participants from 2 countries. Project coordinator must be an SME

What can you apply for?

- Development of innovative products, processes and services in any thematic area
- Project duration up to 36 months. Market entry 2 years after end of project



The SME always in the driving seat





Participating countries



Austria



Bulgaria



Belgium



Canada



Croatia



Cyprus



Czech Republic



Denmark



Estonia



Finland



France



Germany



Greece



Hungary



Iceland



Ireland





Israel



Italy



Latvia



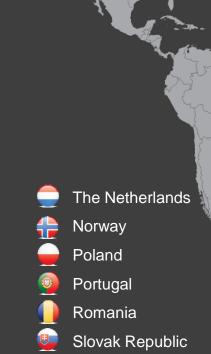
Lithuania



Luxembourg



Malta



Slovenia

Spain

Sweden

South Africa

South Korea



Switzerland



Turkey



United Kingdom





How much?

- ➤ Max 5 MSEK per project from Vinnova to Swedish participants (approx. 490 000 Euro)
- SMEs 50% of costs. Large companies30%. Research organisations 70%

More information?

- Vinnova's website:
 <u>https://www.vinnova.se/en/m/eureka/e</u>
 urostars/
- Eurostars website:
 https://www.eurostars-eureka.eu/



What is being assessed?

Quality and efficiency of the implementation

- Quality of the consortium
- Added value through cooperation
- Realistic and clearly-defined project management and planning
- Reasonable cost structure

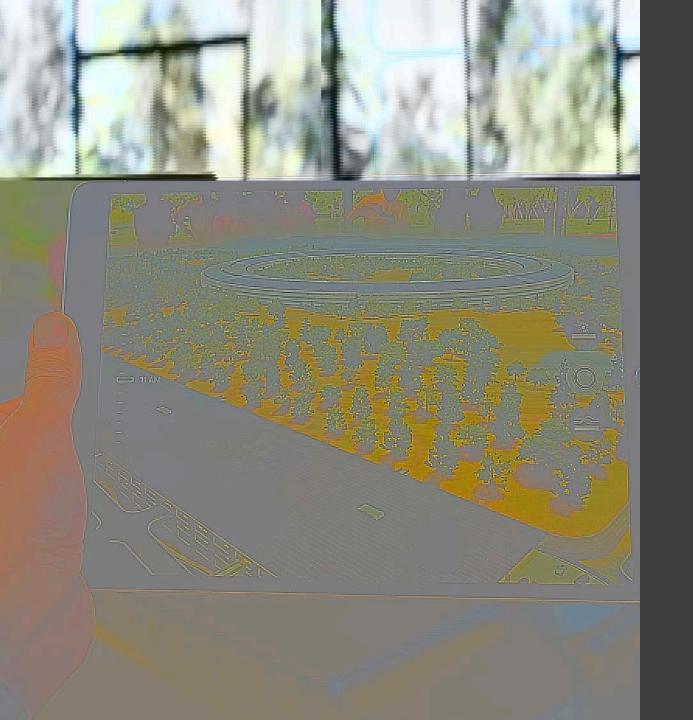
Excellence of innovation and R&D

- Degree of innovation
- New applied knowledge
- Level of technical challenge
- Technical achievability and risk

Impact (market and commercialisation)

- Market size
- Market access and risk
- Competitive advantage
- Clear and realistic commercialisation plans





A typical Eurostars project:

- 3-4 participants
- 2-3 countries
- Around 30 months
- Average project cost1,4 million euro

A Eurostars project doesn't have to have a large number of partners from many countries to succeed!





Electronics, IT and Telecoms Technological

31%

Top 5 Technological Areas



Biological Sciences / Technologies

29%



Industrial Manufacturing, Material and Transport

12%



Energy Technology

7%



Technology for Protecting Man and the Environment

6%



Medical / Health Related

33%

Top 5 Market Areas



Industrial Products / Manufacturing

13%



Computer Related

9%



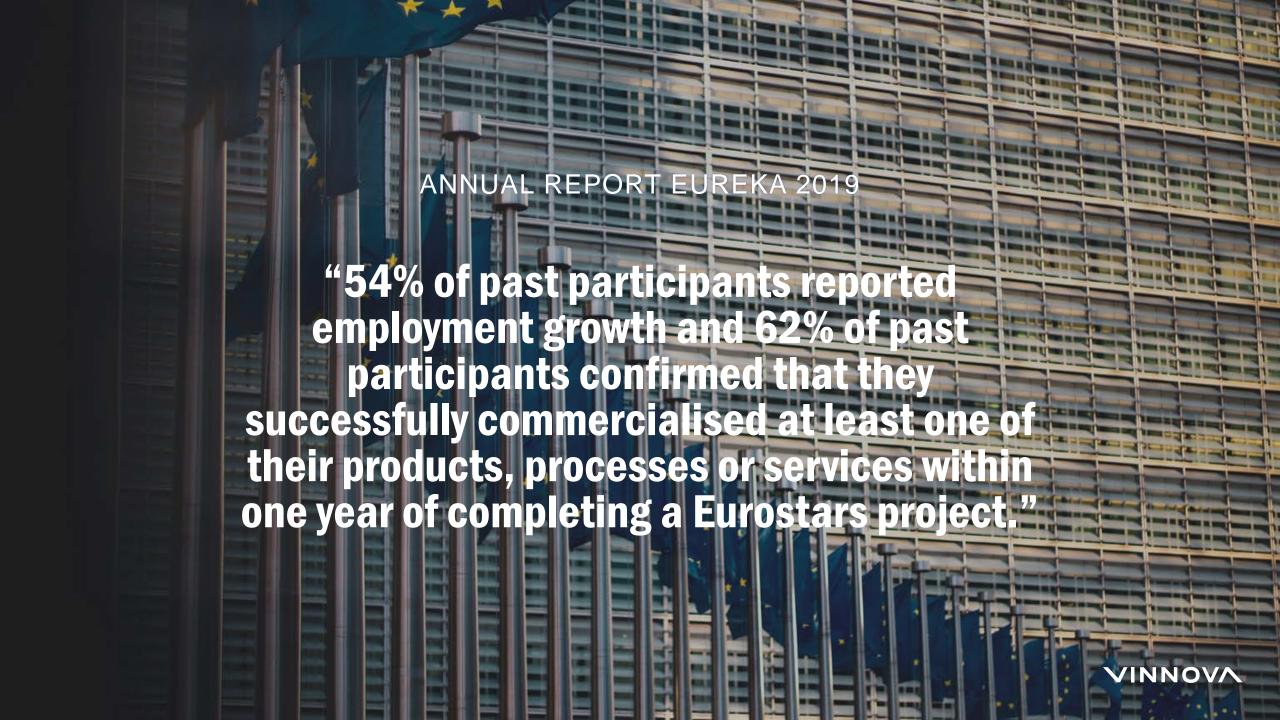
Energy

8%



Services

8%



SWEDISH PARTICIPANTS

Swedish participants have so far been successful within the programme and approximately 20-30 percent of all applicants have received funding.

Most recently, Sweden has been in the top 5 in the number of applications & highest ranking.



Eurostars 3 & next call

- Usually two calls a year (historically; closure February and September)
- New program period 2021

Eurostars 1: 2007 – 2013

Eurostars 2: 2014 - 2021

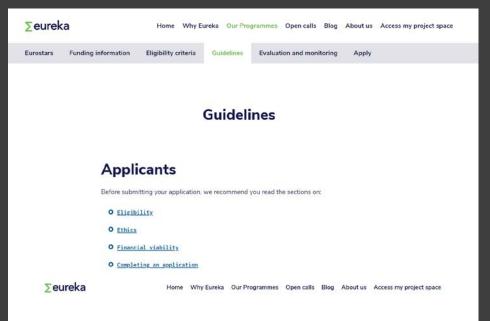
Eurostars 3: 2021 – 2027

- A new programming period can involve some changes in e x criteria or assessment process – so keep an eye out for news!
- Call deadline September October 2021 (TBC)

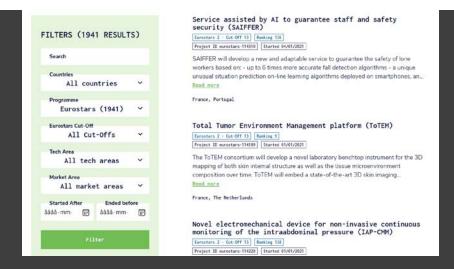


Tips!

- Read guidelines at EUREKA website
- Go through project database on EUREKA's website, good for inspiration!
- Ask an ongoing project for advices
- Start your application well in advance
- Keep track of international and national rules
- Take advantage of the help that is out there -EUSME <u>www.eusme.se</u> and EEN <u>https://europa.eu/</u>



Project database





Vinnovas Eurostars team

https://www.vinnova.se/m/eureka/Eurostars/



Annie Lindmark



Peter Lindberg



Lars Gustafsson



Mimmi Magnusson



Tero Stjernstoft



Richard Hellberg



Jesper Orhammar



Gunnar Sandberg



Vinnova`s international calls - France and Germany

Health: Preparation projects for international applications for Horisont Europe within health 2021

Sustainable Industry: Promote Swedish participation in Horisont Europa: planning projects within Sustainable industry 2021

Al: Joint call for proposals for international Al- projects within the EUREKA innovation network, 2021

Al: Staff exchange for applied Al-research 2.0, 2021







- Thank you!
- Next European strategic partnership meeting –
 October 6 (13-14.30), 2021
- Sweden France Germany Innovation Initiative | Grupper | LinkedIn