

EVENT REPORTING

Name of the Event: High-level EU Cluster Mission to the USA 15 to 19 May 2017, including a U.S. – EU Cluster Cooperation and Matchmaking Event at the TechConnect World Innovation Conference, Washington DC & Cluster visits to Boston, Cambridge and Philadelphia

Joint event between BILAT USA 4.0 and European Cluster Collaboration Platform (ECCP). This report corresponds only to the part of the event regarding the cluster visits; a separate report is provided by SRI regarding the roundtable, the other activities (seminar, matchmaking event) being organised under the responsibility of ECCP.

The event included visits and meetings with representatives of the following organisations:

Philadelphia, Pennsylvania

- Ben Franklin Technology Partners of Southeastern Pennsylvania
- U.S. Economic Development Administration (EDA) Philadelphia Regional Office
- Life Sciences Pennsylvania
- The Navy Yard
- Office of International Business Development, Department of Community and Economic Development, Commonwealth of Pennsylvania
- Penn State at the Navy Yard
- Philadelphia Industrial Development Corporation
- Science Center
- Singh Center for Nanotechnology
- The Wistar Institute of Anatomy and Biology

Boston and Cambridge, Massachusetts

- Cambridge Innovation Center
- Fraunhofer Center for Manufacturing Innovation
- Fraunhofer Center for Sustainable Energy Systems
- Massachusetts Clean Energy Center
- Massachusetts Institute of Technology (MIT) Center for Biomedical Innovation
- MIT Innovation Initiative
- Massachusetts Office of International Trade and Investment
- Mass Technology Leadership Council, Inc. (MassTLC)
- Northeast Clean Energy Council
- NECEC Institute

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1. SUMMARY OF THE EVENT



Group photo of the cluster delegation and organisers



Organising team from BILAT USA 4.0, ECCP and European Commission responsible

From the 15th to the 19th of May 2017, a delegation visit of 19 European cluster organisations from 9 EU countries to the United States (U.S.) was organised by BILAT USA 4.0 www.euussciencetechnology.eu and the European Cluster Collaboration Platform (ECCP) www.clustercollaboration.eu in the framework of a **High-level EU Cluster Mission to the USA**.

The full-week event included a rich programme including a seminar and cluster-to-cluster matchmaking event (organisation responsibility of ECCP), a roundtable (organisation responsibility BILAT USA 4.0, partner SRI and inno) and cluster visits (organisation responsibility BILAT USA 4.0, partner SRI and inno).

The delegation was accompanied by Christophe Guichard, European Commission Official at DG Internal Market, Industry, Entrepreneurship and SMEs (DG GROWTH) in charge of cluster internationalisation, and it was supported by the U.S. Administration through the Department of Commerce, USA.

One of the main objectives of the High-Level EU Cluster Mission to the U.S. was to support transatlantic cluster cooperation for strategic business partnerships building

upon the EU-U.S. Cooperation Arrangement on Clusters signed between the U.S. Department of Commerce and the European Commission's DG GROWTH in April 2015, and to support European cluster organisations in the internationalisation of their and their members' activities, specifically focused on business cooperation, research and innovation.

As part of the High-level EU Cluster Mission to the USA, 20 visits to cluster-like organisations in Philadelphia (PA), Boston and Cambridge (MA) were organised.

In addition, the participants presented their activity and the research and innovation (R&I) stakeholders they represent in more than 90 bilateral cluster to cluster (C2C) meetings during a matchmaking event with 13 U.S. counterparts in Washington, DC. The TechConnect World Innovation Conference & Expo on 16th of May 2017 was the opportunity to gather further insights on the U.S. industry. The business trip enabled also to learn about the Research and Innovation (R&I) environment in the U.S., to meet peers and exchange with experts during a seminar & roundtable organised during the conference.

[Separate reports on the matchmaking event, as well as the seminar and roundtable will be available in due time.]

The European delegation was comprised of 19 cluster organisations in the fields of nanotechnologies, advanced materials and manufacturing, energy and sustainability, electronics and biotech seeking cooperation with clusters and the stakeholders of the R&I ecosystem in the United States. The EU cluster delegation participants were selected through a transparent process thanks to a call for Expression of Interest, published both by BILAT USA 4.0 and the ECCP for which 38 applications had been received.

The following EU countries were represented: Austria, Belgium, France, Germany, Italy, Poland, Romania, Sweden, United Kingdom.¹

The cluster-like hosting organisations and representatives met in the different U.S. locations during the cluster visits were selected to match the interests of the EU participants in terms of sector-focus and activity; they represented equally the U.S. R&I ecosystem in a well-balanced way: R&I networks, business networks, technology umbrella organisations, economic development organisations, research institutes, universities, investors/venture capitalists/business angels, incubators, etc. Some of the EU participants reported having met over 70 potential collaborators thanks to the delegation visit.

¹ A selected participant from Bulgaria unfortunately had to cancel his participation due to health problems.

The EU delegation firstly visited Philadelphia, PA, on the 15th of May 2017, welcomed by the Economic Development Agency (EDA) Philadelphia Regional Office and the Philadelphia Industrial Development Corporation in the Navy Yard. Delegates met some of the main economic development, research and innovation actors, such as Ben Franklin Technology Partners of Southeastern Pennsylvania, Life Sciences Pennsylvania, Science Center, Penn State, The Wistar Institute of Anatomy and Biology and the Singh Center for Nanotechnology. A presentation of the local research and innovation ecosystem and the collaboration opportunities for the European organisations were at the heart of the discussions. The European delegation appreciated the “discovery of Philadelphia’s and Pennsylvania’s life sciences hub”.



Presentation in front of a UPenn building in the Navy Yard (Philadelphia) designed according to energy efficiency aspects

[On 16th and 17th of May took place the seminar & roundtable, as well as the cluster-to-cluster matchmaking event in Washington, DC. Below is displayed a short summary for completeness, but separate reports on these activities will be available in due time.]

On the 16-17th of May 2017, the European delegation attended the TechConnect World Innovation Conference in Washington, DC. On 16th of May a cooperation seminar and knowledge-sharing round table was organised to present experiences on existing EU-U.S. cluster collaboration and to exchange on good practices. The presentations included an overview of the U.S. R&I ecosystem in comparison to the cluster landscape in the EU which enabled the clusters and the audience to share a common understanding on cooperation opportunities.



Panelists at the roundtable and audience during seminar and roundtable

The seminar and roundtable were followed by a half-day matchmaking session to which 13 U.S. cluster-like organisations were invited to meet with the European delegation. Some 90 bilateral EU-U.S. meetings took place between clusters and research and innovation organisations. A number of EU participants were able to share concrete ideas for collaboration with their U.S. counterparts either as a cluster organisation or on behalf of their members. The 17th of May was dedicated to the participation at the TechConnect World Innovation Conference which offered sessions both on scientific and business & innovation related topics.



Matchmaking event with bilateral meetings

The following days (18-19th of May) were dedicated to the visits in the lively tech and innovation hubs of Boston and Cambridge, MA. Massachusetts is living up to its reputation as the “Leading Technology State” in federal expenditure for academic and non-profit R&D in the U.S., and one of the global leaders in biotechnology, clean energy, digital health, IoT and some other topics.

The EU clusters were hosted by U.S. organisations active in the same fields and interested in research and innovation cooperation. In total, the European delegation had 12 top-



Presentation at MIT, Cambridge

quality meetings with intense exchanges – e.g. with the Massachusetts Institute of Technology (MIT) Center for Biomedical Innovation, the MIT Innovation Initiative, the Fraunhofer Center for Sustainable Energy Systems and the Fraunhofer Center for Manufacturing Innovation, as well as the NorthEast Clean Energy Council, the NECEC Institute, Mass Technology Leadership Council, Inc., and some others.



Participants at the Fraunhofer Center for Sustainable Energy Systems, Boston

The participants appreciated the possibility of meeting with representatives of the local innovation ecosystem, ranging from research-oriented institutions to incubators and investors, as well as technology umbrella organisations.

Direct contacts have likewise been made in the informal setting at the Venture Café, organised by Cambridge Innovation Centre on Thursday evenings. It was the opportunity for the EU participants to be introduced to local entrepreneurs, start-ups, scientists and stakeholders of the dynamic ecosystem. Overall, the High-level EU Cluster Mission to the USA can be considered a great success as confirm the very positive testimonials collected among the participants.



Group photo at the Navy Yard, Philadelphia

2. TESTIMONIALS AND FEEDBACK SUMMARY

2.1. Testimonials from participants

Laura Cerni, CBM srl, Italy: “My cluster is active in the fields of Biomedicine, Biotechnology, e-Health and Ambient Assisted Living, so the cluster visits in Philadelphia, PA, which is a hub for life sciences, were of particular interest to me. It was very useful to understand the research and innovation landscape in the USA thanks to the presentations, meetings and visits, as it differs from the system we know from Europe. I am glad I can bring specific information home to my cluster’s member companies: indeed, I could already schedule a concrete appointment for one company that is visiting Boston next week with the group in charge of the Biomanufacturing Program at MIT, and with the Fraunhofer Center for Manufacturing Innovation, two of the organisations met in Boston during our cluster visit.”



Peter Simkens, DSP Valley, Belgium: “The matchmaking event in Washington, DC, was efficient for me, as I could discuss some opportunities of collaboration for our cluster and our members. As for the visits, I would be interested to learn more about the access opportunities and mechanisms for European companies to the Manufacturing America program that was presented to us. When visiting the Cambridge Innovation Center in Cambridge, MA, I realized that a number of our cluster’s member companies have already used the incubation and consulting services which were a great information mechanism for them and allowed them to enter the US market for sales whilst growing steadily in the EU. Their testimonials could be a great inspiration for others.”



Carlo Kraskovic, Mare FvG, Italy: “The mission has represented a great opportunity to getting aware about innovation and technology development framework in the USA, providing information on several actors with different competences and roles. Since our cluster is involved in the maritime technologies sector, during the matchmaking event we had the possibility to meet three American cluster focused on different maritime and marine topics. The before mentioned meetings helped us understand what they do and gave us the possibility to get more details on maritime topics that we could develop in the future.”



Marzena Strok-Sadło, Lublin Medicine Cluster, Poland: “EU Cluster Mission to USA has been significantly important to further Lublin Medicine - Medical and Wellness Cluster development. During five days, thanks to good organization of the mission we had an opportunity to meet a number of key market and research players. We have gained the knowledge about the US system supporting economic and scientific development. We could also discuss the business model of our potential partners. Matchmaking meetings in Washington allowed us to introduce our cluster directly to US and European organizations. The scope of potential cooperation has been defined. In two cases, we have already decided on signing the agreement on cooperation in the nearest future. Meetings in Philadelphia and Boston besides very professional presentations gave us an opportunity to meet personally people who are in charge of well-recognized US institutions. After being back to Poland and Lublin we have started to work on individual bases with partners we had met, structuring our initial ideas for cooperation.”



Silvana Sanfeliu, Fondazione Torino Wireless, Italy: “The mission was helpful to understand how the innovation and acceleration services work in the USA. We got to meet different kind of entities and organisations that can be approached when searching for partners to support companies in their internationalisation processes, whether it is to open an office, analyse the market, develop joint projects or search for potential investors. The visits held in both Philadelphia (PA) and Boston (MA) gave us clusters a good perspective on the interest and goals of the US’ organisations we met and allowed us to start a dialogue that can lead to collaboration and cooperation with them. The matchmaking B2B meetings, in Washington DC, were effective, having more time to get to know the entities and have a deeper insight of how we can collaborate together. Torino Wireless manages 2 clusters that address ICT applied to different fields and sectors, with a particular emphasis in Smart Cities and Communities solutions, so, even if some of the meetings were centred in a specific sector (for example life sciences, biotech, etc.), I found interesting potentialities for ICT as an enabling solution.”



Madlen Schiller, biosaxony e.V., Germany: “biosaxony is the association of life sciences industries in the Free State of Saxony (Germany). Our focus areas are biotechnology, medical devices and health. With over 110 members we are active in site marketing, technology transfer and business development. The cluster mission to the U.S. was a great opportunity for biosaxony to start collaboration with US clusters and business development agencies. The support services for soft landing and technology transfer of Ben Franklin Technology Partners in Philadelphia and the Cambridge Innovation Centre in Boston were particular interesting for us. The trip was well organized and we had the opportunity to talk to different stakeholders from universities, development agencies, cluster associations and start-up incubators.”



Patrick Vuillermoz, PLASTIPOLIS, France: “The US cluster mission including the matchmaking event during the TechConnect Conference has been very fruitful by giving the opportunity to better understand the way American clusters are acting and developing their innovation eco-systems. This enabled to get leading edge practices in the combination of technology and business oriented communities for the benefit of start-ups and innovative companies. For our particular interest, we have been able to build up promising connections with cluster or economic development organizations in Pennsylvania such as Ben Franklin Technology Partners, or in Ohio such as Team Neo, as well as Mass TLC in Massachusetts. As complementary, the TechConnect annual conference in Washington brought us some key insights in technology trends related to our fields of interest such as material technologies, printed electronics, 3D printing or advanced manufacturing.”



Ewa Kochańska, Research and Innovation Center Pro-Akademia, Poland: “It was a very interesting, useful visit for our cluster from the point of view of companies as well as research institutions. We could collect a lot of good examples of bridging industry and academia, rules of conducting research projects for companies, we could get familiar with and understand the American approach to interactions between science and industry, even if it is not called “cluster interactions”. The lesson learnt will be taken to Poland in order to implement the American model of thinking: Technology and demonstration + Training and education. We plan to find the complementary area of cooperation with the USA market, e.g. with regards to energy efficiency and energy saving technology, small scale RES technology, RES technology for e-mobility or waste-to energy technologies.”



Stefan Uhlig, Cool Silicon e.V.: “During the High-Level US-Cluster-Missions, I gathered lots of useful information and even more contacts for our cluster and the members, respectively. The learnings for our cluster regarding the remarkable entrepreneurial and seed-capital as well as VC ecosystem in Philadelphia (PE) and Boston/Cambridge (MA) will help our members, once they start their business in these regions. For R&D opportunities the Singh Center for Nanotechnology in Philadelphia was a very promising visit to connect with some of our research institutes. The meetings with MassTLC and MassCEC in Boston showed outstanding opportunities on the C2C-basis and furthermore some of our members in the wind turbine branch may conduct new businesses in the near future.”



Vincent Civita, ARIA Normandy, France: « The European mission was a very fruitful event for us. From one part, the program exploring the US East Coast provided us a good picture of the innovation and economical practices, which is very different compared to the well-known Silicon Valley. We met very open-mindset counterparts, with a real willingness to build collaborative projects with European entities. Also, we discovered different organizations involved in the local economy: Ben Franklin organisation helping the companies to set up in Pennsylvania, Navy Yard organizing economic and social life, Fraunhofer centers innovating in US, Manufacturing USA supporting US industry to be more competitive with a national and specialized projects with laboratories (like our Factory Of Future, Industry 4.0), Singh Center (University of Pennsylvania) with huge R&D portfolio, ... and an amazing “start-up push” process (Community innovation Collaboration) bearing the American entrepreneurship spirit.”



Sam Goodall, Cambridge Cleantech, UK: “Thanks to everyone involved in the EU-US Bilateral Cluster



Mission. I can’t speak highly enough of what a fantastic opportunity it was for Cambridge Cleantech as a technology cluster. I met over 70 potential collaborators and since returning have already followed up with 3 potential partner organisations with concrete next step actions, (two meetings scheduled in London and an outline for a US-EU Summit on Smart Grid Technology). Participating on the mission with over 20 other EU technology clusters was also extremely valuable and has exponentially grown our international network with other technology clusters in Europe within the space of just a few days. Likewise, this has already led to a concrete joint bidding activity for cluster collaboration. I was impressed with the work and activity of the European Cluster

Collaboration Platform before this mission but now I’m positively evangelical; active participation in international cluster collaboration is hugely valuable for our members – particularly those who are looking for international research and collaboration opportunities - and the ECCP is a fantastic source of information and resources for us to support them in doing this. Thanks again to everyone who was involved and organised such a fantastic mission – I can’t stop telling people about it and it was a real privilege to be involved.”

Marcin Paradowski, ECDF mKlaster, Poland: “The High-level EU Cluster Mission to the US was a great



opportunity to understand how the innovation ecosystem works there. We had an opportunity to exchange experiences with different kind of entities, from business support institutions, through R&D institutions, up to the VC ecosystem. It was a fruitful set of C2C matchmaking meetings and direct visits at local institutions. We came back with promising contacts and knowledge about the wide range of services offered by the US organisations what let us develop further cooperation. As an ICT cluster we are very satisfied that we confirmed during this meetings that there is a need for better collaboration between the US business environment and the European ICT sector as well as we get concrete tools to make this collaboration possible.”

2.2. Overall evaluation of the event

The information displayed below is based on feedback gathered in the feedback forms (one at the end of each day, as displayed in Annex 5.3), as well as received in the oral exchange with the participants in the “debriefing session” that took place at the end of the event.

Have the cluster visits overall been useful? Which have been interesting aspects, generally?

- Information on “understanding the U.S. model regarding the interaction of research and innovation/ science and industry” and information on “how the ecosystem works”
- Understanding that in the U.S. there is no “equivalent cluster organisation landscape” as in the EU, but that different R&I stakeholders take over activity that is comparable to activity of EU cluster organisations
- Seeing the “U.S. way”, e.g. of organising the interaction with members, of setting up activities with external stakeholders, etc.
- Seeing diverse models of organisations (some of which claim themselves “clusters”) and good opportunity to benchmark management of innovative ecosystems / revenue stream practices, as well as services to members
- Information on technology trends
- Seeing good examples of connection between academia and industry
- Information on rules for companies on conducting research projects
- Meeting with world class organisations, high-level (senior) representatives and at renown places
- Potential synergies and collaboration opportunities for members with U.S. contacts met
- Good exchange also among the EU participants

Which are the “top 3” most interesting visits and why?

- Cambridge Innovation Center / K-Team / Venture Café (Cambridge): as a lighthouse model of start-up support; high involvement in the local innovation ecosystem; contact to venture capitalists, offer of space and services – as a way for companies to explore the US ecosystem and be emerged in the ecosystem; interesting “training” offer (also in the EU); interesting venture café concept [12 votes]

- Ben Franklin Technology Partners (Philadelphia): early state seed capital, technology and innovation partners, and activity includes also mentoring and stakeholders' meetings. Interesting companies in their eco-system and interesting fablab support initiative [10 votes]
- MIT Innovation Initiative and MIT Center for Biomedical Innovation (Cambridge): model of thinking including technology and demonstration, as well as education and training; trend scanning, cutting edge research; Manufacturing USA initiative, potential research collaboration [9 votes]
- MassTLC (Boston): great activities and approach involving the local ecosystem and focus on value for members [7 votes]
- Fraunhofer Center for Manufacturing Innovation (Cambridge): possibilities for research collaboration [3 votes]
- Singh Centre for Nanotechnology (Philadelphia): as a research partner for research institutions that are member of EU clusters [3 votes]
- Massachusetts Office of International Trade and Investment (Boston): Information on the local business environment; potential for collaboration between organisations [3 votes]
- Massachusetts Clean Energy Center (Boston): collaboration for member companies and institutes, possibly soft landing collaboration [2 votes]
- Northeast Clean Energy Council & NECEC Institute (Boston): Bootcamp offer of interest to some cluster company members [1 vote]
- Penn State University (Philadelphia): collaboration partners [1 vote]
- Office of International Business Development, Department of Community and Economic Development, Commonwealth of Pennsylvania (Philadelphia): information on the ecosystem and state support [1 vote]

What are your lessons learnt?

- The US "cluster" being different to the EU system, it is more difficult to identify suitable partners for cluster-to-cluster (C2C) collaboration. C2C will take time but is essential to develop a framework for members (e.g. SMEs) to collaborate.
- Be inspired and possibly take over good practices, including models / activities / services seen at different host organisations (e.g. venture café event; networking practices; exclusive licensing instead of patenting...) and also their capacity to "promote themselves".
- The US ecosystem is often ego-centred (focus on national production and generation of knowledge), but direct contacts can facilitate access to companies and organisations with interest in exchange with Europeans.
- Applied research matters and investment in making technology transferable is key. Innovation through start-ups – exchange between incubation programmes, pooling of mentors, etc.
- Close relation to the ecosystem, including incubators, accelerators, etc. is key.
- The Greater Philadelphia Region represents an interesting ecosystem and hotspot, notably for the life sciences sector.
- Scaling out of start-ups can work through joining a consortium for soft-landing in the U.S. (facilitated through large corporations already customers in the EU).
- Information on US Federal programmes, notably regarding industry 4.0 / advanced manufacturing, SBIR.

3. RECOMMENDATIONS

Recommendation for policy makers, stakeholders, multipliers and for enhancing EU-US STI collaboration:

- Support to events targeting cluster organisations and comparable multipliers

Cluster organisations in the EU can be considered important multipliers to enhance the Research and Innovation activity in a certain territory (e.g. a region). Regrouping universities, research institutes, large industry, but also in average more than 100 SMEs and other representatives of the innovation ecosystem, they are also important intermediaries who facilitate collaboration activities among the R&I stakeholders. Cluster organisations in the EU generally put specific emphasis on support to internationalisation of their members. This is why events and other activity that bring together cluster representatives on an international level can be considered important leverage factors for STI

collaboration – on the level of cluster organisations, but in particular also on the level of their members in a second step. In addition, such events / meetings of cluster representatives are not only a first step to collaboration with representatives of the same field (sector), but very often also the opportunity to find new partners for collaboration across sectors and along new value chains. The exchange of good practices and benchmarking of successful models / services through such events are also of value. The R&I landscape in the U.S. being a bit different to the one in the EU and notably the concept of “clusters”, cluster-based collaboration with the U.S. should certainly include the following type of actors from the U.S. side: R&I networks, business networks, technology umbrella organisations, economic development organisations, research institutes, universities, investors/venture capitalists/business angels, incubators, etc.

The short testimonials gathered from participants provide an overview of the general very positive appreciation of the event. The feedback gathered testifies on important opportunities stemming from the cluster visits. An overview of testimonials is provided as part of the event summary.

4. EVENT DOCUMENTATION

- Agenda: The Agenda is provided in Annex 5.1; the cluster visits have taken place on Monday 15 May, Thursday 18 and Friday 19 May. An overview of all organisations visited is provided as separate file in the “cluster visits booklet”
- Event Photos: An image gallery is available on this link: <https://www.clustercollaboration.eu/event-calendar/high-level-eu-cluster-mission-usa-including-us-eu-cluster>
- Event web-site: <http://www.euussciencetechnology.eu/event/45/high-level-eu-cluster-mission-to-the-usa> and <https://www.clustercollaboration.eu/event-calendar/high-level-eu-cluster-mission-usa-including-us-eu-cluster>. This includes information on the call for Expression of Interest and the application process, as well as the questionnaire to be filled in with applications.
- Participants list: Provided in Annex 5.2
- Event Feedback form: Provided in Annex 5.3

5. ANNEXES

5.1. Agenda



High-level EU Cluster Mission to the USA

15 to 19 May 2017



including a U.S. – EU Cluster Cooperation and Matchmaking Event at the TechConnect World Innovation Conference, Washington DC
& Cluster visits to Boston, Philadelphia and Washington DC

MONDAY 15th MAY PHILADELPHIA

ALL DAY : CLUSTER VISITS

For EU clusters only

- 08.10** *All participants meet in front of Philadelphia Downtown Marriot (1201 Market St, Philadelphia)*
- 09.00** **Ben Franklin Technology Partners of Southeastern Pennsylvania**
- 10.45** **Penn State at the Navy Yard**
- 11.45** **Navy Yard Tour with Philadelphia Industrial Development Corporation**
- 12.30** *Working Lunch - Urban Shop 543 Cafe*
- 13.00** **U.S. Economic Development Agency Philadelphia Regional Office & Office of International Business Development, Department of Community and Economic Development, Commonwealth of Pennsylvania**
- 14.00** **Science Center**
- 14.45** **Life Sciences Pennsylvania**
- 15.30** **The Wistar Institute of Anatomy and Biology**
- 16.30** **Singh Center for Nanotechnology at the University of Pennsylvania**

EVENING

Individual train travel to Washington (from 18.00)

TUESDAY 16th MAY WASHINGTON – TechConnect event

*Address TechConnect event (including Seminar and Matchmaking session)
Gaylord National Hotel & Convention Center
201 Waterfront Street
National Harbor, MD 20745*

Public event

MORNING – TechConnect event, National Harbor Room 10

Cooperation Seminar & roundtable on sharing of good practices

- 08.30** **Registration & networking coffee**
- 09.00** **Welcome and Introductory Remarks**
 - ✓ *Svetlana Klessova, Director, inno TSD*
 - ✓ *Christophe Guichard, Team Leader Cluster internationalisation, DG GROWTH, European Commission*
 - ✓ *Tshanda Kalombo, Senior International Trade Analyst, Department of Commerce, USA*

09.15-10.45 EU-US cluster collaboration seminar: good practices and opportunities

- 09.15** **Understanding Transnational Business-Academia Collaboration: A View From the US, Roland Stephen, Director, SRI, USA**

09.25 Tools and initiatives supporting transatlantic cluster cooperation: the European Cluster Collaboration Platform (ECCP) *Eva Fadil, ECCP project manager, inno TSD*

09.35 Good Practices and Experiences on Transatlantic Cluster Collaboration - Presentations + Q&A, moderated by *Eva Fadil, ECCP project manager*

- ✓ *Brief introduction providing an overview of good practices/ success cases, Eva Fadil, ECCP project manager*
- ✓ *Blandine Chantepie-Kari, Vice President, University & Entrepreneurship - Soft Landing Programs European American Enterprise Council, USA*
- ✓ *Peter Simkens, Managing Director of DSP VALLEY (micro-nano electronics cluster), Belgium*
- ✓ *Michael Jones, CEO of The Maritime Alliance (ocean & water tech cluster), San Diego/USA*
- ✓ *Vincent Civita, Director Aria Normandy (automotive cluster), France*
- ✓ *John Woodward, Senior Director, Foreign Investment, Economic Development, Metro Atlanta Chamber, USA*

Questions for discussion, indicatively:

- How have you succeeded to establish collaboration with counterparts (from the EU / from the US respectively)?
- What are major outcomes and impacts you could observe thanks to this cooperation?
- What are your lessons learnt – what would you recommend to others?

10.45 Networking coffee break

11.00-12.30 Knowledge sharing roundtable: supporting companies to go international for research and innovation collaboration

11.00 Presentation of the panelists, *Jessica Avery, SRI*

11.05 Introductory presentation on “Supporting companies to go international for research and innovation collaboration”, *Svetlana Klessova, inno TSD, BILAT USA 4.0*

11.15 Knowledge sharing round table. Panelists from the EU and the US:

- *Stefan Uhlig, Senior Project Manager, Cool Silicon e.V., Germany*
- *Carlo Kraskovic, Project Manager, Mare TC FVG, Italy*
- *Christiane Egger, Deputy Manager, Cleantech-Cluster Energy, Austria*
- *Scott N. Paul, President, Alliance for American Manufacturing (AAM), USA*
- *David M. Hart, Director, Center for Science and Technology Policy at George Mason University; and Nonresident Senior Fellow, Metropolitan Policy Program at the Brookings Institution, USA*
- *Andrew Steigerwald, Senior Advisor, Advanced Manufacturing Office, U.S. Department of Energy, USA*

Moderation by Roland Stephen, SRI, BILAT USA 4.0

Questions for discussion, indicatively:

- Experiences to share: examples of how to help companies to engage in international RDI collaboration with transatlantic partners
- Main pitfalls/challenges
- From MoU between clusters to concrete RDI collaboration between companies and research organisations
- How clusters have or can have impact on EU-US research and innovation collaboration
- Needs for support...
- Q&A from the audience

12.20 Summary & closing, *Svetlana Klessova, inno TSD*

12.30-13.30 Networking lunch (for participants to the Matchmaking session)

AFTERNOON – TechConnect event, National Harbor Room 11

For EU and US clusters only

13.30-18.00 C2C Matchmaking session

- ✓ Each C2C matchmaking meeting will last 25 minutes with 5 minutes to move between meetings.
- ✓ Coffee/tea/refreshments provided.

18.30 – 19.15

- ✓ Debriefing on the Cluster Matchmaking session (European clusters only)

Informal get together in the evening at Belvedere Lounge Bar, Gaylord National Resort & Convention Center

WEDNESDAY 17th MAY WASHINGTON

Public event

ALL DAY

TechConnect event

08.30 – 15.30

- ✓ TechConnect event participation (individual agenda/visit for each participant)

LATE AFTERNOON or EVENING

Travel to Boston (individual travel)

THURSDAY 18th MAY BOSTON

For EU clusters only

ALL DAY

07.30 *All participants meet in front of Omni Parker House (60 School St, Boston, MA)*

08.30 **Massachusetts Institute of Technology (MIT) Center for Biomedical Innovation, Innovation Initiative, & Industrial Performance Center (tentative)**

10.30 **Fraunhofer Center for Manufacturing Innovation**

12.00 Lunch - Eataly

13.30 Massachusetts Office of International Trade and Investment (*identification required*)

15.00 Fraunhofer Center for Sustainable Energy Systems

15.30 Northeast Clean Energy Council & NECEC Institute

17.00 Cambridge Innovation Center and Venture Café

FRIDAY 19th MAY BOSTON

For EU clusters only

MORNING

09.00 All participants meet in front of Omni Parker House (60 School St, Boston, MA) with luggage

10.00 Mass Technology Leadership Council, Inc. (*identification required*)

11.30 Lunch – Faneuil Hall Marketplace

13.00 Massachusetts Clean Energy Center

AFTERNOON (14.00-16.00)

14.00 Debriefing session on the cluster visits

15.30 Depart for Logan International Airport

Flight back to Europe from Boston (starting 7pm)

5.2. Participants list

Cluster	Sector	Country	Participant
ARIA Normandy (more than 100 members)	automotive industries, industrial production lines and tools, and Research and Development (products and processes)	France	Vicent CIVITA
Bioenergy for the Region Cluster (61 members)	Energy, Renewable energy, Sustainability	Poland	Ewa KOCHANSKA
biosaxony e.V. (114 members)	Biotechnology, Medical technology, Health Care	Germany	Madlen SCHILLER
Cambridge Cleantech (300 members)	Cleantech – Energy, Renewables, Smart Buildings, Smart Cities, Water, Waste	UK	Sam GOODALL
CAP DIGITAL (1100 members)	Digital Industries	France	Bertrand LEJEUNE

CBM srl (137 members)	Biomedicine, Biotechnology, e-Health, and Ambient Assisted Living sectors	Italy	Laura CERNI
			Sara GUTTILLA (University of Udine) Senior Research Officer
Cool Silicon e.V. (61 members)	micro and nanotechnology industry 4.0, sensor networks, energy efficiency, advanced processing and production, technologies information and communication technologies	Germany	Sefan UHLIG
DSP Valley (115 members)	Smart Electronic Systems	Belgium	Peter SIMKENS
ECDF MKLASTER (44 members)	ICT CLUSTER, SPECIALIZED IN MOBILE APPLICATIONS AND TECHNOLOGIES, IoT, AUGMENTED REALITY, M-COMMERCE, DIGITAL SIGNAGE ETC.	Poland	Marcin PARADOWSKI
Fondazione Torino Wireless (335 members)	Renewable energy, textile, agro-food, machine building, wood and furniture, electronics and software	Italy	Silvana SANFELIU
iTech Transilvania Cluster by ARIES (55 members)	IT	Romania	Bianca MUNTEAN
Lublin Medicine-Medical & Wellness Cluster (108 members)	medical devices, pharmaceuticals inc. biopharmaceuticals, food health supplements and nutraceuticals, e-health and telemedicine, health and medical inbound tourism	Poland	Marzena Strok-Sadło
Maritime Technology Cluster FVG (44 members)	Maritime Technology (ship- & boatbuilding, maritime transport, offshore, leisure boating, logistics, shipping services)	Italy	Mr Carlo KRASKOVIC
			Mr Giorgio SULLIGOI (University of Trieste) Deputy Rector for industrial relationships
Ökoenergie-Cluster/Cleantech Cluster Energy (160 members)	Renewable energy, energy efficiency	Austria	Christiane EGGER
PLASTIPOLIS (more than 300 members)	Plastics and composite materials	France	Patrick VUILLERMOZ

Sustainable Business Hub (95 members)	Energy Efficiency Wastewater Treatment Waste Management System Air Solutions Eco-system services & Green infrastructure Sustainable Urban Development	Sweden	Helena ERIKSSON
Systematic Paris-Region (800 members)	Software and Digital Technologies	France	Didier MORET

5.3. Cluster visits feedback form – templates

High-level EU Cluster Mission to the USA

- *Feedback form* -

Cluster visits to *Philadelphia, Monday 15 May 2017*
 Cambridge/Boston, Thursday 18 May 2017

Identification

Cluster Organisation:

First name, Name:

Country:

Email:

1. What were the most interesting aspects of the visits today for you?
2. Which will be the most important elements for your members – notably SMEs and research institutes / universities?
3. Do you plan to establish any concrete cluster-to-cluster collaboration on the basis of encounters made and/or information received during the visits today? If yes, with whom and on what format?
4. Do you see concrete opportunities for your members for a research and innovation collaboration with the US clusters / organisations met today or their members? Please specify case by case.

High-level EU Cluster Mission to the USA, 15-19 May 2017

organised by

the European Cluster Collaboration Platform and BILAT USA 4.0

Cluster visits to Philadelphia and Boston/Cambridge
- Overall Feedback Form -

We thank you for taking the time for filling in this short questionnaire regarding the cluster visits.

Identification

Cluster Organisation:

First name, Name:

Country:

Email:

1. Have the cluster visits overall been useful overall for your organisation? Why / Why not?
2. Which do you consider to be the 3 most interesting visits for your organisation during this week and why (please specify for all 3)?
3. What are the lessons learnt you will take home?
4. How will these visits benefit your members – notably SMEs and research institutes/universities?
5. How do you think cluster visits can support research and innovation collaboration with the US in general (give concrete examples)?