ICT Meta Cluster

LET THE WORLD BE YOUR MARKET

Interreg Central Baltic Annual Event 2017
Torbjörn Jonsson

RI.SE fiber optic valley EUROPEAN UNION European Regional Development Fund Region Gävleborg Interreg Central Baltic ITL ESTONIAN ICT CLUSTER LATVIAN IT CLUSTER

Let the world be your market!
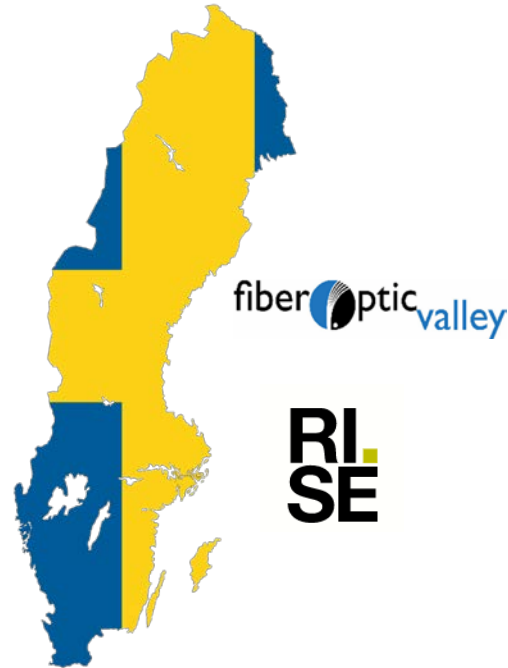
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- ➢ Offers ICT SMEs in Estonia, Latvia and Sweden to use wide range of Cluster provided services to help prepare and start exporting outside EU and EFTA.

- ➢ Single point of support for SMEs who are going for sales in new markets.

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Priority markets

- Canada
- United Arab Emirates
- Southern Africa

- Other outside EU/EFTA
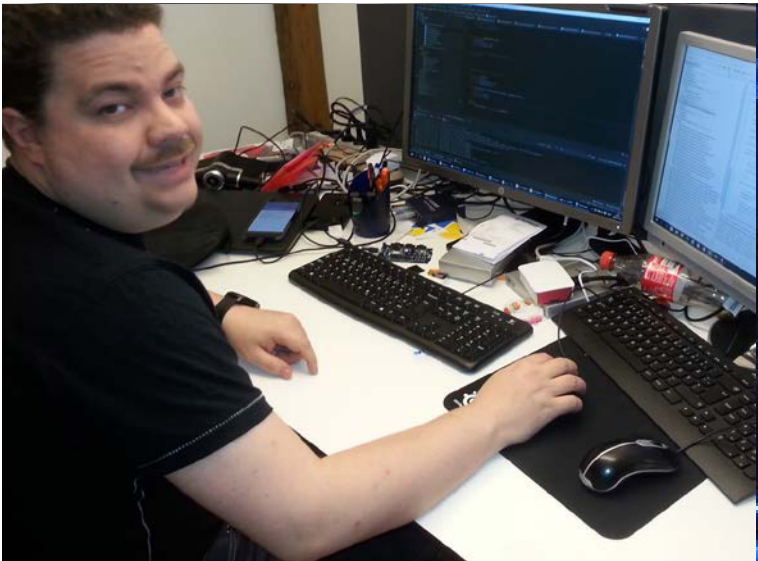
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ICT Meta Cluster Tool Categorization
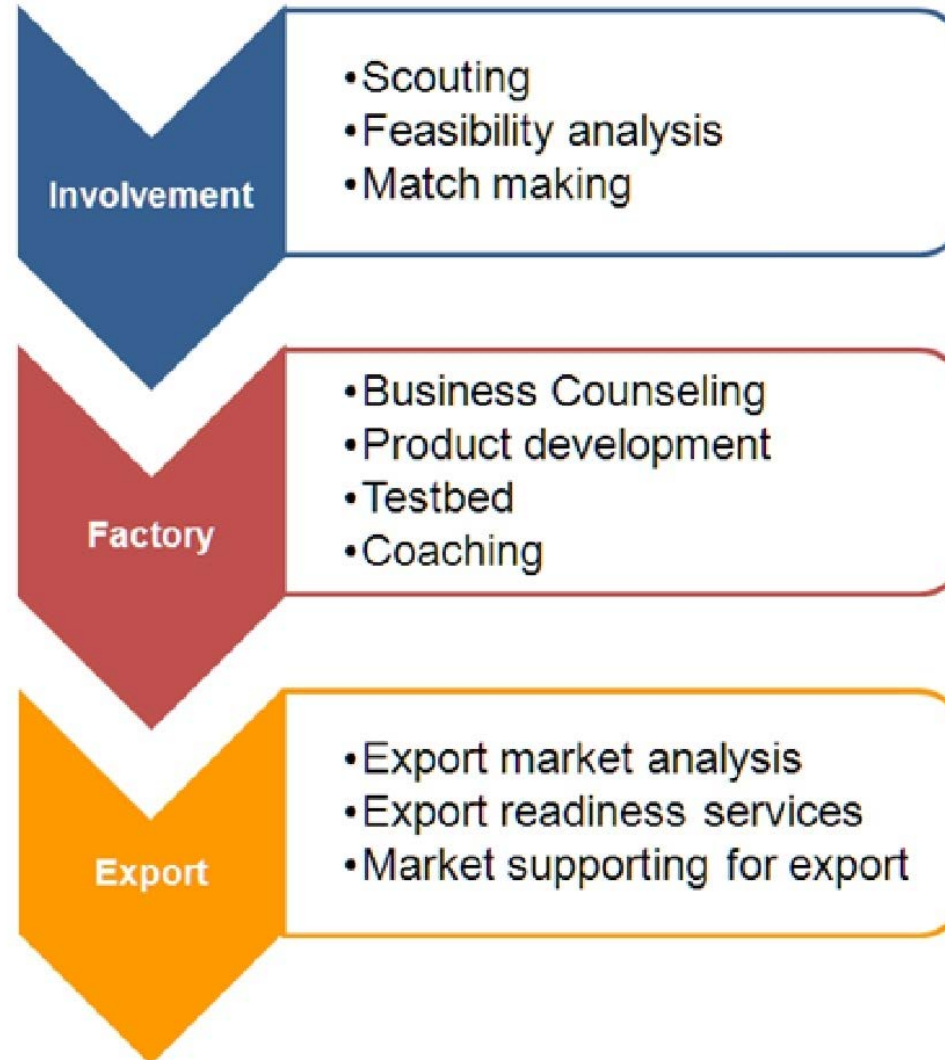
ICT Meta Cluster Tool - Involvement

Involvement
- Scouting
- Feasibility analysis
- Match making

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ICT Meta Cluster Tool - Factory

Factory
- Business Counseling
- Product development
- Testbed
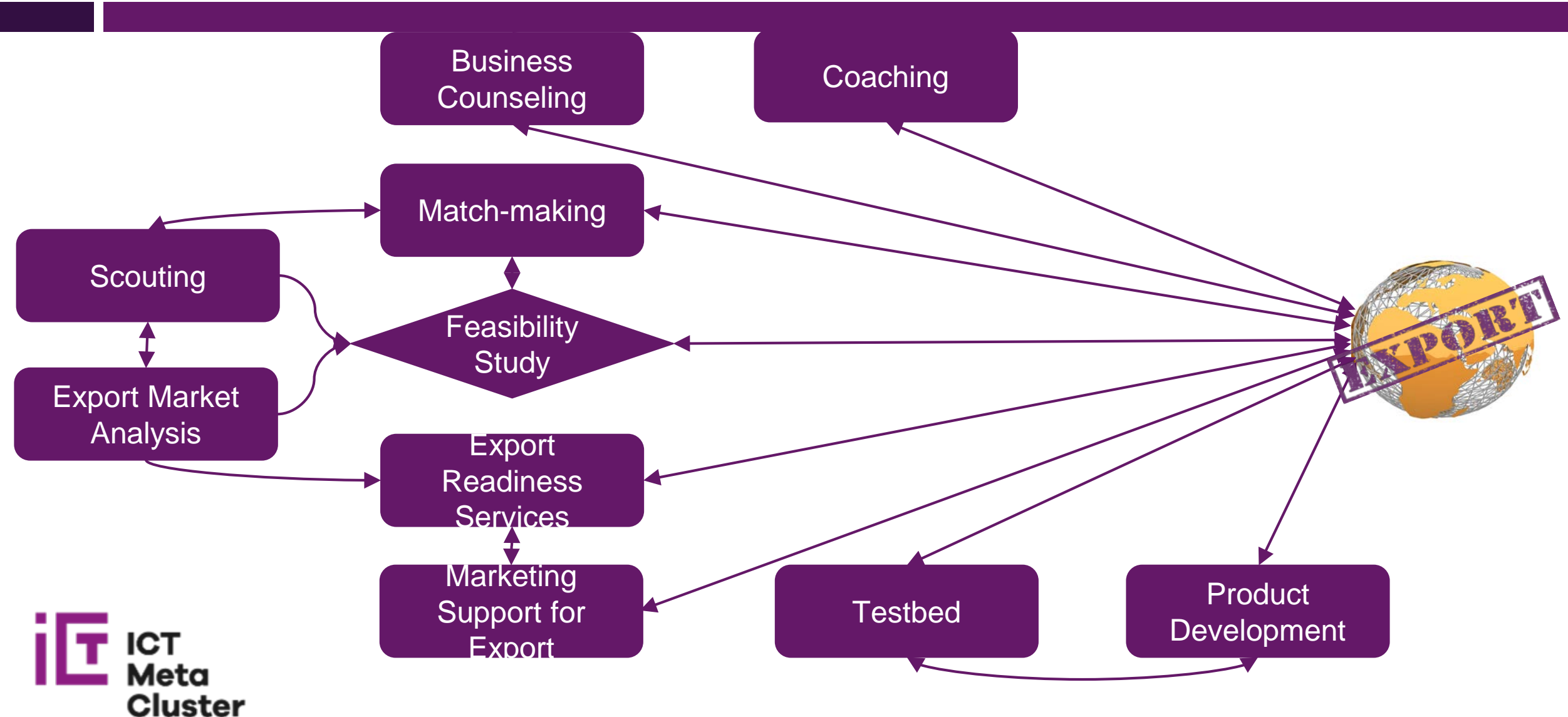- Coaching

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ICT Meta Cluster Tool - Export

Export
- Export market analysis
- Export readiness services
- Market supporting for export

❑ **Export market analysis**
  ❑ Selection of specific export market
  ❑ Targeted economic sectors/areas; and market analysis itself.

❑ **Export Readiness Services**
  ❑ Identifying requirements for export sales on targeted market
  ❑ Supporting SMEs in fulfilling local requirements

❑ **Market supporting for export (**new markets, networking, trade fairs, etc)

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ICT Meta Cluster Tool - Export

MARKETING – AND COMMUNICATION COACHING LED TO SALES IN CANADA
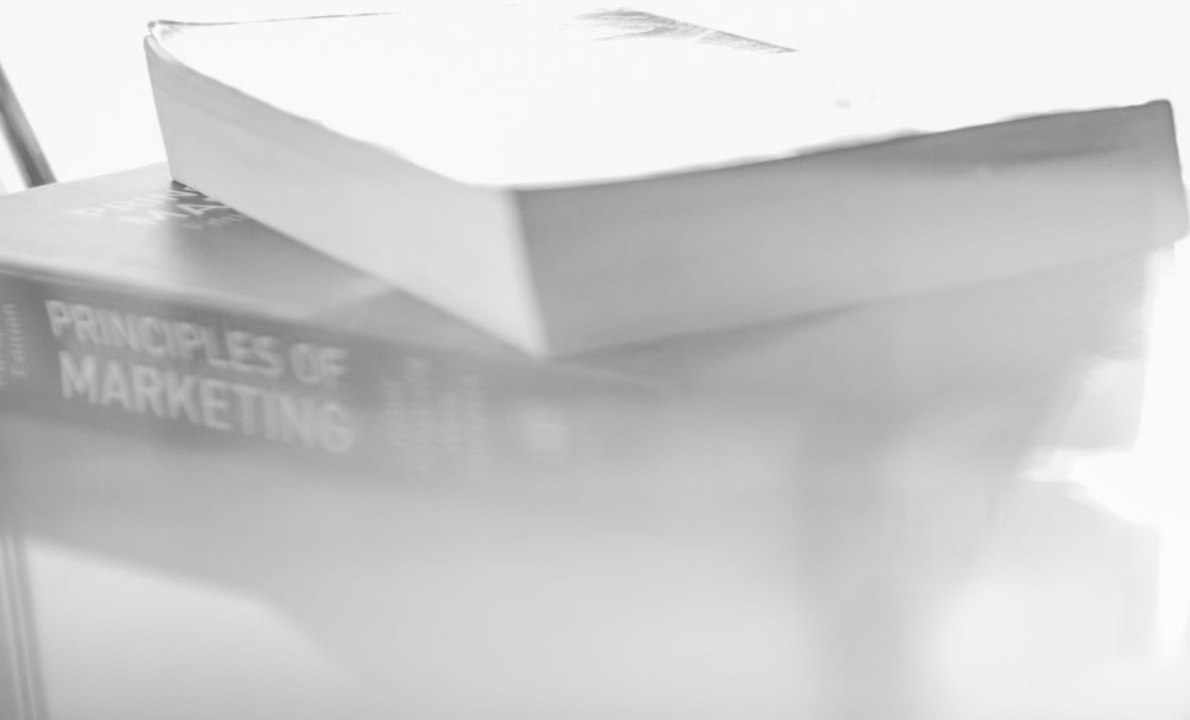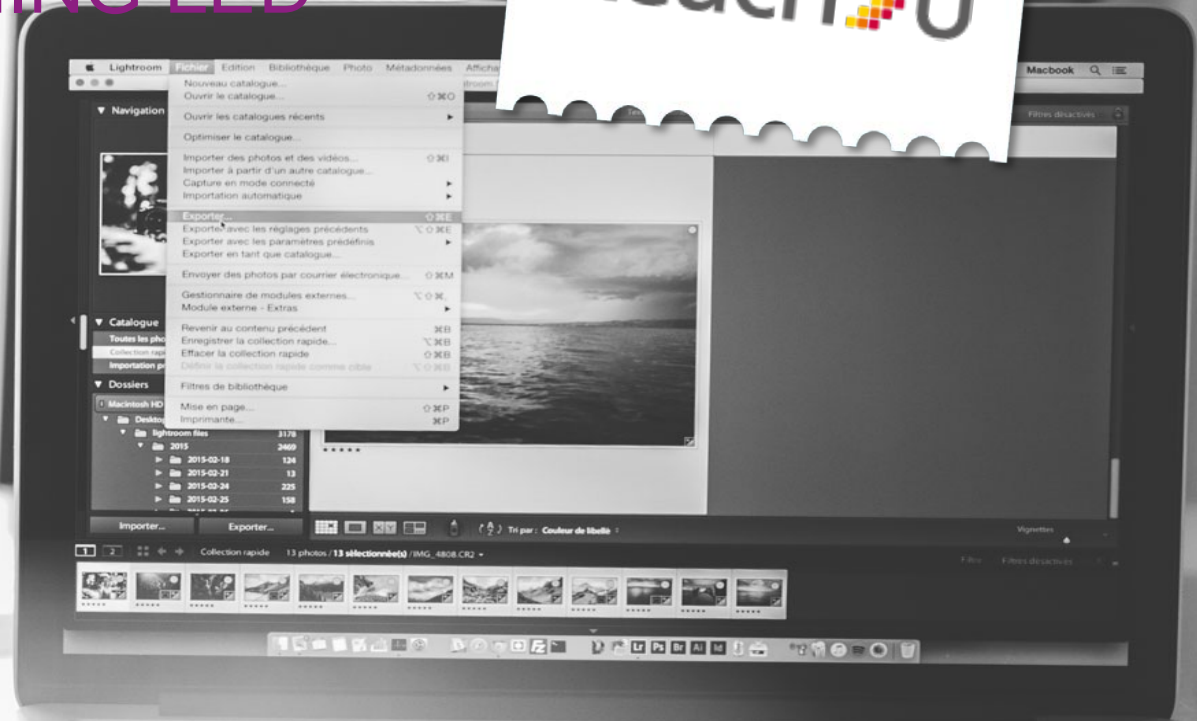
SUCCESS IN THE MIDDLE EAST

GROWING BUSINESS IN CANADA

SUCCESFUL CONCEPT FOR FAIRS IN ASIA AND THE UNITED STATES

Main challenges towards Main results

- Challenges different for different partners
  - Have to be understod and accepted
  - One common process and different implementations
- To get SME on board
- Follow through on the cases
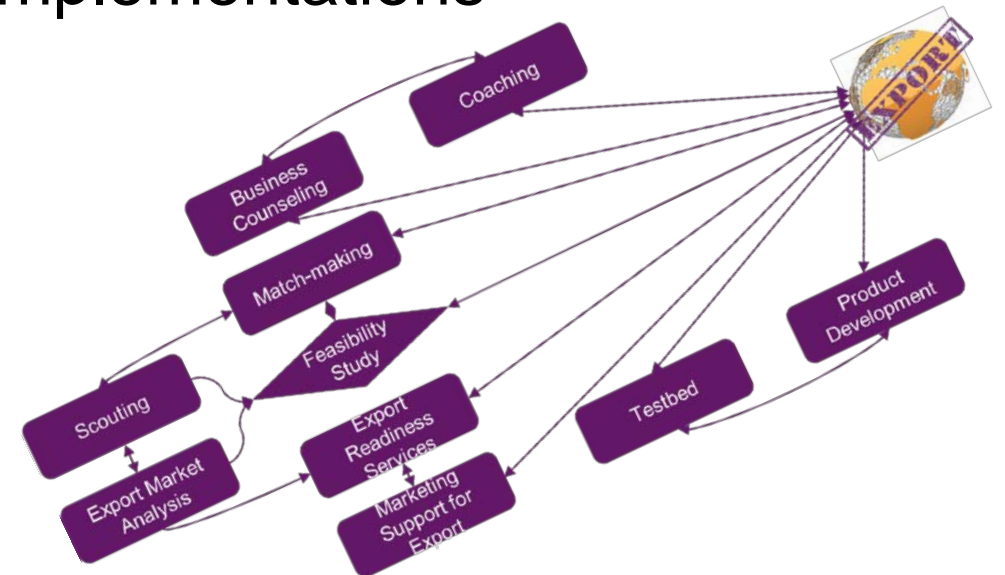
Examples of positive additional effects

- Business SME to SME between partner companies
- New major projects with project partners
- Internationalization efforts
- Memorandum of Understanding
  Latvia – Kazakstan - Sweden

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What to change in project set up

- *Not much* ☺

- Well prepared with funding from SI-project and Central Baltic preparation => Knowledge and trust from start
- IRL meetings to set structure
- Online project tools
- Online Pulse meeting, weekly!
- Focus on how to achieve sales from start

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When planning 2021-2027, take into account

➢ Opportunities are in startups

➢ Growth of business is in SMEs

➢ Innovation is important

➢ Everything that should be digitalized will be digitalized!

Extra Slides Below!

For deeper knowledge!

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ICT Meta Cluster Tool - Scouting

Involvement

- **Scouting**
- Feasibility analysis
- Match making

1. Identify Potential SMEs
   a. Using partners network and expanded networks;
   b. Input also from matchmaking activities;
   c. Creating list of potential SMEs (Add in CRM WIDE);
   d. Classify listed potential SMEs in WIDE, for further steps (No Go, Go for Export, Prospect for feasibility Analysis, On going activity).
2. Selecting High Potential SMEs
   a. Selecting criteria and process
3. Process support from Wide CRM-system

Scouting → Prospect = Selected for feasibility analysis → Feasibility analysis → Ongoing activity = Passed the feasibility analysis → Existing case = Successful export sale

Scouting → Archived = no case
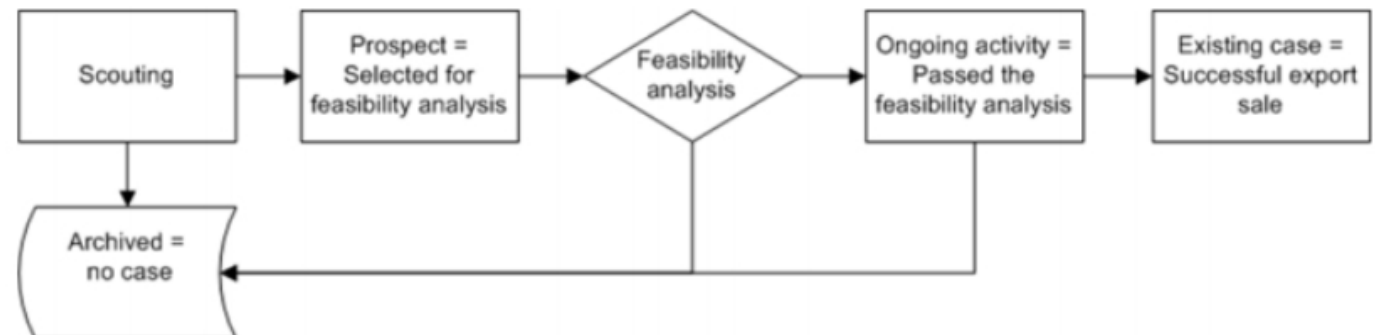
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ICT Meta Cluster Tool - Feasibility analysis

- Scouting
- **Feasibility analysis**
- Match making

Involvement
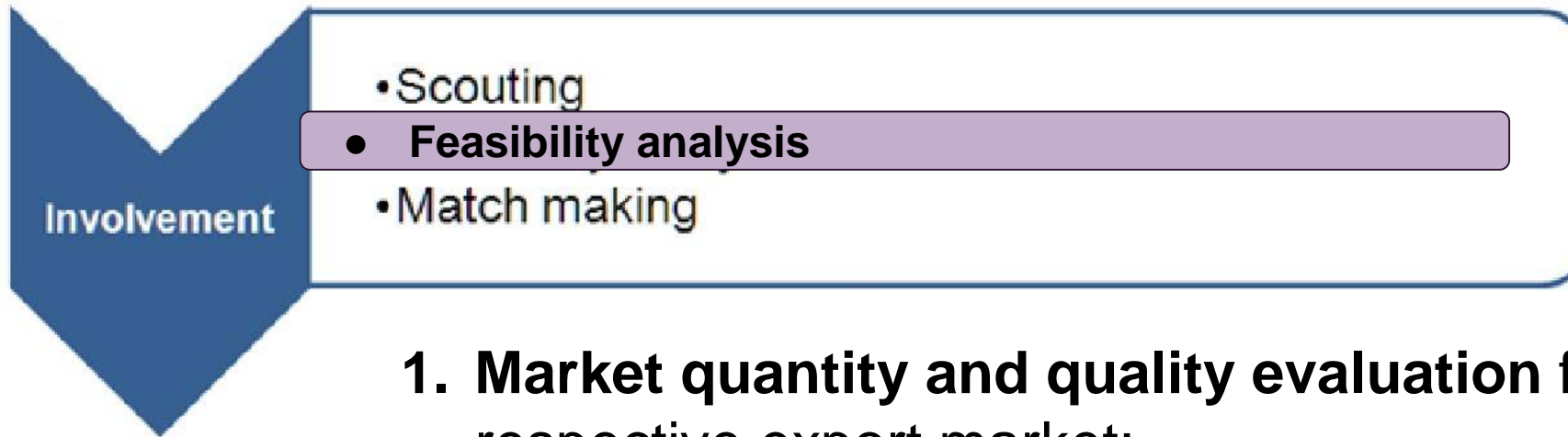
1. **Market quantity and quality evaluation** for the case in respective export market;
2. **Uniqueness and technical feasibility** of the case in respective export market;
3. **Business model evaluation** and compatibility with the common business practices in respective market, including required resources and support for the partners;
4. **Conclusions and suggestions about missing components and points of improvement for the case**.

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ICT Meta Cluster Tool - Match making

Involvement
- Scouting
- Feasibility analysis
- **Match making**
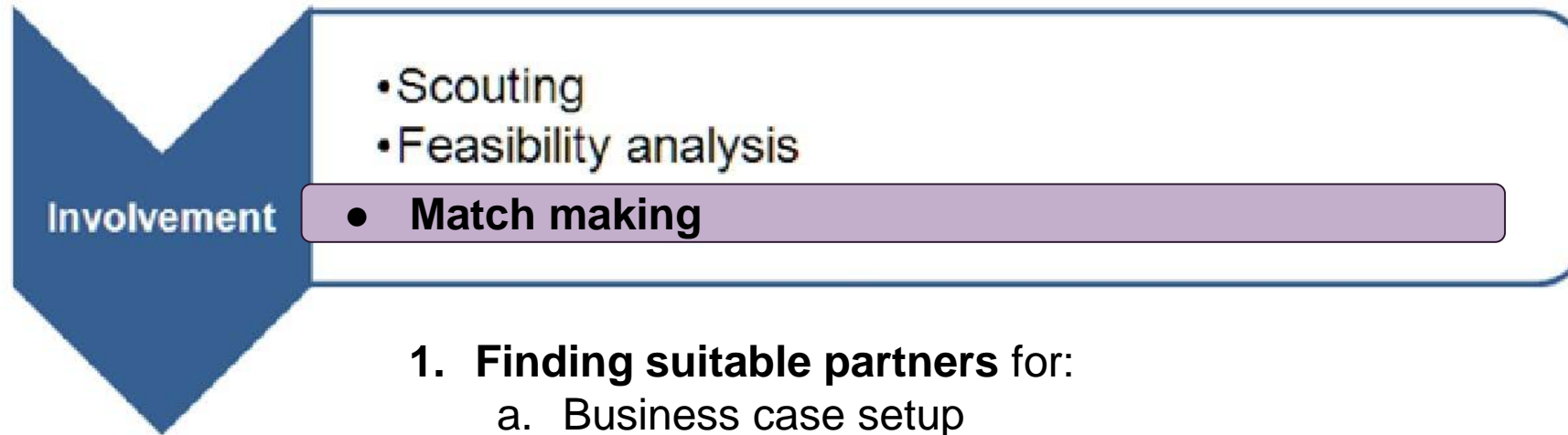
1. **Finding suitable partners** for:
   a. Business case setup
   b. Improving technical offers
   c. Improving products
   d. Developing new business models for specific market
2. **Matchmaking** can be
   a. One to one contact sharing
   b. Networking events organized within a country
   c. International networking events organized by ICT Meta Cluster
   d. International networking events organized by some other organization, suitable for ICT Meta Cluster profile

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ICT Meta Cluster Tool - Business Counseling

Business Counseling
- Product development
- Testbed
- Coaching

Factory
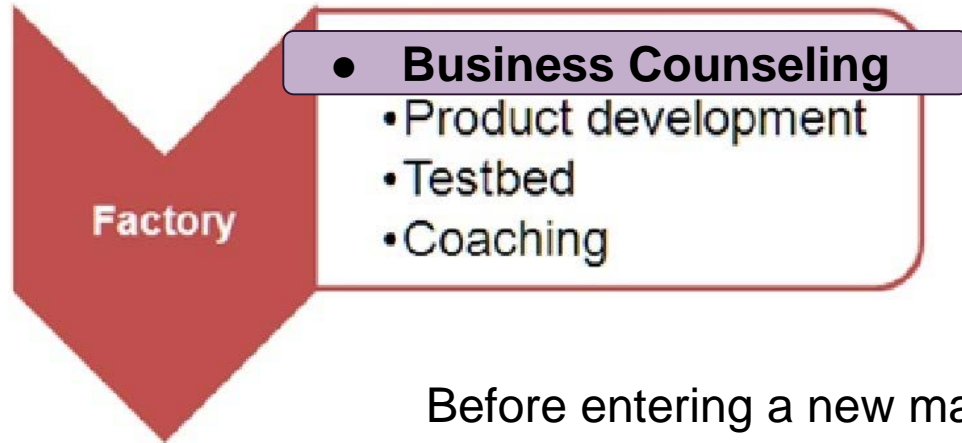
Before entering a new market with a selected SME, at least the following elements of business modelling should be described, evaluated and decided on

1. Infrastructure (Activities, Resources, Networks,)
2. Product/Service value proposition (Offered to meet the customer needs)
3. Customers (Segments, Channels, Relations,)
4. Finances (Costs, Revenue streams,)

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ICT Meta Cluster Tool - Product development

Factory

- Business Counseling
- **Product development**
- Testbed
- Coaching

❏ Assistance with ICT **requirement analysis**,
❏ Identification where ICT support may be beneficial.
❏ **Assist in selecting and adapting an ICT platform for interconnecting** and adaptation of services and products against the local markets open or proprietary application interfaces (API) or through the Internet.
❏ Assist SMEs in developing a **proof-of-concept** demonstrator, conduct **field trials** with prototype equipment or adjustments of existing software and/or hardware to **create a final product**.

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ICT Meta Cluster Tool - Testbed

Factory
- Business Counseling
- Product development
- **Testbed**
- Coaching
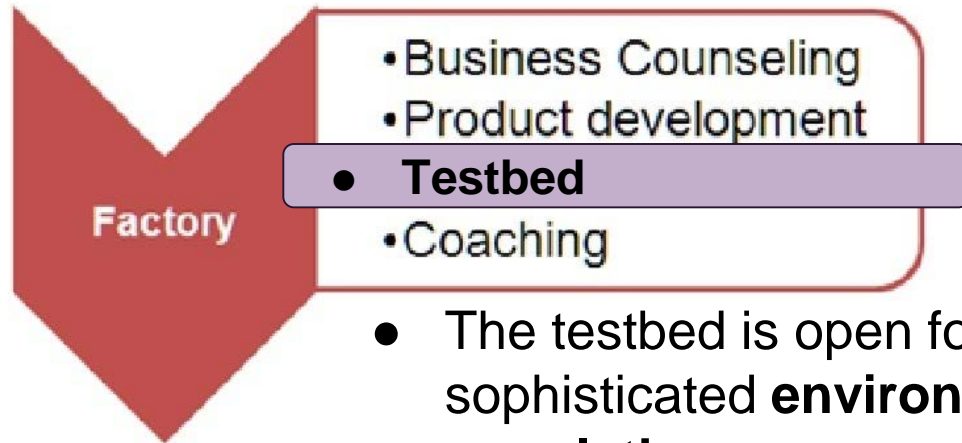
- The testbed is open for SMEs that wish to test their equipment or service in a sophisticated **environment with real, friendly and committed end user population.**
- Acreos test and development engineers have experience and knowledge of different kind of wireless and wired communication technologies, standards and protocols, including interoperability testing and fault analysis.
- The Testbed is based on virtual server instances on a physical server, with public IPv4 and IPv6 addresses with up to 1Gb Internetspeed.
- The operating systems that testbed offers for free is Linux, also Windows installations are supported, but on SMEs own expense.
- Acreo offer testbed as cloud service and will support with a best effort service level agreement (SLA) in office hour..

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ICT Meta Cluster Tool - Coaching

Factory

- Business Counseling
- Product development
- Testbed
- **Coaching**
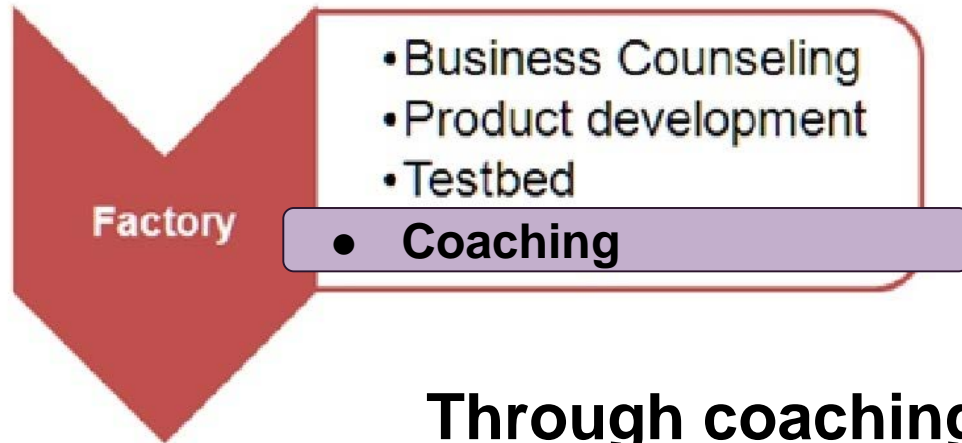
Through coaching key personnel get improved skills in different areas as an example:

1. International marketing and sales
2. Marketing and sales for identified new market (including cultural aspects
3. and human relations)
4. Marketing and communication skills
5. Management and human resources in general

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ICT Meta Cluster Tool - Market analysis

Export

- **Export market analysis**
- Export readiness services
- Market supporting for export

The selection for the research of the specific export market and sector is made, based on the following criteria:

1. hot list or selected list after scouting phase of SMEs;
2. partner previous contacts and experience;
3. overall cluster company image in export markets and general evaluation.

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ICT Meta Cluster Tool - Market analysis

Export

- **Export market analysis**
- Export readiness services
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Export market analysis is a general overview of the respective market that can be used by all SMEs involved in project, but will not be made product specific:

1. Economy and trade overview;
2. Overview of respective technological readiness
3. Analysis of relevant other aspects like demography, politics, environment, healthcare, socio-cultural etc.
4. Assessing applicable business risks
5. Overview of business culture, competition and best practices in respective sector or area;
6. Identify foreign barriers, export controls and official requirements;
7. Overview of general pricing consideration, possible incentives;
8. Identify possible support resources and routes-to-market.

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ICT Meta Cluster Tool - Readiness services

- Export market analysis
- **Export readiness services**
- Market supporting for export

Export

Phase 1 - Identifying requirements for export sales on targeted market
1. Identifying **permits** needed, special **laws** and **regulations** or other **restrictions** to consider, **local standards**, **VAT** regulation, etc.
2. Identifying **technical requirements for local markets**

Phase 2 - Supporting SMEs in fulfilling local requirements
1. **Supporting** SMEs with **competences** regarding local circumstances (including trainings about local market differences e.g. channels of distribution, cultural differences, standards, legislation, business practices etc.)
2. **Supporting technical development and adaptations required for local markets.**

In both phases the ICT Meta Cluster will use different kind of outsourced expertise (from juridical experts, business support organizations, embassies etc.) when necessary.

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ICT Meta Cluster Tool - Supporting for export

Export

- Export market analysis
- Export readiness services
- **Market supporting for export**

Support for SMEs while entering and making itself visible in the selected markets.

1. Business missions to target markets (selected SMEs together);
2. Networking events in local markets;
3. Joint booth at local market trade fairs;
4. Finding local business development experts in the target market who are ready to help with local lobby ctivities and lead management in different economic sectors;
5. Search for federal, provincial or foreign government incentives to promote the export of the product or service;
6. Buying joint access to the local business databases if needed (for finding partners/suppliers/clients);
7. Communication in media and B2B;
8. Localization of marketing materials (one-pagers, videos etc.)

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