

enterprise
europe
network

**BLUE ECONOMY
CONFERENCE & B2B**
Naples, November 29th 2017



Maria Cristina Raffone



L'Europa alla portata della vostra impresa.



Camera di Commercio
Napoli

European Union:
a great
opportunity!



**Access to a market
of half a billion
potential
consumers**

Access to Finance: COSME, H2020, ESIF



**How to have
access to new
markets**

**How to apply for EU
programmes**

**How to find a business /
technological partner**

How to “sell” ideas and technologies

**Impact of EU legislation
on SMEs**





LOST

CONFUSED

UNSURE

UNCLEAR

PERPLEXED

DISORIENTED

BEWILDERED



Business Support on Your Doorstep

**EU network co-financed
by EC within COSME
programme**

The world's largest support Network for SMEs with international ambitions

een.ec.europa.eu



Camera di Commercio
Napoli





3000

LOCAL
EXPERTS



600+

LOCATIONS



60+

COUNTRIES
WORLDWIDE

A broad range of services for growth-oriented SMEs

INTERNATIONAL PARTNERSHIPS

Partnership database

Brokerage events

Company missions

ADVISORY SUPPORT

Advice on EU laws and standards

Market intelligence

IPR expertise

INNOVATION SUPPORT

Access to finance and funding

Innovation Management Services

Technology transfer

How it works: international partnerships

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

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

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



How it works: advisory support

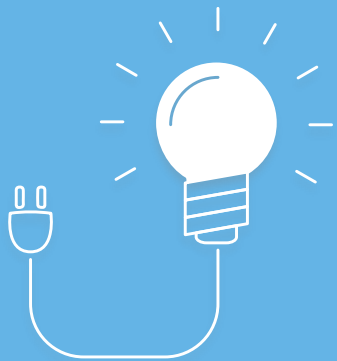
The Network's experts provide tailor-made advice



- Practical advice on doing business in another country
- Identifying the best market opportunities for your business
- Information on EU laws and standards
- Advice on intellectual property
- Facilitating SME feedback on EU rules

How it works: innovation support

Tailored support packages to steer you onto the fast track to success.



- Advice and help for innovative SMEs to access R&I funding (H2020, SME Instrument ...)

- KAM services for SME Instrument beneficiaries

- Personalised support to help shape innovation potential into international commercial success

- Help in finding the right technology to improve your innovation

- Help in finding the finance it needs to grow.

It works! Satisfied, successful SMEs

85%
SME
satisfaction
rate



SMEs
who use the Network
grow on
average



3%
points
more than those
who don't.

Boosting growth and creating jobs in the EU (2008 – 2014)



**11,000
companies**

have signed
business, technology
or research
partnerships



**90,000
companies**

attended international
brokerage events and
company missions



**1.7
million**

people
participated
in events



**70,000
targeted**

business
meetings
every year



**600,000
questions**

on EU issues
answered

Boosting growth and creating jobs in the EU (2008 – 2014)



13,000

**Business
Connections**

Via B2B matchmaking
with companies
outside the EU



10,000

Technology

and business offers
& requests available



7,000

SMEs

Connecting
every month



13,000

Technology

audits and business
reviews per year

17 key sectors

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



Aeronautics
and space



Agrofood



Automotive, Transport
and Logistics



BioChemTech



Creative
Industries



Environment



Healthcare



ICT Industry &
Services



Intelligent
Energy



Maritime Industry
and Services



Materials



Nano and micro
technologies



Services and
Retail



Sustainable
Construction



Textile & Fashion



Tourism and
Cultural Heritage



Women
Entrepreneurship

EEN IN ITALY

www.een-italia.eu

6 Consortia – 55 partners





EEN ITALIAN NETWORK 2015-2020

6 Consortia – 55 partners



L'Europa alla portata della vostra impresa.

SIMPLER

- [Finlombarda Spa \(Milano\) \(Coordinatore\)](#)
- [CNA Lombardia \(Milano\)](#)
- [Confindustria Lombardia \(Milano\)](#)
- [FAST \(Milano\)](#)
- [Innovhub-SSI / Az. Speciale CCIAA Milano](#)
- [Unioncamere Lombardia \(Milano\)](#)
- [ASTER \(Bologna\)](#)
- [CNA Emilia Romagna \(Bologna\)](#)
- [Confindustria Emilia-Romagna \(Bologna\)](#)
- [ENEA \(Bologna\)](#)
- [SIDI Eurosportello / Az. Speciale CCIAA Ravenna](#)
- [Unioncamere Emilia-Romagna \(Bologna\)](#)

FRIEND EUROPE

- [Unioncamere del Veneto \(Venezia\) \(Coordinatore\)](#)
- [ENEA \(Venezia\)](#)
- [Veneto Innovazione \(Venezia\)](#)
- [AREA Science Park \(Trieste\)](#)
- [ARIES / Az. Speciale CCIAA Trieste](#)
- [ConCentro / Az. Speciale CCIAA Pordenone](#)
- [IDM Südtirol - Alto Adige \(Bolzano\)](#)
- [Informest Consulting \(Gorizia\)](#)
- [IPSE \(Bolzano\)](#)
- [I.TER. / Az. Speciale CCIAA Udine](#)
- [Trentino Sviluppo \(Rovereto - TN\)](#)



BRIDGEconomies 2

- [S.I. IMPRESA / Az. Speciale CCIAA Napoli \(Coordinatore\)](#)
- [Agenzia di Sviluppo / Az. Speciale CCIAA Chieti](#)
- [CCIAA Teramo](#)
- [Unioncamere Basilicata \(Potenza\)](#)
- [ENEA \(Portici – NA\)](#)
- [Unioncamere Campania \(Napoli\)](#)
- [Unioncamere Calabria \(Lamezia Terme -CZ\)](#)
- [SPIN \(Rende – CS\)](#)
- [Unioncamere Molise \(Campobasso\)](#)
- [Unioncamere Puglia \(Bari\)](#)
- [Consorzio ARCA \(Palermo\)](#)
- [Sicindustria \(Palermo\)](#)

ALPS

- [CCIAA Torino \(Coordinatore\)](#)
- [Confindustria Piemonte \(Torino\)](#)
- [Regione Piemonte \(Torino\)](#)
- [Unioncamere Piemonte \(Torino, Aosta\)](#)
- [Regione Liguria \(Genova\)](#)
- [Unioncamere Liguria \(Genova\)](#)

SME2EU

- [PromoFirenze / Az. Speciale CCIAA Firenze \(Coordinatore\)](#)
- [Confindustria Toscana \(Firenze\)](#)
- [Eurosportello Confesercenti \(Firenze\)](#)
- [CCIAA Ascoli Piceno](#)
- [Compagnia delle Opere di Pesaro Urbino](#)
- [Sviluppumbria S.p.A. \(Perugia, Terni\)](#)

ELSE

- [Consiglio Nazionale delle Ricerche \(Roma\) \(Coordinatore\)](#)
- [APRE \(Agenzia per la Promozione della Ricerca Europea\) \(Roma\)](#)
- [BIC Lazio \(Roma\)](#)
- [Confcommercio – Imprese per l'Italia \(Roma\)](#)
- [Unioncamere Lazio \(Roma\)](#)
- [Università degli Studi di Roma «Tor Vergata»](#)
- [Confindustria Sardegna \(Cagliari\)](#)
- [Sardegna Ricerche \(Pula – CA\)](#)

12 Host Organizations

8 Chamber of Commerce Network

- S.I. IMPRESA / Az. Speciale CCIAA Napoli (Coordinatore)
- Agenzia di Sviluppo / Az. Speciale CCIAA Chieti
- CCIAA Teramo
- Unioncamere Basilicata (Potenza)
- Unioncamere Campania (Napoli)
- Unioncamere Calabria (Lamezia Terme)
- Unioncamere Molise (Campobasso)
- Unioncamere Puglia (Bari)

1 Entrepreneurial Association

- Confindustria Sicilia (Palermo)

3 Research Organizations

- ENEA (Portici – NA)
- SPIN Srl (Rende – CS)
- Consorzio ARCA (Palermo)



EEN ITALIAN NETWORK: results for years 2015 - 2016

- ✓ **814** events organized
- ✓ **33.446** participants to events
- ✓ **5.903** SMEs benefitting of advice and information support
- ✓ **616** Brokerage events / Company Missions organized
- ✓ **3.894** participants to BE / CM
- ✓ **13.789** company meetings
- ✓ **894** cooperation profiles in POD database
- ✓ **307** Partnership Agreements (commercial, research, technological)
- ✓ **304** ASOs (Advisory Services Outcomes)



Blue Economy Naples Brokerage Event 2017

Naples, November 29th 2017

3 Parallel Business to Business sessions – Room Posillipo B

11:30-13:10 / 14:30-16:10 / 16:30 - 18:10

<https://www.b2match.eu/blueeconomynaples>

Thank you for your attention!



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