

CHIMERA

Innovative cultural and creative clusters in MED area

**P.A. 1: Promoting Mediterranean innovation capacity to develop smart
and sustainable growth**

**Obj. 1.1: To increase transnational activity of innovative clusters and
networks of key sectors of the MED area**

<https://chimera.interreg-med.eu/>

WP 4. Testing

Output 4.2

**Enterprises and Services for
internationalization and innovation**

Responsible partner: Basilicata Region (in collaboration with P2 and P5)

Status: final

Date: 31/10/2019



INNOVATIVE CULTURAL
AND CREATIVE CLUSTERS
IN THE MEDITERRANEAN AREA

Project co-financed by the European
Regional Development Fund

CHIMERA NON FINANCIAL SUPPORT FOR SMES

Introduction

As part of WP4, Chimera Project “**Innovative cultural and creative clusters in the MED area**” foresees the pilot action 2: services for internationalization and innovation for CCIs clusters/innovation ecosystems.

One of the main action in Pilot 2 has been the organization of 2 transnational Matchmaking events **in Puglia and Spain** to favor the meeting among CCIs in the Med Area, tech parks and research, creating concrete cooperation and presenting models of service innovation to productive sectors.

The events aimed at creating new chances of development and internationalization for cultural and creative industries. In the events, companies from design, audio-visual, performing arts, software and videogame, heritage and publishing sector were involved.

MATCHMAKING EVENT IN BARI 24th -25th OCTOBER 2018

The Matchmaking event of ChIMERA Project took place in Circolo Unione - Teatro Petruzzelli in the city of Bari, Apulia Region, on October 24th and 25th 2018. In addition to B2B meetings and networking, it has been the chance to discuss about some of the **strategic topics** relevant for the development and consolidation of creative and cultural industries.

Involvement tools

The event was organized by the Apulia Creative Cluster that used a B2match platform to deal with the registrations of the participants. This kind of platform is designed to connect people at events with efficient and goal-oriented networking. It enables the participant to see and get in touch with all the other participants and to book for meetings, and provides each participant with his personal agenda, including all meetings, sessions, workshops, etc. All partners had a recruiting period of more than 2 months where they disseminated the call for participants.

MATCHMAKING EVENT IN TERRASSA 13th JUNE 2018

The Chimera Matchmaking event in Terrassa took place in Chamber of Terrassa headquarters in Terrassa (30 Km from Barcelona), in Catalonia region, Spain, on the 13th June 2018. The event counted with workshops on internationalization of services and Creative Industries Internationalization, which is strategic to guide those Creative Industries in the internationalization and before starting international cooperation with other companies.

Involvement tools

The event was managed by Chamber of Terrassa. Even all partners had 2 months for the recruitment of participants, being the first Matchmaking event in Chimera project to take place, there were some delays in the recruitment of participants. This caused a limited time to manage the event, so the best way to achieve a good involvement of all participants, was using a participants' catalogue and a system of speed meetings, where all meet all, and a second round of bilateral in depth meetings with those that were really interested by means of using an appointment booklet that each company had to this purpose.

Speed meetings:

All participants met all participants in speed meeting format in slots of 2-3 minutes in order to explore unexpected cooperation possibilities. At the end of speed meetings session, each participants scheduled their bilateral appointments.

Bilateral meetings:

The participants met at an available desk with the companies that have agreed to meet in slots of 20 minutes. The companies could also meet at coffee corner anytime.

PROGRAMME IN BARI

The programme of the two days event:

October 24th

The event started with the presentation of Ch.IMERA project by:

- Antonella Manca, General Director for Culture and Sport Friuli Venezia Giulia Region (LP of the project)
- Elena Mengotti, Project manager Ch.IMERA project Friuli Venezia Giulia Region (Lead Partner)
- Marianna Cavone, responsible of TALIA project.

The first panel

"Innovation, research and skills: the challenges of cultural and creative industries".

Moderator:

Paolo D'Addabbo, Project Manager, Regional Agency for Technology and Innovation of the Apulia Region --- IT

Speakers:

Michele Melazzini, Designer Cilab, Dipartimento di Design Politecnico di Milano --- IT Roberto Gomez, CEO, Conexiones improbables --- ES

Paolo Montemurro, Executive director, project Break in the desk, Matera Hub --- IT Ana Solange Leal, Project Manager, Vertigo Starts, Inova+ --- PT

Valeria Dinamo – Director project Hangar Piemonte --- IT

Conclusions:

Vincenzo Bellini, President, Creative Apulia Cluster --- IT

First round of the Matchmaking event: 100 meetings has been scheduled and managed by the B2Match online platform. These meetings have been an opportunity for the participants to share experiences and find new partnerships, business and clients.

The organizers planned a special event for the evening at Officina degli Esordi, with a networking dinner, a cooking show and dj set, with a special moment near the installation by Deni Bianco.

October 25th

The second day of the event started at 9.30 am with the panel “Cluster and network for the internationalization of CCI”.

The topic was: **can networks and clusters be models or tools for overcoming cultural and creative industries’ difficulties in defining strategies for the internationalization and the increasing of their competitiveness?**

Moderator:

Vincenzo Bellini, President, Creative Apulia Cluster --- IT

Speakers:

Bernd Fesel, Managing Director, ECBN European Creative Business Network --- DE Alberto Pezzi, Director cluster unit ACCIO’, Generalitat de Catalunya --- ES Flaviano Celaschi, President Clust---ER ICC, Emilia Romagna Region – IT

After the panel, from 11.30 am until 5.00 pm, the second and final round of B2B meetings managed by b2match platform.

PROGRAMME IN TERRASSA

Terrassa, 13th June 2018

Chamber of Terrassa building, Blasco de Garay, 29-49 Terrassa

Conference room, first floor

- 09.30 Registration of participants - Welcome coffee-
- 10.00 Welcome- Chamber representative - Mr. Carles Pons, Chamber of Terrassa's Vice-President
- 10.10 Internationalization of Services - Mr. Albert Garcia Trius, Chamber of Terrassa Internationalization Expert-
- 11.10 Experiences of companies in international markets
- 11.10 Lucid Design Agency - Mr. Pol Fantoba, Co-Founder and Business Director-
- 11.40 Iglor -Audiovisual Technology - Mr. Francisco Iglesias, Co-founder-
- 12.10 Gina Barcelona – Architects - Mr. Ignacio Arizu, Associated Architect-
- 12.40 Questions & Answers
- 13.00 Lunch next to Conference room

Expo meeting room, ground floor

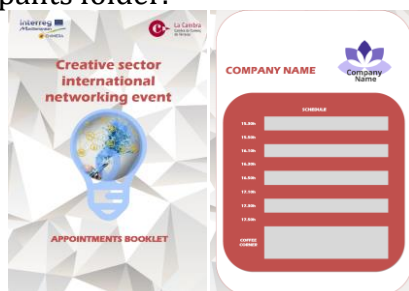
- 14.00 Speed meetings
- 16.00 Bilateral meetings
- 17.30 End of the event

Networking coffee corner will be open from 16.00 to 18.00 h next to Conference room

HOW TO PARTICIPATE IN THE B2B AFTERNOON SESSION?

14.00 h Speed meetings at Expo meeting room

- 1) All companies have read the participants catalogue so they can detect their preferences in advance.
- 2) All Participants will gather at the Expo meeting room and will take a seat.
- 3) Speed meetings will be arranged in slots of 2 minutes.
- 4) Every pair of companies will have 1 minute each to: Introduce himself/herself, the activity of the company and to show what they are looking for. If there is further interest to go deeper, the companies will make an appointment with the support of their company's "Appointment Booklet" provided in the participants folder.



- 5) All the participants move one seat to the left and the process will be repeated with all participants.

6) All participants will meet all participants in speed meeting format in order to explore unexpected cooperation possibilities. At the end of speed meetings session, each participants will have an schedule of bilateral appointments.

15.45 Coffee break at coffee corner first floor

16.00 h Start of bilateral meetings at Expo meeting room

1) The participants will meet at an available desk with the company that have agreed to meet. Each meeting will have a duration of 20 minutes. After the 20 minutes, next meeting appointed in the booklet will take place. In case of free time or need of more time, the companies can meet at coffee corner at the end of the event that will be open until 18.00 h.

THE NUMBERS IN BARI

The event involved about **75** cultural and creative enterprises coming from: Italy (46 enterprises coming from Puglia, Basilicata and Friuli Venezia Giulia regions), France (4 enterprises), Spain (13 enterprises coming from Andalucia and Catalunya), Slovenia (8 people), Portugal (3 people), Greece (1 people).

7 were the subsectors of the creative and cultural world involved:

Audiovisual (27 enterprises)

Books (6 enterprises)

Communication /Creative Agency (14 enterprises)

Consulting and services (8 enterprises)

Design and architecture (10 enterprises)

Performing arts (6 enterprises)

Software and videogames (4 enterprises)

The event created connections and business opportunities between the participants. **148 meetings** between the participants have been realized during the two days of Matchmaking event.

111 of which were transnational meetings between enterprises from the various countries present at the event, and **37** were national meetings.

In details:

- the 4 French enterprises made 22 transnational meetings
- the 1 Greek enterprise did 10 transnational meetings
- the 46 Italian enterprises did 77 transnational meetings and 25 national meeting
- the 3 Portuguese enterprises 11 transnational meetings
- the 8 Slovenian enterprises 43 transnational meetings and 3 national meeting

- the 13 Spanish enterprises 52 transnational meetings and 9 national meeting

PP2 invited **10 speakers** from some European best practices in innovation and clusters to discuss on “Innovation, research and skills: the challenges of CCI” and “Cluster and network for the internationalization of CCI”: these were the panel’s topics.

THE NUMBERS IN TERRASSA

The event involved **70 attendees**, of which, **58 companies**, and other stakeholders such as Public Organizations and Educational institutions.

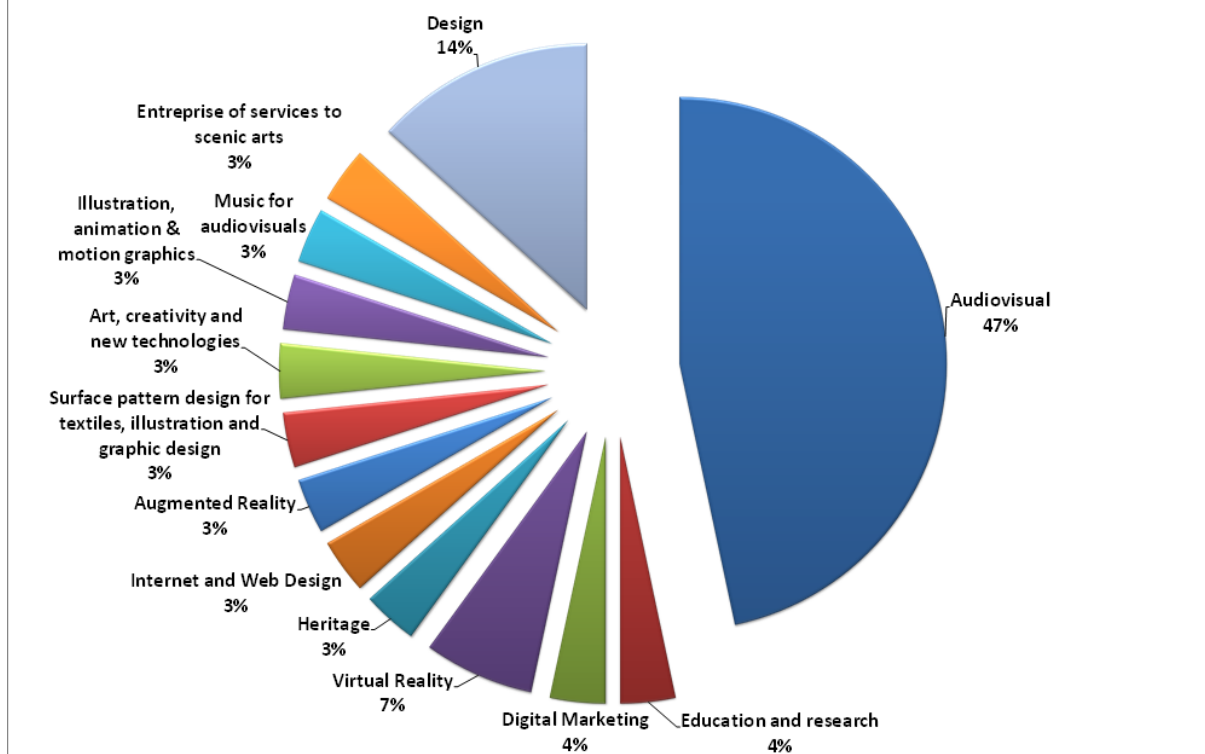
48 Creative Industries took part in the B2B session in the afternoon and they all met all. 11 in depth bilateral meetings took place with interested companies.

Number of Creative Industries participating in the B2B by country:

France	3	
Greece	1	
		Coming from Puglia, Basilicata and Friuli Venezia Giulia
Italy	16	regions
Portugal	4	
Slovenia	4	
		Coming from Catalonia and Andalucia
Spain	20	regions

Number of Creative Industries participating in the B2B by sector:

REGISTERED COMPANIES B2B CHIMERA 13/06/2018



After replying a questionnaire: satisfaction rate of participants was 2.79 on a scale of 3.

Number of impacts in the media:

The event counted with an important coverage in local and regional media.

- Terrassa Television (Audience of 200.000 inhabitants).
- Chimera Website video covering the event.
- 2 press releases covering the event with subsequent news at digital media.
- Social Media Coverage. The event could be followed in Twitter and Facebook.
- 2 "Cambranews" newsletters issued covering the event (2400: 1200 SMEs recipients each).

THE THEMES IN BARI

Two panels on issues concerning CCI were organized during the Matchmaking event in Bari:

1. "Innovation, research and skills: the challenges of cultural and creative industries".
The speakers discussed on the main challenges for Cultural and Creative Industries:

experiencing models of integration between innovation, research, art and creativity and generating new skills, new employment and new opportunities through the integration of knowledge, talents, needs and experimental and innovative training models.

By comparing some of the European best practices, the main aim has been to organize approaches and models to identify new paths for the emergence of skills, the strengthening of innovation capacities and the modernization of the educational system.

2. “Cluster and network for the internationalization of CCI”. Can networks and clusters be models or tools for overcoming cultural and creative industries’ difficulties in defining strategies for the internationalization and the increasing of their competitiveness?”

THE THEMES IN TERRASSA

The workshops were presented by four speakers focusing in two directions:

1. **“Internationalization of services”:** Expert in Internationalization focused on the challenges the companies selling knowledge and creation have when expanding their business in international markets.
2. **“Experiences of Creative industries in international markets”:** three Creative Industries with international business experiences explained their start and evolution in making growing their business in the international markets. A choice of different branches of Creative Industries (Architecture, Design Agency, Audiovisual Technology), gave as a result complementary views and different challenges and solutions interesting to all sort of attendees.

DETAILS OF SUPPORT PER SMES INVOLVED IN THE PROJECT

The amended Application Form foresees the new **Output 4.2 Enterprises and Services for internationalization** with the following description:

- internationalization and innovation. Support services are tested by ChIMERA CCIs companies to fill innovation CCIs gaps, promote and strengthen transnational CCIs clusters network.

Thus, the output contributes to both specific project objectives; and the new **Output indicator** is: Number of enterprises receiving non-financial support.

The **quantity** indicated is **20 companies**.

The following table has the goal of summarising the main data related to the Output 4.2:

- number of smes involved in the matchmaking events,
- non- financial support per company.

After that, we have included the tables per project partner for a complete framework.

As it is specified in the table, the companies supported were 130 and the Support per company has been quantified in € 1,215.71.

SUMMARY TABLE	
All partners	
Matchmaking Terrassa	
Number of Smes	Travel and accommodation costs Total
58	€ 16.560,20
	Total

Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 30.170,21
Other Costs for the organisation of the event (total)	€ 3.217,00

All partners	
Matchmaking Bari	
Number of Smes	Travel and accommodation costs Total
72	€ 16.344,55
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 44.617,35
Other Costs for the organization of the event (total)	€ 47.133,00

Total Amount	€ 158.042,31
Number of companies	130
Support per company	€ 1.215,71

Autonomous Region Friuli Venezia Giulia	
Matchmaking Terrassa	
Number of Smes	Travel and accommodation costs Total
6	€ 3.534,73
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 1.600,00

Autonomous Region Friuli Venezia Giulia	
Matchmaking Bari	
Number of Smes	Travel and accommodation costs Total
3	€ 1.317,67
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 1.600,00

Basilicata Region	
Matchmaking Terrassa	
Number of Smes	Travel and accommodation costs Total
4	€ 2.500,00
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 3.751,80

Basilicata Region	
Matchmaking Bari	
Number of Smes	Travel and accommodation costs Total
2	–
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 2.277,90

Creative Apulia Cluster Association	
Matchmaking Terrassa	
Number of Smes	Travel and accommodations costs Total
5	€ 3.554,00
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 1.000,00

Creative Apulia Cluster Association	
Matchmaking Bari	
Number of Smes	Travel and accommodations costs Total
44 from Italy - 72 total number of smes	-
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 18.850,26
Other Costs for the organisation of the event (total)	€ 47.133,00

Local Company of Initiatives and Activities of Malaga S.A	
Matchmaking Terrassa	
Number of Smes	Travel and accommodations costs Total
-	-
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	-

Local Company of Initiatives and Activities of Malaga S.A	
Matchmaking Bari	
Number of Smes	Travel and accommodations costs Total
2	€ 1.753,64
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 2.410,28

Chamber of Commerce, Industry and Services of Terrassa	
Matchmaking Terrassa	
Number of Smes	Travel and accommodations costs Total
18	0
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 16.770,00
Other Costs for the organization of the event (total)	€ 3.217,00

Chamber of Commerce, Industry and Services of Terrassa	
Matchmaking Bari	
Number of Smes	Travel and accommodation costs Total
8	€ 5.205,70
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 8.600,00

University of Algarve	
Matchmaking Terrassa	
Number of Smes	Travel and accommodation costs Total
4	€ 3.518,47
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 4.048,41

University of Algarve	
Matchmaking Bari	
Number of Smes	Travel and accommodation costs Total
3	€ 2.913,54
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 6.678,91

Region of Sterea Ellada	
Matchmaking Terrassa	
Number of Smes	Travel and accommodation costs Total
2	€ 1.450,00
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	-

Region of Sterea Ellada	
Matchmaking Bari	
Number of Smes	Travel and accommodation costs Total
1	€ 1.075,00
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 1.200,00

Nice Côte d'Azur Chamber of Commerce and Industry	
Matchmaking Terrassa	
Number of Smes	Travel and accommodation costs Total
3	€ 2.003,00
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 3.000,00

Nice Côte d'Azur Chamber of Commerce and Industry	
Matchmaking Bari	
Number of Smes	Travel and accommodation costs Total
4	€ 4.079,00
	Total
Costs of the internal human resources for the organization of the mission (preparation, participation, follow-up)	€ 3.000,00