EUROMED
CLUSTERS
FORWARD

Berytech
powering potential

Cluster Connect:
Accessing International Business Opportunities

*Join us to discover valuable knowledge and business opportunities
for the growth of your cluster with the support of international organizations.*

What is Cluster Connect?

Cluster Connect is a short-term exchange activity between clusters and support organizations from similar or different industrial ecosystems. It involves twinning, matchmaking and knowledge sharing activities between a South Mediterranean cluster – the Visitor and a host organization – the Host.

Cluster Connect is implemented by Berytech for 2 years in the Euromed Region. Berytech is the partner of the EuroMed Clusters Forward (ECF) Project that is funded by EU-DG NEAR and coordinated by ANIMA Investment Network.

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Cluster Connect Missions

To take place throughout the program

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Visiting Clusters

From the South Mediterranean region (Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, and Tunisia)
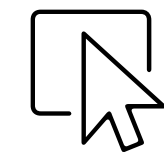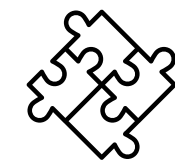
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Host Organizations

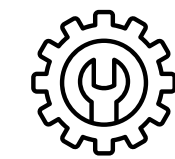Within the whole Euro Mediterranean region

Role of Berytech

Berytech will assist in:

- Selecting the cluster "Visitor" and conducting needs assessment.
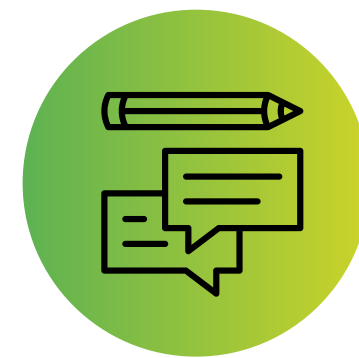- Matching the cluster with their requested "Host" in their country of choice.
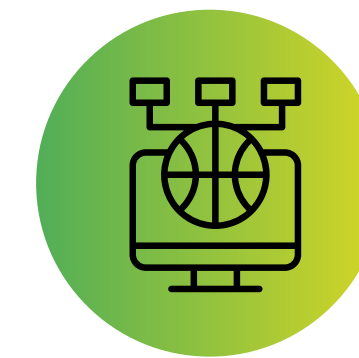- Developing and supporting the implementation of the action plan.
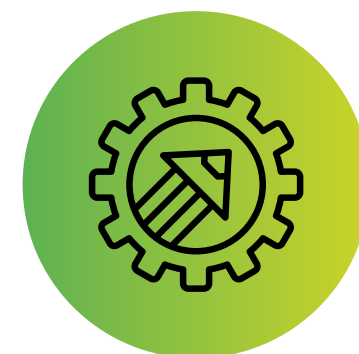- Covering the expertise support mission, travel and accommodations expenses.

Objectives

Promoting the exchange of good practices between peers.

Facilitating the networking and matchmaking for clusters between clusters.

Strengthening the business models.

Creating collaboration opportunities contributing to the economic growth of the Mediterranean region.

Batch 1 Timeline: _____

Call for interest for Clusters + Hosts

- **November 2023:** SouthMed Clusters apply as Visitor on the application form, while hosts express their interest in becoming hosts.

- **End of December 2023:** 5 Clusters are selected and will later have to share the 'Call for Hosts' once launched, contact, and invite the hosts to apply.

Call for Host

- **Beginning of January - End of January 2024:** A 'Call for Hosts' will be launched for hosts to apply their proposal and receive a cluster.

- **End of January - Mid February 2024:** Hosts are selected and contracted.

Mission

- **Mid February - End of May 2024:** Hosts will conduct needs assessment & develop the agenda of the mission. Implementation of virtual activities and face-to-face mission.
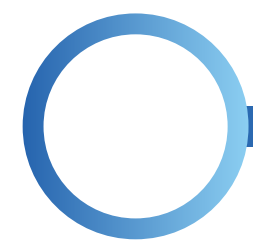
Batch 1 Wrap-Up

- **End of May 2024:** Clusters (Visitors) and Hosts report to Berytech.
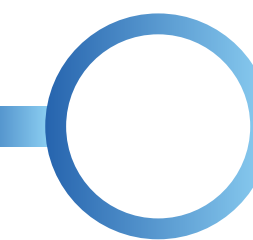
Activity Timeline

Cluster Connect will be rolled out in 3 phases, with each phase consisting of up to 7 clusters. These phases are scheduled to occur from November 2023 to October 2025:
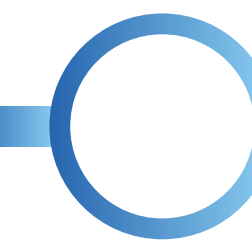
Batch 1

Batch 2

Batch 3

Nov. 2023
↓
May 2024

June 2024
↓
Dec. 2024

Feb. 2025
↓
Sep. 2025

Who can participate?

Visitor
(all of the following)

Express your interest

- A cluster from one of the 7 eligible countries.*

- Registered on the ECCP platform.

- Working in these sectors:
- Primary & Food Industries
- Service Industries
- Traditional Industries
- ICT & Mid/High Tech Industries
- Creative Industries

- A minimum of 1 year existence in the market.

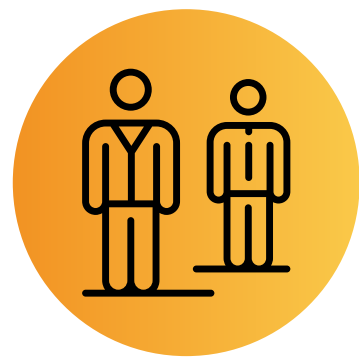* Lebanon, Palestine, Jordan, Egypt, Algeria, Tunisia, Morocco

Host
(one of the following)

Express your interest

- A cluster from one the 7 ECF eligible countries or EU territory. *

- Registered as a business network organization or business support organization.

- Training or Certificate provider.

- Public authority at both regional and city/administration levels.

- Consultancy company.

* Austria, Belgium, Bulgaria, Cyprus, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Czechia.

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Benefits of Cluster Connect

Visitor

- Exploring collaboration and growth opportunities.

- Acquiring specific labels or certificates.

- Securing trade deals and legal consultations and gaining knowledge of foreign markets.

- Strengthening the strategy and operational models and creating new business development opportunities.

- Gain sectoral knowledge and skills.

- Exposure and visibility for the cluster in foreign markets.

Host

- Exposure and visibility for the organization and services provided.

- Networking and developing cross-border collaborations.

- Gaining knowledge of new foreign markets.

The allocated budget for this activity including the expertise support mission, travel and accommodations expenses will be covered by Berytech.

Selection Criteria

- Visitors are based in the EuroMed eligible countries (Lebanon, Palestine, Jordan, Egypt, Algeria, Tunisia, Morocco).
- Visitors are registered on ECCP Platform.
- Visitors have a clear management team structure (existing or under development).
- Visitors have a clear mission and are currently implementing activities for their members.
- Visitors have clear objectives and expectations for the Cluster Connect Mission.
- Balance between the 7 eligible countries.
- Visitors secure a minimum of 3 proposals from 3 different Hosts with the assistance of Berytech.

Phases & Activities

Berytech will be developing the Cluster Connect activities based on a needs assessment phase followed by an action plan determined by the Host and the Visitor across two-months (virtual and face-to-face visit to the host country).

Selected clusters will immensely contribute to the recruitment of the Host by identifying potential hosts, sharing the call with their network of experts, and disseminating the calls across different channels.
They may also review partnership profiles on the ECCP to identify potential hosts.

Phases

Cluster Connect is split into four phases:

Phase 1:
Needs assessment, action plan and agenda.

Phase 2:
Implementation of virtual activities according to the agenda.

Phase 3:
Travel mission (for up to 3 individuals representing the cluster).
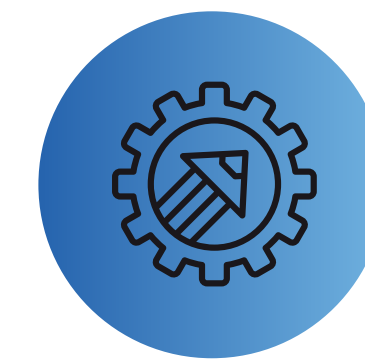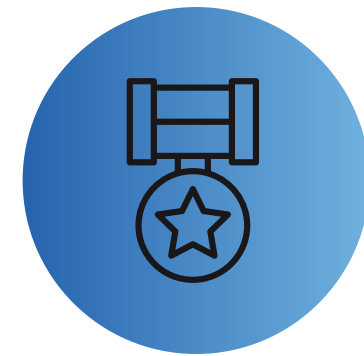
Phase 4:
Payment and reporting.

Activities

The activities listed may be included, either individually or collectively:

Capacity building or technical assistance.

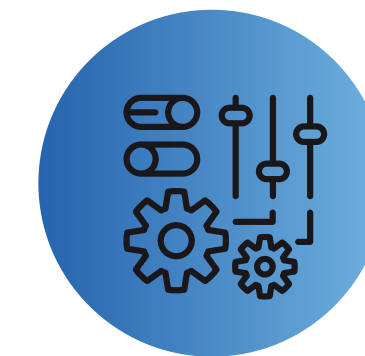Access to market, and business development.

Acquisition of certifications and labels.

Networking, site visits, conferences, exhibitions, events...

Access to finance.

Service and Innovation development: Finding innovative solutions to improve service delivery.