

**Introducing the project:** SMEs are faced with an increased global competition, shorter product cycles and higher pressure to internationalise their marketing & sales activities and structures in order to remain competitive. Often spin-offs, startups and SMEs have lack of resources (money, staff and time) to phase these challenges. Successful Regional Business Development organisations have to provide tailored inbound and outbound services to support spin-offs, startups and SMEs under these specific topics. The objective of EMES is to build up a standardized European Market Entrance Support Unit for spin-offs, startups and SMEs which provides services for speeding up and internationalising their business.

EMES will initiate and strengthen the sustainable economic regional growth process of European regions according to the goals of the Lisbon and Gothenburg agenda. The EMES project is marked by a balanced partnership covering the whole of Europe and includes experienced and less experienced regions in order to learn from each other. It is based on a broad experience exchange between the partners, regional and international stakeholders, sales and marketing experts, lawyers and researchers and a good practice analysis of European Market Entrance Support structures. A standardized EMES-Unit for spin-offs, startups and SMEs will be developed and test implemented in all partner regions in order to guarantee practicability of the EMES approach. The outputs and results of the EMES project will be disseminated over brochures, an official website, a knowledge portal and thematic conferences.

Outputs and results in the field of experience exchange are study visits, experience exchange workshops with regional and international stakeholders, communities of practice for supporting the digital interaction. The EMES project delivers tangible outcomes like well designed European wide test implemented EMES-Units, strong network links between innovative European regions, a toolkit that enables all European regions the installation of an EMES-Unit, an improved approach for speeding up market entrance and a knowledge portal to guarantee sustainable interactions even beyond this project. The EMES project offers good opportunities to initiate sustainable regional growth process and to increase the competitiveness of European spin-offs, startups and SMEs. In the end the EMES project will be an important strategic building block towards the overall objective to position the EU as the most competitive continent in the world.

### Objectives of EMES:

#### 1. Speed to the market!

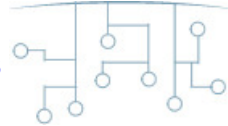
Speed-up the market entrance for innovative and technology SMEs in other European markets with a broad service offer.

#### 2. More competitiveness!

The **EMES**-project develops solutions that make European SMEs more competitive. Based on an integrated experience exchange, the **EMES**-project shows ways for enterprises to quicker internalise and increase competitiveness!

#### 3. Establishing better ICT connections between regions!

The **EMES**-project strengthens the creative interaction between regions in the field of business support through a better ICT environment. The alteration to the knowledge-based society and the proceeding globalization and digitalization has led to changes in the company, science and region-environments. These challenges can only be dissolved through the interaction of network partners, regional stakeholders and the bundling of forces.



### EMES consortium:

Lead Partner:	Erlangen AG Technologie Scouting & Marketing (Germany)
Dissemination Manager:	Clusterland Oberösterreich GmbH (Austria)
Institutional Partner:	Oberösterreichische Technologie- und Marketinggesellschaft m.b.H. (Austria)
Institutional Partner:	Municipality of Gliwice (City of Gliwice)
Institutional Partner:	Municipality of Thessaloniki (Greece)
Institutional Partner:	University Enterprise Training Partnership of the Region of Murcia (Spain)
Institutional Partner:	Eskilstuna Municipality (Sweden)
Institutional Partner:	Tartu Science Park (Estonia)
Institutional Partner:	EOS–Export Organisation South Tyrol of the Chamber of commerce of Bolzano (Italy)

**Budget:** 1.539.314 €

**Duration:** 30 months, from 09/2008 to 02/2011

### EMES – Speeding up the market

