



***“EUropean ALLiance for International business  
development on Advanced materials and  
coNnectivity for defenCe and sEcurity markets”***

***Call for SMEs selection to the participation to the  
international mission to Japan***

Publication date: December 15<sup>th</sup>, 2022

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<b>Subject</b>	Call for the selection of SMEs to participate to the international mission to Japan
<b>Project</b>	European Alliance for international business development on advanced materials and connectivity for defence and security markets
<b>Mission duration</b>	13 March 2023 – 17 March 2023
<b>Financial support</b>	Up to € 1,000.00 per selected SME

**This call opens on December 15<sup>th</sup>, 2022; the deadline for the submission of the application is January 13<sup>th</sup> 2023.**

## 1. About EU-ALLIANCE project

The general objective of EU-ALLIANCE, co-funded by the COSME programme of the European Union, is to support SMEs internationalisation of six leading European clusters in the fields of technical textiles, connectivity, deep-tech and advanced materials to address dual-use markets in four targeted countries: the United States, Canada, Japan and Indonesia.

The EU-ALLIANCE project is a follow-up of the successful activities implemented in the ALLIANCE Strand 1 project funded under the COSME programme. During the course of ALLIANCE project, the partners have signed one Memorandum of Understanding in the US and have developed close business relationships with several entities in Japan.

The key objective of EU-ALLIANCE is to help SMEs in the global competition by providing internationalisation-customized services to enter new international markets and by organising a delegation of SMEs supported by the partners in the four targeted countries.

The expected results of the project are:

- Establishment of business agreements between European SMEs and international partners in the four target countries;
- Establishment of cooperation projects between the European SMEs and the international partners of targeted market;
- Animation of the cooperation agreements already established in the target countries.

The partners of the projects are:

- **Techtera** – France (Project Coordinator)
- **Next Technology Tecnotessile – Tuscany Fashion Cluster** - Italy
- **POINTEX – Textile Innovation Cluster** - Italy
- **SIIT Scpa** - Italy
- **Systematic Paris-Region** - France
- **NIDV** - Netherlands

## 2. The target market for this call: Japan

Japan has been confirmed as a country of very high interest by all EU-ALLIANCE partners. Japan is the world's fourth largest economy. With a population of 127 million, its economy is about one third larger than Germany's. Japan is the EU's second biggest trading partner in Asia after China.

Japan is technology-oriented country and an open region in terms of international cooperation with existing bilateral agreements on defence equipment with the UK, Spain, France, Germany, Italy, and Sweden. There are also great opportunities of cooperation in the fields of research and development, and innovation. In terms of targeted markets, the textile products represent 0,4% of the production of the defence industry, about 5,6 million euros. Cross-fertilisation between the textile and the electronic industries offers new added value possibilities for the textile products.

EU-ALLIANCE partners will leverage from the previous first success (more than 30 contacts, 42 B2B meetings, 1 MoU under discussion with Fujitsu, 1 Letter of interest from Kuraray) to organise a joint international business mission well planned and customized to showcase the SMEs products and know-how to relevant potential customers and local actors.

### 3. The mission activities

While in Japan, the EU ALLIANCE team will provide the participants with a series of activities to bring together SMEs and other stakeholders, with the high potentiality of collaboration in technological innovation and technology transfer.

The official mission will contain the following activities:

- B2B meetings with local companies
- Individual meetings with local stakeholders
- C2C meetings (cluster to cluster) and agreements signature
- Visit to companies, research labs, incubators or agencies/associations
- Visit to [DSEI Japan Trade-show](#)

The draft agenda of the mission is the following:

Day 1 - Arrival at Tokyo – Monday 13 March 2023	Day 2 – Tokyo Tuesday 14 March 2023	Day 3 –Tokyo Wednesday 15 March 2023	Day 4 – Tokyo Thursday 16 March 2023	Day 5 – Tokyo, Friday 17 March 2023
Arrival at Tokyo – Evening: Internal Icebreaker event.	Briefing session on local ecosystem and with EU companies based in Japan. - Matchmaking event or visit to companies.	Visit of <a href="#">DSEI trade show</a> and Matchmaking activities - Networking dinner with French, Italian and Dutch institutions.	Visit of <a href="#">DSEI trade show</a> and - Matchmaking activities Networking dinner.	Networking and matchmaking activities with the Japan Chemical Fiber Association ( <a href="#">JCFA</a> ) - Final mission wrap-up

### 4. Sanitary regulations

Selected SMEs to the mission to Japan refer to the EU-ALLIANCE cluster for the trip organisation and all other logistic arrangements.

According to the current situation characterised by the sanitary emergency due to COVID-19 pandemic, the rules for entering the country may be modified by the competent authorities before the mission.

For general info about rules and travel conditions for Japan, visit the official website of the **Government of Japan** clicking [here](#).

## 5. Terms of the call

This Call for SMEs selection has the aim of selecting the SMEs that will participate in the international mission to Japan.

The EU-ALLIANCE Call is open to SMEs active in: Textile, Deep tech, Defence, Security, Maritime, Automatic & Robotic, ICT, Cybersecurity, advanced materials, Smart materials, PPE, Medical sectors willing to expand their business in the target markets of this call.

The main goal of the mission is to support SMEs in networking activities, like B2B meetings, company visits, visit to relevant tradeshows/events, and other similar initiatives with the aim of creating cooperation and business opportunities.

EU-ALLIANCE will select SMEs based in EU.

Being a member of one of the partners of EU-ALLIANCE clusters will be considered a rewarding criterion in the selection.

The financial support will cover part of the costs related to the travel to Japan.

- **Call publication date: December 15<sup>th</sup>, 2022**
- **Submission deadline: January 13<sup>th</sup>, 2023**
- **Evaluation period: January 19<sup>th</sup>, 2023**
- **Total budget of the call: 12.000,00 Euro**

## 6. Entry requirements

The applications submitted shall be approved according to the following criteria:

- **Being a Small or Medium Enterprise** as defined in the EU recommendation 2003/361 ([https://ec.europa.eu/growth/smes/sme-definition\\_en](https://ec.europa.eu/growth/smes/sme-definition_en))
- **Having the headquarter or a branch office based in EU**
- **SMEs must be active** in one of the following sectors:
  - Textile
  - Deep tech
  - Defence & Security
  - Maritime
  - Automatic & Robotic
  - ICT
  - Cybersecurity
  - Smart materials
  - PPE
  - Medical
  - Advanced materials
- Application must be **written in English** (applications partially written in another language are not eligible).
- Applicants must fill-in the Survey at the following link (Google form):  
[https://docs.google.com/forms/d/e/1FAIpQLSd9yjl5xD\\_mRfKZzRwXkTwkDKkbTFIBWGrva9u9rwHxTcluTw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSd9yjl5xD_mRfKZzRwXkTwkDKkbTFIBWGrva9u9rwHxTcluTw/viewform). This point is not applicable to the companies that formerly filled

the survey contained in the Call for Expression of Interest, published on November 25, 2021.

- Applicants have to fill in the EU-ALLIANCE .ppt template in English language to express their candidature, taking care to not exceed the maximum number of characters stated in each text box of the .ppt. Pictures/photos and diagrams are allowed and encouraged.
- Filled EU-ALLIANCE .ppt must be submitted via email to the address: [jrafton@techtera.org](mailto:jrafton@techtera.org) and by the deadline reported in section 5, with the object “EU-ALLIANCE\_Application\_[Company]”.
- Each SME can apply for one or more international missions within EU-ALLIANCE project; if a SME has already participated in a mission and wants to participate to a second one, in the selection process, priority will be given to SMEs that have not yet participated.
- The companies willing to participate will also be asked to fulfil the document “POD-business offer”. This document will be used as a tool to identify expression of interest for matchmaking activities locally.

The email receiving date and time will be considered as the submitting date. A confirmation e-mail will be sent as a receipt of application.

## 7. Evaluation criteria

All the applications will be gathered and assessed by TECHTERA with a first on rolling eligibility check. Submitted applications that passed the eligibility check will be ranked based on the scoring of the evaluation criteria set below and approved by the EU-ALLIANCE Evaluation Committee consisting of representatives of EU-ALLIANCE partners.

The applications submitted shall be evaluated on the basis of the following criteria:

	EVALUATION CRITERIA	Max. Score
1	Coherence of the company's activity with the objectives and priorities of the EU-ALLIANCE project.	30
2	Interest shown by the company in the target country	30
3	Quality of the offers for possible cooperation shown by the company in the defence and security sectors in the target country	20
4	Being a member to one of the Partners/Clusters of the EU-ALLIANCE Consortium	10
5	SMEs that have filled the “EU-Alliance Call for Expression of Interest” by 25th January 2022 (more info <a href="#">here</a> ).	5
6	Headquarter or branch office in one of the countries of the Partners/Cluster of the EU-ALLIANCE Consortium	5
	<b>TOTAL</b>	<b>100</b>

In case of equal score, priority will be given to the application sent first.

If an applicant sends more than one application for the same destination country, the last one sent will be considered for evaluation.

**The application submitted will be evaluated by the EU-ALLIANCE Evaluation Committee.**

**The results will be published on the project page of the ECCP website January 20th, 2022.**

## 8. Financial support

Selected SMEs will participate to the international mission to Japan with a financial support in form of lump sum **up to 1,000.00 Euro**.

**Participants to the mission must provide evidence of their attendance to the EU-ALLIANCE international activities presenting boarding tickets, hotel receipts and any other document proving the effective participation.**

Participants commit to provide some information as feedback on mission participation: business agreements, turnover modification following internationalisation mission, number of contacts, follow up activities, etc.

## EU ALLIANCE- Call for SMEs selection Terms and Conditions

By submitting an application to the EU-ALLIANCE Call for SMEs selection you agree to accept and be bound by the following terms and conditions and acknowledge that failure to comply with them may result in disqualification.

Any requires related to this Call please refer to: [jrafton@techtera.org](mailto:jrafton@techtera.org)

### 1. Dates

All applications must be submitted within the following time frame: January 13<sup>th</sup>, 2023.

### 2. Applicants

Each applicant must provide up to date and accurate contact information when submitting the entry to enable the EU-ALLIANCE partners to contact them for further information or update on the status of the entry before or after the Closing Date.

If there is any dispute as to the identity of an applicant, the Partners reserve the right, in their sole discretion, to determine the identity of the applicant.

### 3. Entry requirements

All the elements requested during the application must be submitted in English.

The EU-ALLIANCE partners accept no responsibility for submissions not received for any reason. The Partners reserve the right, at any time, to verify the validity of entrants (including an entrant's identity) and reserves the right, in its sole discretion, to disqualify any individual who the Organizing Partners have reason to believe has breached any of these Terms and Conditions.

### 4. Intellectual Property rights

By submitting to the Call for SMEs selection, the applicant grants the EU-ALLIANCE Partners the right to make their applications available to the Evaluation Committee.

By submitting an application to the Call for SMEs selection, the applicant grants to the Partners a non-exclusive, royalty free, perpetual right to use, publish, reproduce and reprint application images and descriptive text on a worldwide basis through all media (including print, digital, radio and social media).

Without limiting the above, each entrant acknowledges and agrees that this includes:

- Publication by the Organizing Partners (print and/or digital);
- Press releases announcing shortlisted applications and winners.

### 5. Ineligible applications

Applicants submissions received after the Closing Date and/or which are not in accordance with the entrant and entry requirements respectively will not be accepted.



## 6. Outcome

The evaluation committee's decision will be final and no correspondence will be entered into in relation to their deliberations or decisions.

Entrants must direct any questions or comments in relation to the Call for SMEs selection submissions to Japan.

## 7. Liability

Except for any liability that cannot by law be excluded, the EU-ALLIANCE Partners (including their respective employees and agents) are not responsible for and exclude all liability (including negligence) for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of:

- any technical difficulties or equipment malfunction;
- any theft, unauthorized access or third-party interference;
- any submission that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Organizers) due to any reason beyond the control of the Organizing Partners;
- any tax liability incurred by the winner or entrant.

## 8. Data protection and GDPR

GDPR compliance: The General Data Protection Regulation (2016/679/EU) guarantee that the processing of data is carried out in compliance with the fundamental rights and freedoms, as well as the dignity of the data subject with particular reference to confidentiality, personal identity and the right to data protection. By applying, the applicant agrees on the storage and use of its personal data for the execution of the EU-ALLIANCE objectives and work plan.

Participant SMEs commit to provide some information as feedback on mission participation: business agreements, turnover modification following internationalisation mission, number of contacts, follow up activities, etc. .

Submitting an application to the EU-ALLIANCE Call for SMEs selection implies full, complete and unreserved acceptance of these regulations.

## 9. Contact details

### **TECHTERA**

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