

**European Research and Innovation Centres and Hubs  
ENRICH in LAC  
ENRICH in the USA  
The first legal entities**

**SME INTERNATIONALISATION  
PERSPECTIVES IN THE PANDEMIC**

INTERNATIONAL LEARNING EVENT

**31 March 2022  
ONLINE**

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# 2017 – 2020: Pilot Initiative in Brazil, China and USA

- A network of centres in the world's most dynamic and innovative countries and regions
- Connect and support European researchers and entrepreneurs globally
- Strengthen the position of Europe as a world leader in science, technology and innovation



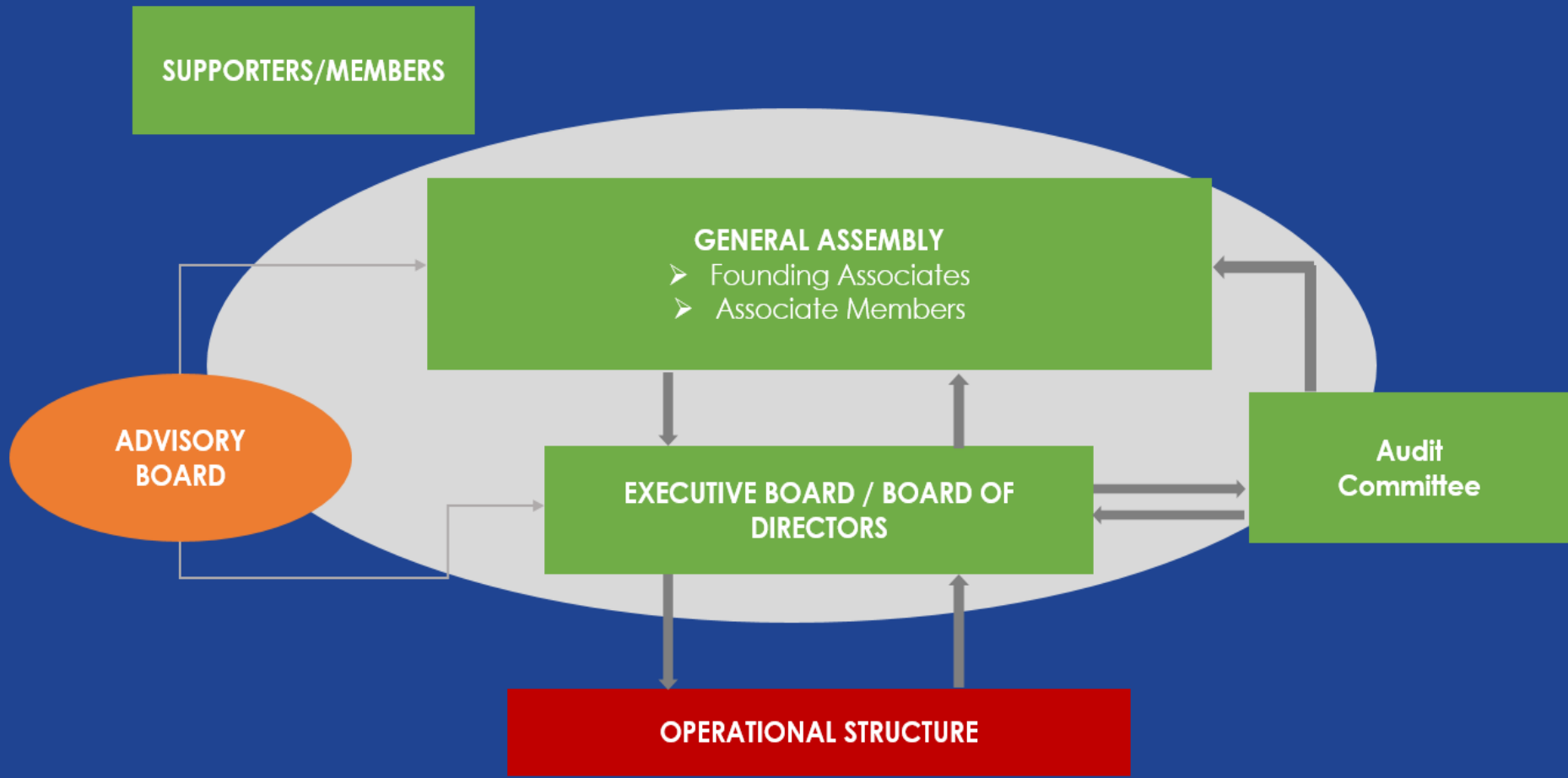
A **global initiative** to internationalise European research and innovation...

Promoted by the European Commission through Horizon 2020

A **network of centres and hubs** that promotes **European STI internationally**

# ENRICH in Brazil Centre

## LEGAL STRUCTURE: Non Profit Association (BR Law)



# ENRICH in Brazil Network

## FOUNDING MEMBERS



## FOUNDING ASSOCIATES



## SOFT LANDING HUBS



# ENRICH in Brazil Centre

## AREAS OF COLLABORATION

### Service Areas



**EXECUTIVE  
EDUCATION &  
CAPACITY  
BUILDING**



**EFFECTIVE  
NETWORKING &  
MATCHMAKING**



**SOLUTIONS  
& ACCESS TO  
FUNDING**



**SOFT-LANDING  
HUBS**

Bridging innovation actors in Brazil and Europe through a one-stop-shop approach



# ENRICH GLOBAL

## Founding members:



**ENRICH**  
GLOBAL  
TAKING EUROPEAN  
INNOVATION GLOBAL

**ANPEi**



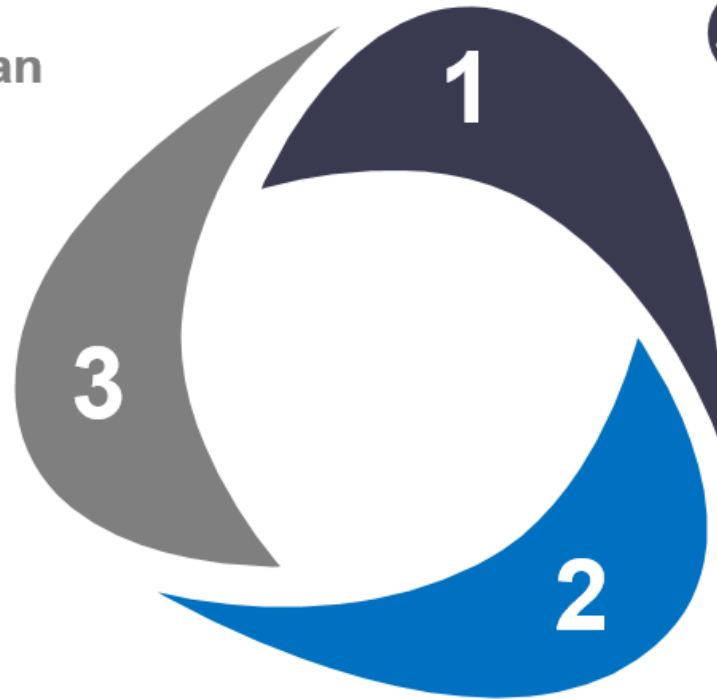
**CIVITTA**



# Members of ENRICH GLOBAL



**Multipliers:** European development agencies, clusters, associations, networks' representatives ....



**Partners** of European projects with international dimension: universities, research centres, others



**Businesses that support R&D&I and internationalisation** (consultancies, etc)



**RCISD**  
smart. flexible. innovative.

# ENRICH GLOBAL

The objective of ENRICH GLOBAL is to **contribute to the development of scientific, technological and innovation excellence** of the European Union and Associated Countries, **reinforce** European Innovation competitiveness and **internationalization**.

Three pillars of growth through ENRICH GLOBAL:



**Supporting or coordinating collaboration** involving members within and outside of the European Union



**Building collaborative programmes, services, network, and tools, or supporting them**



**Supporting sustainability efforts of collaborative initiatives**



# II Phase: New Projects Started with Africa, India, Latin America & USA

## Synergies

ENRICH  
Centres

Common services

Co-branded events

Joint promotion

Strengthened outreach

## Cooperation

With EU Member States  
and Associated Countries

As members in the upcoming legal structure

With existing European  
initiatives in place in the  
target region

As service providers, soft landing  
zones or regional hubs

As co-organizers of joint events,  
trainings and activities

# Clients – Beneficiaries

## Research Actors

- Universities
- Research Institutes
- University Associations
- Research Networks

## Innovation Actors

- Scientific Parks
- Incubators
- Accelerators
- Funding Agencies

## Business Actors

- Companies
- Business Networks
- Clusters

- Language of the clients
- Put the European entrepreneur into the focus
- Flexible adaptations

# BENEFITS



Benefit from pre-departure informative training (smart take off)

Strengthen skills

Benefit from local assistance

Find new business partners and access new markets

Accelerate successful international development

Increase visibility towards European STI stakeholders



Establish long-term partnerships

Exchange knowledge and ideas

Acquire new customers

Find new business partners and access new markets

# ENRICH in LAC

## PROJECT PARTNERS





# ENRICH in LAC KEY FACTS

**Duration:** 2021-2023 (3 years)

## Objectives:

- **Build upon the CEBRABIC** activities between 2017-2020
- Become a financially **sustainable** ENRICH Centre; including a sound technical and financial management of the Association
- **Promote** excellent **business** and innovation players as well as exploitable **ideas** and **results** of research and innovation actions from LAC and Europe on selected topics
- **Delivery of** innovation related **services** leading to focussed tangible support and benefits to clients in Europe
- **Facilitate** new European and LAC **partnerships** in business and innovation
- **Position itself** in Europe and in LAC as the main and the most reliable intermediary as well as a knowledge centre in European-LAC-research based business and innovation collaboration
- **Leveraging of funding for the centre's sustainability**



# HOW TO ENRICH in LAC

## Internationalisation to Latin America & the Caribbean

Expansion to four countries in LAC: Argentina, Chile, Colombia, Uruguay  
(M1-M24)



Assessment of expansion and application to further LAC countries  
(M24-M36)

Incl. STI analysis, strategy development and recruitment of new partnerships

Recruitment of at least one partner in Central America (Mexico or Costa Rica) and one in the Caribbean (Jamaica)



# AREAS & SERVICE ACTIVITIES

## Thematic Areas

- Health
- Bioeconomy
- Renewable Energy
- ICT (focus on digital transformation /I4.0)
- Sustainable urbanisation

### KNOWLEDGE SHARING

*Market Studies, Fact Sheets,  
Sectorial Information*



### COMMUNITY BUILDING

*Soft Landing Hubs and  
Service Providers*

### TRAINING & CAPACITY BUILDING

*for Business and R2M  
communities*



### NETWORKING

*Innovation Challenges,  
Outreach Grants, Tours,  
etc.*



# ENRICH in the USA

## The consortium:

Name	Short name	Country
GAC Group	GAC	France
Temple University	TEMPLE	United States
Deutsches Zentrum für Luft – und Raumfahrt	DLR	Germany
Sociedade Portuguesa de Inovacao Consultadoria Empresarial E Fomento Da Inovacao	SPI	Portugal
National Council of University Research Administrators	NCURA	United States
Regional Centre for Information & Scientific Development	RCISD	Hungary





# ENRICH in the USA

**Project duration:** 1/01/2021 - 01/12/2023 (36 months)

## **Overall objective:**

**To capitalise on the NearUS experience, to reinforce the Network and support innovation exchange and commercialization across the Atlantic by educating, preparing, mentoring, and supporting European Research and Innovation actors.**

## **Mission:**

ENRICH in the USA serves the needs of EU innovators by providing **standardized services and offering soft-landing opportunities across the USA, including through sector-specific Landing Hubs**, as such embedding them into welcoming and nurturing local ecosystems.



# ENRICH in the USA Objective #1

The support to transfer, adaptation, deployment and/or internationalisation of European innovation to the US market, benefitting Europeans innovation actors, through 3 pillars.

## EDUCATION

- Workshops & Seminars
- Papers & Studies

GET INFORMED!

1



GET GOING!

3



## SOFT-LANDING (ST)

- Hot Desks and Mentors - short term programs
- In collaboration with other programs: EYE, NGI, etc.

## CONNECT

- Online Curriculums
- Immersion Tours
- EU Road Trip
- MatchFest & PitchFest- and other local pitch events

GET CONNECTED!

2



GET GROWING!

4



## SOFT-LANDING (LT)

- Long term soft-landing
- Funding Summit

# ENRICH in the USA Objective #2

The creation of a sustainable network of centres and hubs that provide support to all EU innovation actors under one umbrella – and also support underserved entrepreneurs in Europe

*Traditional EU project => business-oriented project*

- Centres were launched and operational & Landing hub network developed to create a sustainable network:
  - East Coast Centre in Boston @ CIC
  - West Coast Centre in San Francisco @ EAEC/Runway Innovation Hub/UC Berkeley
  - Washington DC Centre @ NCURA/George Mason University
- The services are open to all EU innovation actors (e.g. start-ups), and also underserved entrepreneurs who have limited access to support



# ENRICH in the USA Objective #3

## Sustainability of ENRICH in the USA

The business plan of ENRICH in the USA envisages a sustainable path through growing revenues from the Network activity. ENRICH in the USA is building a brand in Europe and the US, providing a long-term asset and return on investment to the European Union.

### Tools:

- Development of a Sustainability Strategy
- Business Plans for the centres;  
**developed and under implementation**
- ENRICH GLOBAL







**THANK YOU FOR YOUR  
ATTENTION**

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