

# Pimap Plus: Project Newsletter # 2 – June 2022

## About Pimap Plus

The PIMAP+ partnership is a follow-up of the successful activities implemented in the PIMAP Partnership Strand 1 to further enhance the **internationalisation capacities of SMEs, accelerate the SMEs access in USA, Canada, China and Japan** and further boost the **inter-clustering** activities and cross-sectorial cooperation between **photonics, advance manufacturing, metalworking and aerospace industry.**

## Second Year Achievements

- **25-27 January 2022 USA Business Mission:**

On January 25-27, PIMAP Plus partnership - has carried out its first international business mission to USA. The consortium had the opportunity to participate to **“Photonics West exhibition 2022”** in San Francisco, the world's leading photonics technologies event.



## • 04-06 April: CANADA Business Mission

On April 04/06, PIMAP Plus partnership – in collaboration with Optonique and Rezoway – has carried out its second international business mission in **Canada**, specifically in Montreal. 7 companies have been directly supported through a 3 day program of B2B meetings, customised workshop, networking events with Canadian and European participants and visit of R&D centers.

In terms of achievements for supported SMEs the mission has achieved the following results:

- **44** total relevant contacts
- **21** new potential customers
- **18** new potential partners
- **14** potential contracts to be signed
- **18** post-mission meetings planned



- **16-19 May: AISTech Exhibition in Pittsburgh**

PIMAP Plus participated in the **AISTech 2022** conference and exhibition in **Pittsburgh, USA**, during May 16th to 18th. Hosted by the Swedish cluster Sustainable Steel Region, PIMAP Plus was present in their booth at the exhibition together with **three SME's active in the steel value chain and focused on efficient green and sustainable steel production**. The mission resulted in several new contacts that will be useful in a continued PIMAP4 Sustainability project.



## Next Steps

- **20-24 June: Business Mission in Japan**

PIMAP Plus is organising its last international business mission in **Japan**. The mission will be held from **20-24 June** in Tokyo. The agenda includes 4 days of meetings, B2B activities and the participation to the **Manufacturing World Japan 2022 exhibition**.

[More Information](#)



- **5 July: Webinar "How can clusters better build international missions for SMEs?" - Peer-to-peer dissemination, closing of Pimap Plus**

PIMAP Plus consortium is really happy to invite all European clusters to participate to its "Feedbacks & Advices" webinar on **"How can clusters better build international missions for SMEs?"** on **5th July 2022 from 10am to 12pm (CEST time)**.

This session will enable **all Cluster Go International Strand 2 coordinators to present their results as well as to share their experience and advice**. The objective is to spread good practices to other clusters willing to develop international support for their members.

The European Commission will introduce the event and the closing words will be delivered by **Antonio Novo**, president of the **European Cluster Alliance**.

The presentations by the 14 consortia will be followed by an open Questions & Answers session permitting all clusters to learn from their peers.

[Registration Link](#)



**Feedbacks & Advices Webinar** JULY 5th 10 AM - 12 PM (CEST)

**How can clusters better build international missions for SMEs?**

ORGANIZED BY  **RTE** IN THE FRAME OF 

**AGENDA**

- 10am **Welcoming word**  
Alithéa Lafaye, coordinator of PIMAP+
- 10.05 **Introduction**  
Martina Bacova - Project Adviser EISMEA
- 10.10 **Cluster Go International Strand 2**  
Coordinators of all consortium
- 11.20 **Q&A session**
- 11.50 **Conclusion**  
Antonio Novo, President of ECA

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- **Pimap Plus Success Story: Article on ECCP**

On the request of the European Commission, PIMAP Plus will get an **article** on ECCP platform to show its **best practices and its a success story** in supporting companies going international! Stay Tuned!!

## Documents freely available to SMEs

**Company Booklet:** The aim of the Company Booklet is to **present the companies** belonging to the ecosystems of the six clusters involved in providing information on their products and services. The booklet is continuously updated. [Company Booklet download.](#)

**Market studies:** The aim of the market studies is to highlight the main trends and opportunities regarding the use of technologies related to photonics with applications to manufacturing, the metal sector and aerospace in Asia and North America. [Market Trends in Asia \(China and Japan\) - Market Trends in North America \(USA and Canada\).](#)

**Country Factsheet for USA, Canada, Japan, China:** The aim is to describe how to approach the business in the countries indicated, including regulatory aspects, main trade shows, key contacts, trade shows and events. [Country Factsheets.](#)

**Webinar “Choosing Canada in your international development priorities”:** The event – organised in cooperation with Rezoway – has helped all the interested stakeholders in access to the Canadian market. [Watch the webinar](#)

**Webinar “Exploring the Japanese market and its business opportunities”** The event – organised in cooperation with the EU Japan Centre for Industrial Cooperation – has allowed to explore how to access in the Japanese market, its business culture and the opportunities available in the advanced manufacturing technology sector. [Watch the webinar](#)





**Photonics  
For Advanced  
Manufacturing Plus**  
by PIMAP+ partnership

## • **CONTACT US**

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