

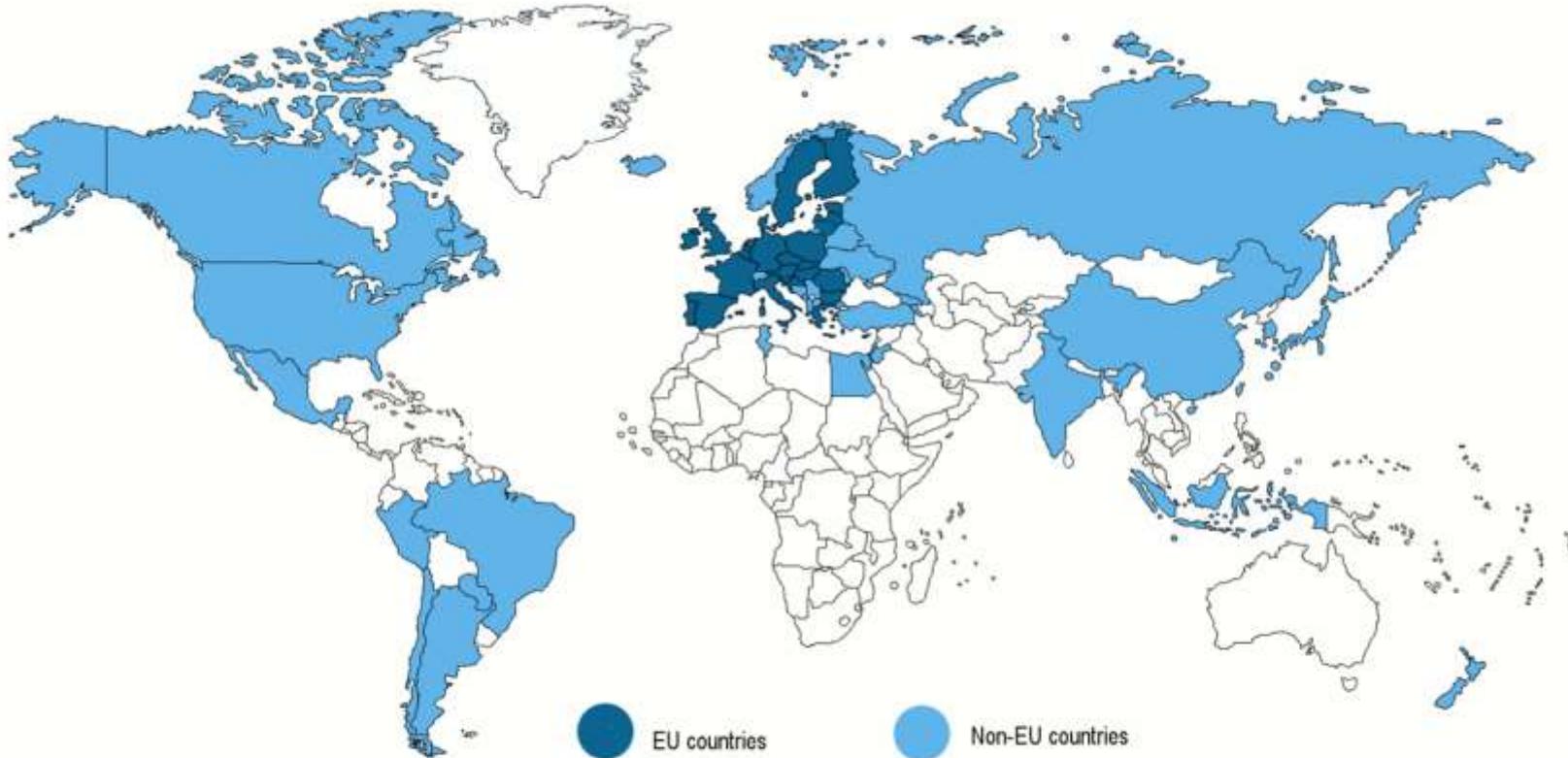
enterprise  
europe  
network

Ajudar PME com ambição de  
inovar e crescer a nível internacional

[een.ec.europa.eu](http://een.ec.europa.eu)



# A maior rede mundial de apoio a PME com ambições internacionais



**600 parceiros em + de 60 países  
3.000 profissionais**



# Dinamizar Crescimento e Emprego

1

A Enterprise Europe Network é um instrumento chave na estratégia da UE para o Crescimento e Emprego

2

A Rede foi lançada em Fevereiro 2008 pela Comissão Europeia - DG GROW (antiga DG Empresa e Indústria)

3

Co-financiada pela UE através dos programas COSME e HORIZON 2020 - dinamizando competitividade e inovação nas PME Europeias

4

Financiamento total de mais de 180 milhões EURO

# Baseada na sua região mas ligada ao mundo



Rijksdienst voor Ondernemend  
Nederland



AGENTSCHAP  
ONDERNEMEN



# O Consórcio Português (2015-2021)



[een.ec.europa.eu](http://een.ec.europa.eu)



# Um leque alargado de serviços para PME em crescimento

## PARCERIAS INTERNACIONAIS

Base de Parcerias

Encontros Empresariais e Técnicos

Missões ao Estrangeiro

## ACONSELHAMENTO EMPRESARIAL

Informação sobre Políticas e Legislação Europeia

Fazer Negócios na UE e em Países Terceiros

Especialização Setorial

## APOIO À INOVAÇÃO E COMPETITIVIDADE

Acesso a Financiamentos e Programas UE

Apoio à Gestão da Inovação

Consórcios internacionais

# Impulsiona crescimento e cria emprego na UE (2008 – 2014)



**11,000 empresas**  
iniciaram parcerias comerciais, tecnológicas ou de I&D



**90,000 empresas**  
participaram em encontros B2B ou missões empresariais



**1.7 milhões**  
de pessoas participaram em eventos



**70,000 reuniões**  
empresariais todos os anos



**600,000 questões**  
respondidas sobre assuntos europeus

## Como obter parcerias internacionais através da rede

- > Manifestação de interesse em pedidos constantes na base POD
- > Publicação de pedido da própria empresa na base POD
- > Reunião com potenciais parceiros nos Encontros ou Missões empresariais

POD: Partnering Opportunities database

<http://een.ec.europa.eu/>

# «Partnering Opportunities database» (POD)



- > 7.000 empresas pretendem encontrar parceiros em Portugal
- > Perfis do tipo comercial, tecnológico ou de I&D
- > Predominância de perfis de oferta de produtos ou tecnologia
- > Limitação em termos de perfis na área do turismo



**Formulário**  
**PROPOSTA DE PARCERIA INTERNACIONAL**

O perfil deve ser redigido em Inglês, com preenchimento, no mínimo, dos campos assinalados como *Obrigatórios*, embora seja desejável completar com o máximo de informação relevante possível.  
Os campos em cinzento são confidenciais e apenas para uso interno.

**DADOS DA EMPRESA/ORGANISMO**

Nome da Empresa, Instituição, Universidade

Local:

País:

Portugal

Telefone:

Pessoa de Contacto (e cargo):

Email:

Ecrã inteiro

Figar o modo de ecrã inteiro

**Tipo e Dimensão da Empresa/Organismo:** (Selecione apenas 1) \*Obrigatório

## Encontros Empresariais e Tecnológicos

**Um grupo de parceiros  
da rede Enterprise  
Europe Network**



**Uma feira ou  
congresso  
internacional**



**Um portal do ...onde se  
evento... registam os  
participantes...**



**...e se  
agendam  
reuniões de  
negócios**

**No dia e horas marcadas  
decorrem as reuniões  
agendadas, com o apoio  
da Enterprise Europe  
Network**

## Encontro B2B na ITB Berlim 2017

[www.b2match.eu/itb2017](http://www.b2match.eu/itb2017)

The screenshot shows the ITB Berlin 2017 website's "Kooperationsbörse" section. The top navigation bar includes links for "Home", "Packaus", "Programme", "Networking Zone", "Venue & Berlin-Moderne", and "Contact". A green button on the right says "REGISTER + LOG IN". Below the navigation is a banner with a photo of a lake and a sailboat.

**Kooperationsbörse 8.-10. März 2017 | Berlin**

**Face-to-face meetings matter**  
and help establish long and fruitful business cooperations!

Are you tired of chasing the idea of face-to-face meeting with interested exhibitors? In that case we have an interesting offer for you! Your participation at the international matching event will enable you to find future business partners in an outcome-oriented and above all time-efficient manner at ITB 2017.

The ITB is the leading trade fair for travel in Europe. More than 10.000 exhibitors from 110 countries use this platform each year to generate new business ideas.

Make the most of your trade fair visit at ITB 2017 and participate in the international matchmaking event of the **Capital Europa network**. We will target a wide spectrum of start-ups, companies, universities, researchers and clusters from all over Europe interested in expanding their business and sharing new project ideas in the tourism sector. During the matchmaking sessions you get to speak to a great amount of interesting business partners in pre-arranged, ca. 15-minute long meetings. Once you enter the trade fair you will know WHO you are going to meet for WHICH purpose and WHICH A quick and efficient way to introduce you to a large business network in Europe and beyond.

We offer you 2 different formats so you can make the most out of your visit to ITB 2017 - and they are free of charge!

**Matchmaking Event**

**EU-Funding Workshop**

**Main topics:**

- Health, medical and spa tourism
- ICT solutions for the tourist industry
- Food industry meets tourist industry

**Why to participate?**

- To find new business partners for an easier market access in Europe and beyond
- To find new partners for transnational projects
- To find partners for an international information and technology transfer
- To benefit from best-practice examples in Europe
- To learn more about funding opportunities on an international level
- An international network will help you benefit from the European

**REGISTRATION**  
Registration: 0 Nov - 10 Feb  
Meeting Selection: 10 Feb - 20 Feb  
Event: 0 Mar - 11 Mar

**DETAILS**  
Language: Deutsch / English  
Cost: Registration / Free if Charge  
Venue: (ITB) Exhibition Grounds, Hall 12, Booth 11105, Mercedes 22, 14055 Berlin

**BILATERAL MEETINGS**  
Participants: 1  
Meetings: 0

**PROFILES**  
Owner: 1  
Total: 1

**PROFILE VIEWS**  
Before Event: 0  
Total: 0

## Algarve Nature Week 2016 B2B Event

<http://algarvenatureweek2016.talkb2b.net/>

The screenshot shows the homepage of the Algarve Nature Week 2016 B2B Event website. At the top, there is a navigation bar with links: HOME, HOW IT WORKS, ABOUT US, LOCATION & CONTACTS, and RUA DO PARTICIPANTE (IN PORTUGUESE). Below the navigation bar, the Algarve Nature Week logo is displayed. To the right, a green banner announces the "B2B event" on May 14th, 2016, from 9:30 am to 12:30 pm at the Crowne Plaza Vilamoura. On the left side, there is a sidebar with icons for user profile, search, and other site features. The main content area features a large image of a person's profile. Text on the page includes: "MEET BUSINESS PARTNERS AT THE ALGARVE NATURE WEEK 2016 B2B EVENT", "THANKS TO ALL B2B PARTICIPANTS FOR JOINING US IN THIS EVENT!", "OBRIGADO A TODOS OS PARTICIPANTES NA BOLSA DE CONTACTOS!", and "PEDIMOS A VOSSA COLABORAÇÃO NO PREENCHIMENTO DO QUESTIONÁRIO DE FEEDBACK DISPONÍVEL NA VOSSA". On the right, there are two sections: "BILATERAL TALKS" showing statistics for participants, meetings requested, and accepted, and "PARTICIPANTS" listing countries with their respective counts. The bottom of the page shows a toolbar with various icons and a status bar indicating the browser version.

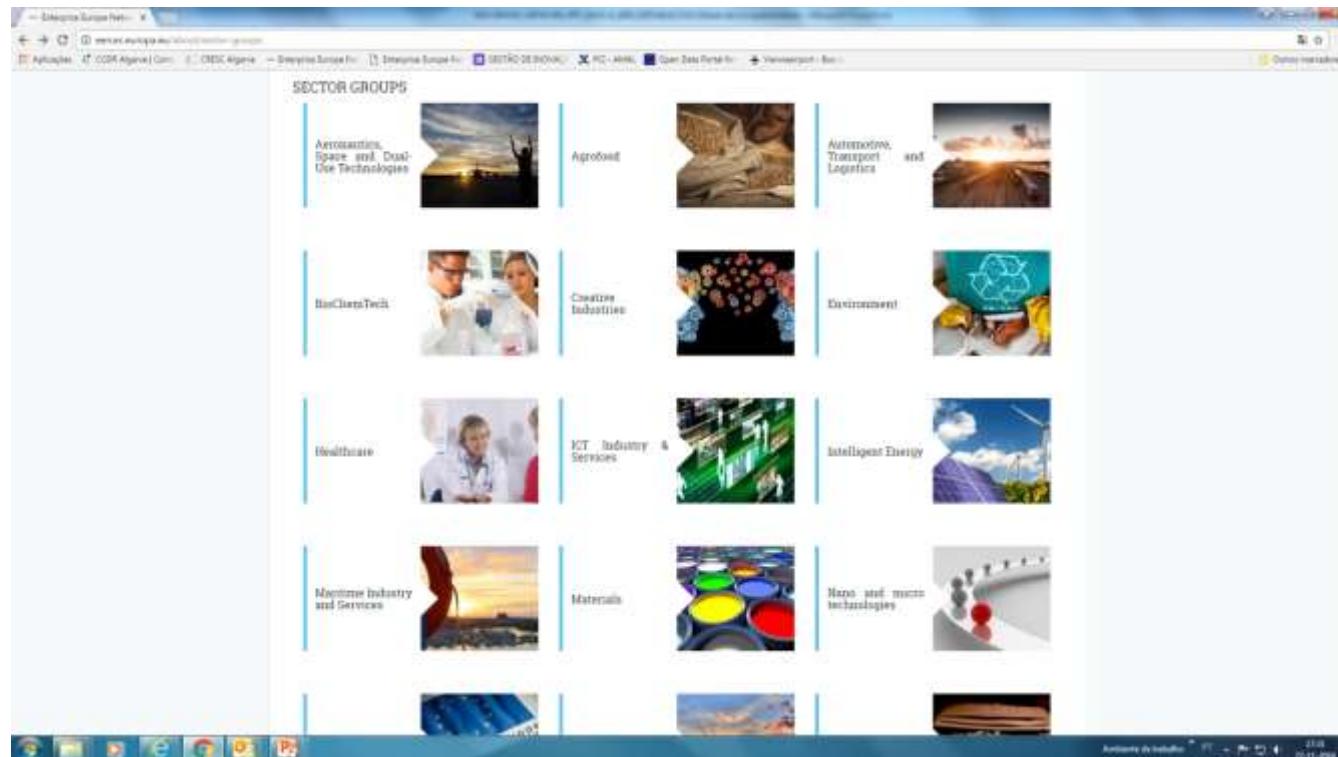
# Calendário de Eventos B2B da Network

<http://een.ec.europa.eu/>

The screenshot shows a computer desktop with a browser window open to the 'Events Calendar' page. The page displays a list of international business events scheduled for November 2016. The events are listed in chronological order from top to bottom. Each event entry includes the date, name, location, and a brief description. The browser's address bar shows the URL 'http://een.ec.europa.eu/'. The taskbar at the bottom of the screen displays various icons for system functions like power, volume, and network.

Date	Event Name	Location	Description
2 November 2016	Innovalt 2016 (M&A) - M&A dealmaking event at Innovalt 2016	Hannover (Germany)	
2 November 2016	The 21st EU-China Business & Technology Connection Fair (Chengdu)	Chengdu (China)	
3 November 2016	Brokerage Event - the Alternative Networks Conference in Berlin	Berlin (Germany)	
3 November 2016	Business event at International Discussion on Hydrogen Energy and Applications (CIMAF)		
4 November 2016	Brokerage Event - MATRA (France)		
5 November 2016	EU-India (JEI) - Crossroads meet business	Torino (Italy)	
5 November 2016	Trade & Investment - "Access to EU markets for the defence sector" Seminar and Round Table	Brussels (Belgium)	
6 November 2016	Meeting 2016 (Country and Environment) (Lorsuya Minister of Turkish companies)	Istanbul (Turkey)	
6 November 2016	Company Mission - Madrid (Spain)		
6 November 2016	Business Fair Edition Mexico, 4-5 November 2016	Mexico City (Mexico)	
6 November 2016	B2B @ International Festival of short & creative culture: XIXKA 2016		
6 November 2016	Brokerage Event - Innovalt (Germany)		
7 November 2016	A company mission of Russian SMEs from Moscow and St.Petersburg to Poland	Company Mission - Warsaw (Poland)	
7 November 2016	The 21st EU-China Business & Technology Connection Fair (Chengdu)	Chengdu (China)	
7 November 2016	Brokerage Event - Paris (France)		
8 November 2016	Brokerage Event - Warsaw (Poland)		
8 November 2016	The power of social networks	Training - Istanbul (Turkey)	
8 November 2016	Green technologies trade mission to Vietnam 2016		
8 November 2016	Company Mission - Da Nang (Vietnam)		
8 November 2016	Business Delegation from Cyprus to London		
8 November 2016	Business Delegation from Cyprus to London		
8 November 2016	Brokerage Event - Aix-en-Provence (France)		
9 November 2016	Company Mission at FIMA Defense Exhibition - bilateral meetings between Turkish exhibitors and Italian companies		
9 November 2016	Company Mission - Asturias (Spain)		
9 November 2016	International exhibition of German companies in Novosibirsk, Russia		
9 November 2016	Company Mission - Novosibirsk (Russia)		
9 November 2016	First edition of Market Days of Technological Transfer of Tuscany (TINTT) 2016		
9 November 2016	Company Mission - Tunis (Tunisia)		
9 November 2016	Innovalt 2016 - ITC, Asia Food & Agriculture		
9 November 2016	Brokerage Event - Thessaloniki (Greece)		
10 November 2016	2nd International Conference on Circular Event: Driving Tourism towards digital transformation		

## Grupos Setoriais: apoio especializado à sua medida



## Exemplos de Parcerias em Marcha

- Empresa de S. Brás vende **alfarroba** para indústria da **Turquia**
- Empresas de animação turística vendem circuitos em **portal de viagens francês**
- Indústria de **pescado** encontra novos distribuidores em **Espanha**
- Distribuidora regional representa gama de **bebidas** de empresa **escocesa**
- Empresa de serviços de **energia** adquire software especializado a empresa **austriaca**
- Empresa de **animação turística** organiza circuitos na Costa Vicentina para operador **húngaro**



## Obter aconselhamento empresarial através da rede

<http://europa.eu/youreurope/>

The screenshot shows the 'A sua Europa' website interface. At the top, there's a navigation bar with links like 'Sobre', 'Conteúdo', 'Ajuda/Mercado', and 'Português'. Below the header, there's a banner with two people in business attire. The main content area is titled 'Guia prático dos negócios na UE'. It features several sections with links:

- Arranque e crescimento:** Criar uma empresa, Rastrear o seu negócio, Direitos da propriedade intelectual, Contratar pessoas, Fazer com empresas estrangeiras.
- Fiscalidade:** Trâns. regres. e novas dívidas nas transações transfronteiriças, Verificar e calcular os valores da IVA (postura VIES), Reembolsos do IVA, Impostos especiais de consumo, Normas desafio e respostas finais.
- Vender no estrangeiro:** Prestar serviços no seu país da UE, Vender a distância/criar um estabelecimento comercial, Regras de concorrência, Leis de mercos, Vender internacionalmente na UE, Cláusulas contratuais internacionais, Garantias para o cliente, Projetos internacionais, Resolução de litígios.
- Pessoal:** Condições de trabalho, Segurança social, Deslocamentos no estrangeiro, Igualdade de tratamento, Despedimento, Saúde e segurança.
- Requisitos aplicáveis aos produtos:** Homologação CE, As normas na Europa, Reconhecimento mútuo, Produtos químicos (REACH), Classificação, rotulagem e embalagem.
- Financiamento e subsídios:** Programas de financiamento da UE, Acesso ao financiamento intercional para novas empresas.
- Contratos públicos:** Regras e procedimentos, Contratação pública internacional, Parcerias e bases de dados, Comunicação de irregularidades.
- Ambiente:** Certificação EPIAS, Regras europeias, Concessão explícita, Regras europeias da UE.

At the bottom, there are social media sharing options ('Partilhar'), a footer with 'Em cooperação com' (enterprise europe network) and 'A sua Europa - Empresas' (with a video thumbnail), and a 'Siga-nos no' section with links to Facebook and Twitter.

## Exportar para Países Terceiros: tudo o que precisa de saber

<http://madb.europa.eu>

The screenshot shows the homepage of the MADB. The top navigation bar includes links for 'Index', 'Search', 'Help', and 'Logout'. The main content area has a blue header 'TRADE' and 'Market Access Database'. On the left, there's a sidebar with links for 'Export from EU', 'Tariffs', 'Procedures and Formalities', 'Sanitary', 'Safeguard', 'EU-Sanitary and Phytosanitary Issues', 'Rules of Origin', and 'Services for SMEs'. The main content area features several sections: 'Exporting from the EU - what you need to know', 'Help on easier trade business', 'Country trade information', 'Importing into the EU', and 'Market Access'. A large image of a blue cube labeled 'MARKET ACCESS' is centered. The right side of the page displays 'Latest updates' with links to news items like 'EU-Mexico FTA', 'EU-Azerbaijan FTA', and 'EU-Egypt FTA'.

# Portal dos Financiamentos Europeus

<http://access2finance.eu/>

The screenshot shows the homepage of the Your Europe Access to Finance portal. At the top, there's a navigation bar with links for 'Start & grow', 'Taxation', 'Selling abroad', 'Staff', 'Product exports', 'Finance & funding' (which is highlighted in blue), 'Public contracts', and 'Environment'. Below the navigation, a sidebar on the left lists 'EU funding programmes', 'Access to finance', and 'Exchanges for new entrepreneurs'. The main content area features a heading 'Access to finance' with a sub-instruction: 'This site will help you to apply for bank and venture capital supported by the European Union. Click on your country to locate banks or venture capital funds that provide finance supported by the EU!' Below this is a large map of Europe with a call-to-action button 'Select a country'. Further down, there are sections for 'How it works', 'EU funds', and 'How can I apply for business grants?'. A news feed at the bottom lists three items: '09/11/2016 - Open call for Venture Capital Fund of Funds', '07/11/2016 - Update: new investment agreement for innovative businesses', and '01/11/2016 - Horizon 2020: access to calls and new step-by-step investment guide tool'. A 'Related topics' section at the very bottom includes links for 'For entrepreneurs & entrepreneurs', 'EU - Startups', and 'Rules & procedures'.





## **Novidade:**

**Guia Financiamentos UE  
para o Turismo  
2014-2020**

**Versão Portuguesa de  
23 Novembro 2016**

## Considerações Finais

### ➤ Decisão de internacionalizar

- Diagnóstico de capacidade
- Proposta de valor (diferenciação, inovação, qualidade)
- Plano de internacionalização (apoio Vale)

### ➤ Abordagem aos parceiros (perfil de cooperação)

- Mais-valia dos bens/serviços; vantagens para parceiros
- Tipo de cooperação e de parceiros
- Mercados (estudos prévios)
- Flexibilidade (ex. acordos comerciais recíprocos)

### ➤ Cooperação entre agentes

- Apoio EEN a missões comerciais e inversas



Como o poderemos ajudar?

## Os Portais da Enterprise Europe Network



[www.enterpriseeuropenetwork.pt](http://www.enterpriseeuropenetwork.pt)



<http://een.ec.europa.eu>

**Obrigado.  
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