

Central Baltic ICT - Export Meta Cluster (ICT Meta Cluster)



Programme Priority: P1 Competitive economy

Programme Specific Objective: 1.3. More exports by the Central Baltic companies to new markets

Sub-programme: Central Baltic

Duration: 01.09.2015 - 28.02.2019

Total funding: 2.320.878 EUR

ERDF funding: 1.814.790 EUR ERDF

Project Summary:

The ICT SMEs within the Central Baltic countries are in a challenging situation due to a very small size of fiercely competed domestic markets making it necessary to penetrate into new markets. Through joining resources it will be possible to elevate branding, join and jointly use available resources for market studies and promotion as well as establish constellations eligible for further expansion in the new markets.

The project ICT Meta Cluster aims to create a complete value chain offering 400 ICT-oriented companies in Estonia, Latvia and Sweden resources to generate first sales of their products and services at new markets, to expand the sales within the respective countries and regions, and finally to prepare for further expansion of the business activities.

By the end of the project, the ICT Meta Cluster is a validated ecosystem for establishment and further business expansion into new markets. The participating SMEs have an access and are familiar with the target markets' export analysis, have received match-making results for their product in the target markets, have performed necessary adaptations of products and services as well as received support with export/import regulations. Finally, at least nine sales at target markets have been achieved.

Map of Partners



Partners

Lead Partner

Fiber Optic Valley AB

Country: SE

www.fiberopticvalley.com

Partner budget: 748.263 EUR

Amount of ERDF funding: 561.197 EUR ERDF

Project Partners

Acreo Swedish ICT AB

Country: SE

www.acreo.se

Partner budget: 831.304 EUR

Amount of ERDF funding: 623.478 EUR ERDF

Latvian IT Cluster

Country: LV

<http://www.itbaltic.com>

Partner budget: 352.861 EUR

Amount of ERDF funding: 299.932 EUR ERDF

Estonia ICT Cluster

Country: EE

<https://e-estonia.com/meet-the-industry/ict-cluster/> and www.itl.ee

Partner budget: 388.451 EUR

Amount of ERDF funding: 330.183 EUR ERDF

Results

Expected results

By the end of the project, the ICT Meta Cluster is a validated ecosystem for establishment and further expansion into new markets. The participating SMEs have: a access and are familiar with the target markets export analys, received the required match-making results for their product for the target markets, performed necessary adaptation of product and services, received required coaching and help with export/import regulations, received support for business development and at least nine sales at target markets in co-operations has been achieved. The overall ecosystem for SME business expansion into new markets brings: a toolbox for setting up and carrying out export accessible for European communities, partner clusters and SMEs, a strengthened cooperation in Central Baltic and with SME clusters (e.g. Enterprise Europe Network, TCI Network and others) as well as within cross-disciplinary subjects, contribution to social, economic and ecological sustainability through ICT, services and businesses. Long-term effects after the project end: SMEs using the ecosystem are leaders in expansion on new markets, More SMEs established at the target markets, Established SMEs expand further into neighbouring regions and prepared for global development. ICT is a prerequisite for improving the energy efficiency dramatically and contributing to ecological sustainability, an indispensable tool in the provisioning of "always connected" experience and consequently future health and education means, contributing to social sustainability as well as in assisting to shape the strategies for employing existing resources optimally so that a beneficial economic balance can be achieved on a longer term contributing to economic sustainability. Specifically, when selecting partners, the project will always ensure that their offer (product or/and service) will contribute to sustainable development in at least two of the three dimensions.

Achieved results

Project Visibility

Social media links

[Twitter feed](#)

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