

## **Chances and challenges of cluster-based marketing in mechatronics (CLUSME)**

Programme Priority: P1 Competitive economy

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

Sub-programme: Southern Finland - Estonia

Duration: 01.09.2015 - 31.12.2018

Total funding: 1.962.315 EUR

ERDF funding: 1.601.858 EUR ERDF

### **Project Summary:**

The objective of the CLUSME project is to increase export volumes and the competitiveness of Estonian and Finnish mechanical engineering and mechatronics sector through cluster initiative and common marketing. This is done by creating preconditions for successful export to new expanding markets of Georgia, Uzbekistan, South-Africa, Brazil and Mexico.

The project will do market analysis and research, develop entering strategies, find contacts and partners in target markets, make investments to equipment needed to adapt the products to the needs of the target markets (e.g. measuring machine and digitalisation software). Activities will also include seminars presenting research outcomes and possibilities in target markets, business visits and B2B contacts in target markets.

The project will result in five entries to markets outside of Europe, where contacts will be developed with local authorities, supporting institutions, associations and companies in chosen subsectors. These contacts will be disseminated to benefit a large number of companies in the project partners' networks.

## **Map of Partners**

### **Partners**

Lead Partner

#### **IMECC OÜ**

Country: EE

[www.imecc.ee](http://www.imecc.ee) [1]

Partner budget: 781.887 EUR

Amount of ERDF funding: 664.604 EUR ERDF

## Project Partners

### **MTÜ Mehhatroonika Assotsiatsioon**

**Country:** EE

[www.meca.ee](http://www.meca.ee) [2]

**Partner budget:** 418.265 EUR

**Amount of ERDF funding:** 355.525 EUR ERDF

### **MTÜ Eesti Masinatööstuse Liit**

**Country:** EE

[www.emliit.ee](http://www.emliit.ee) [3]

**Partner budget:** 101.068 EUR

**Amount of ERDF funding:** 85.908 EUR ERDF

### **Innovaatio Oy Uusi Tehdas**

**Country:** FI

[www.hermiagroup.fi](http://www.hermiagroup.fi) [4]

**Partner budget:** 161.095 EUR

**Amount of ERDF funding:** 120.821 EUR ERDF

### **Koneteknologiakeskus Turku**

**Country:** FI

[www.koneteknologiakeskus.fi](http://www.koneteknologiakeskus.fi) [5]

**Partner budget:** 500.000 EUR

**Amount of ERDF funding:** 375.000 EUR ERDF

## **Results**

### **Expected results**

## Achieved results

Project result in category - New cluster co-operation exporting to new markets

### CLUSME - Cluster-based marketing and export in mechatronics

The main achievement of project CLUSME is broad contact network and strong metacluster between enterprises and organisations from participating countries and target markets. Enterprises involved in project activities have started export activities in 3 new markets: Georgia, Uzbekistan and Republic of South Africa.

Thanks to this project preconditions to beneficiaries (SMEs) from mechanical engineering and mechatronics sectors were created.

Project CLUSME was initially directed to mechanical engineering and mechatronics sector but during implementation education and sustainable green technologies were also included as potential development sectors in target countries. One of the most important cooperation initiative was developed between educational organisations to support qualified and skilled workers in chosen sectors that would make it possible for our SMEs to operate in these markets. Effective collaboration agreements and contracts were concluded between educational and R&D organisations.

Preconditions were created to expand export from highly compressed markets to new, growing and powerful markets. There was a functioning metacluster created based on cooperation of project partners. Also favorable preconditions for business development between beneficiaries and organizations on target market were created. Strong and wide network of partners in target markets was developed to support export activities also in the future.

Altogether more than 300 enterprises have received non-financial support by getting information needed to start business in target markets, by developed contact network, by being advised how to adapt their products and services to the target market needs.

The main result indicator of the specific objective of the project has been the number of cluster co-operations exporting to new markets. There are 9 enterprises who have started export and 18 enterprises and organizations who had contracted and starting their enlargements to these markets. Due to the process of entering these target markets is long, it is assumed that during following years there will be more enterprises and organisations related this project who will be starting their businesses in these markets.

Project page in database

[Chances and challenges of cluster-based marketing in mechatronics](#) [6]

At a glance

- 9 companies participating in project activities have started export activities in 3 new markets: Georgia, Uzbekistan and Republic of South Africa
- more than 300 enterprises have received non-financial support by getting information needed for starting business in target market

Files



[CLUSME metacluster model](#) [7]

Tags

[clustering and economic cooperation](#) [8]

[SME and entrepreneurship](#) [9]

## **Project Visibility**

### **Other media visibility**

[Webpage](#) [10]

["Lõuna-Aafrika Vabariigis tasub ärisidemeid luua" 3. jaanuar, 2017 - Tööstusuudised](#) [11]

["Usbekid otsivad masinatööstuse arendamisel abi eestlastelt" 3. aprill, 2017 - Tööstusuudised](#) [12]

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#### Links

[1] <http://www.imecc.ee> [2] <http://www.meca.ee> [3] <http://www.emliit.ee> [4] <http://www.hermiagroup.fi> [5] <http://www.koneteknologiakeskus.fi> [6] <https://database.centralbaltic.eu/project/29> [7] [https://database.centralbaltic.eu/sites/default/files/CLUSME\\_metacluster\\_model.pdf](https://database.centralbaltic.eu/sites/default/files/CLUSME_metacluster_model.pdf) [8] <https://database.centralbaltic.eu/tags/clustering-and-economic-cooperation> [9] <https://database.centralbaltic.eu/tags/sme-and-entrepreneurship> [10] <http://www.imecc.ee/projektid/clusme/> [11] <http://www.toostusuudised.ee/uudised/2018/01/03/louna-aafrika-vabariigis-tasub-arisidemeid-luua> [12] <http://www.toostusuudised.ee/uudised/2017/04/03/usbekid-otsivad-masinatoostuse-arendamisel-abi-eestlastelt>