

## 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: 2.320.879 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](http://www.fiberopticvalley.com) [1]

**Partner budget:** 748.263 EUR

**Amount of ERDF funding:** 561.197 EUR ERDF

Project Partners

## **Acreo Swedish ICT AB**

**Country:** SE

[www.acreo.se](http://www.acreo.se) [2]

**Partner budget:** 831.304 EUR

**Amount of ERDF funding:** 623.478 EUR ERDF

## **Latvian IT Cluster**

**Country:** LV

<http://www.itbaltic.com> [3]

**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/> [4] and [www.itl.ee](http://www.itl.ee) [5]

**Partner budget:** 388.451 EUR

**Amount of ERDF funding:** 330.183 EUR ERDF

## **Results**

### **Expected results**

## Achieved results

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

## Central Baltic ICT - Export Meta Cluster

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. The project has jointly developed a toolbox to support ICT sector SMEs in Sweden, Estonia and Latvia to succeed in exporting into new markets.

Joint resources have made it possible to elevate branding, join and jointly use available resources for market studies and promotion as well as establish consortiums capable for further expansion in the new markets.

The main results of the project were 16 sales achieved by participating companies. For that 31 countries as well as markets outside EU/EFTA were targeted, and 50 SMEs participated in project activities. The number of achieved sales and the number of actively participating companies were exceeded. Main benefits for SMEs who participated in project activities are increased knowledge of possibilities in exporting and increased potential on international markets. The real cross-border value added was achieved by continuing the use of jointly developed tools to support companies within new cooperation projects.

Project page in database

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At a glance

16 sales achieved

31 targeted markets and countries

Tags

[clustering and economic cooperation](#) [7]

[SME and entrepreneurship](#) [8]

## Project Visibility

### Social media links

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[Project partner webpage \(itbaltic.com\)](#) [10]

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#### **Links**

[1] <http://www.fiberopticvalley.com> [2] <http://www.acreo.se> [3] <http://www.itbaltic.com> [4] <https://e-estonia.com/meet-the-industry/ict-cluster/> [5] <http://www.itl.ee> [6] <https://database.centralbaltic.eu/project/21> [7] <https://database.centralbaltic.eu/tags/clustering-and-economic-cooperation> [8] <https://database.centralbaltic.eu/tags/sme-and-entrepreneurship> [9] <https://twitter.com/ICTMetaCluster> [10] <https://www.itbaltic.com/single-post/2018/12/03/let-the-world-be-your-market-ict-meta-cluster-brings-companies-into-new-markets-all-ove>