



Doing business in Taiwan: Intellectual Property Rights and Public Procurement for green businesses

26 July 2022
10:00 CEST
ONLINE



CHINA IP SME HELPDESK



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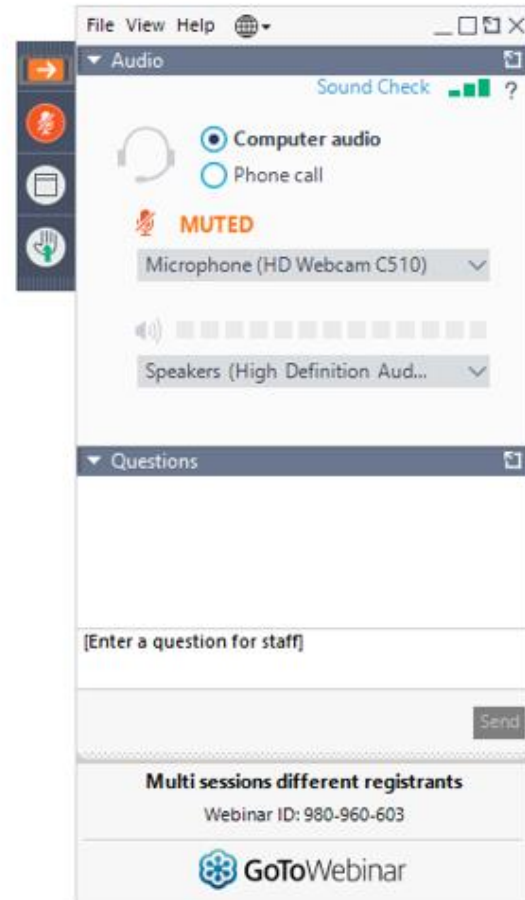
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- Hong Kong
- Macao
- Taiwan



 100,000+ SMEs assisted to date

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FACTSHEET

- THE FACTS: Business in Mainland China for EU Companies**
 - Size of Market
 - Key INDUSTRY SECTORS
- IPR in Mainland China for SMEs: BACKGROUND**
 - Intellectual Property Rights for SMEs: Why is this RELEVANT to you?
 - How does Mainland China's IP legal framework compare to INTERNATIONAL STANDARDS?
- IP Rights in Mainland China: THE BASICS**
 - Copyright
 - Patents
 - Trade Marks
 - Geographical indications (GI)
 - Trade Secrets
- Using CUSTOMS to block counterfeiters**
- Enforcing of rights**
 - Administrative actions
 - Civil Litigation
 - Criminal Prosecution
- RELATED LINKS and Additional Information**




IP Factsheet: Mainland China

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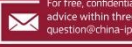
Guide

- Technology Transfer to China
- Thinking of Transferring Technology?
- What Can Companies Do to Protect Themselves?
- SME Case Studies
- Technology Transfer Checklist
- Take-Away Messages
- Related Links



Technology Transfer to China: Guidance for Businesses

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<https://ec.europa.eu/ip-helpdesk>

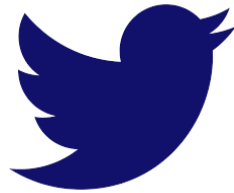


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Doing Business in Taiwan: Intellectual Property Rights and Green Projects

John Eastwood

Eiger law firm, Taipei

26 July 2022

John Eastwood



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John has many years of professional experience counseling clients on their investment projects, commercial ventures, employment, litigation, and intellectual-property and technology matters, both within the Asia region and on both sides of the Strait in Greater China. As a senior partner of Eiger's Greater China Practice, John has headed up the firm's intellectual-property and technology practice for the past several years, assisting clients with trademark, patent, copyright and trade-secret matters. In John's role chairing the European Chamber of Commerce Taiwan (ECCT) Intellectual Property Rights Committee for the past many years, he has worked closely with the European Commission, U.S. State Department, prominent academics and local government authorities on intellectual-property policy matters. John regularly speaks on IPR issues at conferences.

Taiwan's Push for a Greener Future

- 1905: first hydroelectric power facility in Taiwan
- 2003-2008: on-shore wind turbines brought into operation
- 2009: passage of Renewable Energy Development Act
- 2011: Fukushima nuclear disaster causes Taiwan to reconsider its own similar aging nuclear plants.
- 2012: programs aiming for rooftop solar and wind turbines initiated
- 2016-2017: Taiwan enters into offshore wind, leading to massive influx of global energy companies, experts, suppliers
- 2020: Goal set of renewable share of 20% by 2025.

With Tech Comes Issues

- Foreign companies are bringing a lot of technologies with them from their years of experience elsewhere.
- “Localization” incentives push those foreign companies to work with local companies and to share knowledge and technologies.
- Patent filing strategy in the past might have skipped Taiwan:
 - **Taiwan’s opening as a renewables market is relatively new**
 - **Taiwan is not a Patent Cooperation Treaty (PCT) member**
- Trade Secrets are likely the most important protections for the know-how of European companies in this sector.

Patent Strategies

- If doing business in Taiwan, put Taiwan into your current and upcoming patent-filing plans.
- Your patent applications and registrations in the People's Republic of China will not cover the Taiwan jurisdiction.
- Taiwan's IP Office (TIPO), through WTO's TRIPs Agreement, will recognize patent priority for foreign applicants whose country of origin is a WTO member or has a domicile or place of business within the territory of a WTO member.

Copyright Strategies

- Software is often enforced under copyright in Taiwan.
- As a WTO member, Taiwan will recognize copyrighted works upon creation.
- There is no copyright registration system in Taiwan at this time, but courts will recognize copyright registration documents from other jurisdictions.
- Copyright infringements can involve criminal and civil options for enforcement.

Trademark Strategies

- Register your key word (English + traditional Chinese characters) and logo marks in Taiwan.
- No matter how much you may love your local JV/business partner, do not ever let them register your marks under their name.
- Any use of your brands by a JV or other local entity should be covered by a clear trademark license agreement that states when and how it can be terminated and limit activities and geographic scope.
- Registered trademarks also helps with domain-name and other online platforms.

Trade Secret Notes

- Agreements with local partners must provide for the protection of your confidential information and trade secrets.
- Trade secrets should be defined to include a lot of what you will be teaching any local partners or counterparts.
- Documents should be clearly marked “CONFIDENTIAL” and reasonable means used to limit access. In particular, pay attention to senior/high-ranked personnel.
- Employees need to sign agreements.
- JVs should have your people in key positions to monitor the situation.

Trade Secret Enforcement

- Criminal and Civil Options available
- Important to be vigilant:
 - **Prosecutors and courts will want to see your evidence**
 - **Keystroke and other monitoring software can be important**
- You can stop thieves from leaving (but you have to act fast)
- Enhanced criminal penalties apply for persons taking secrets to the PRC territories (China, Hong Kong and Macau)

Questions?

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Green procurement in Taiwan

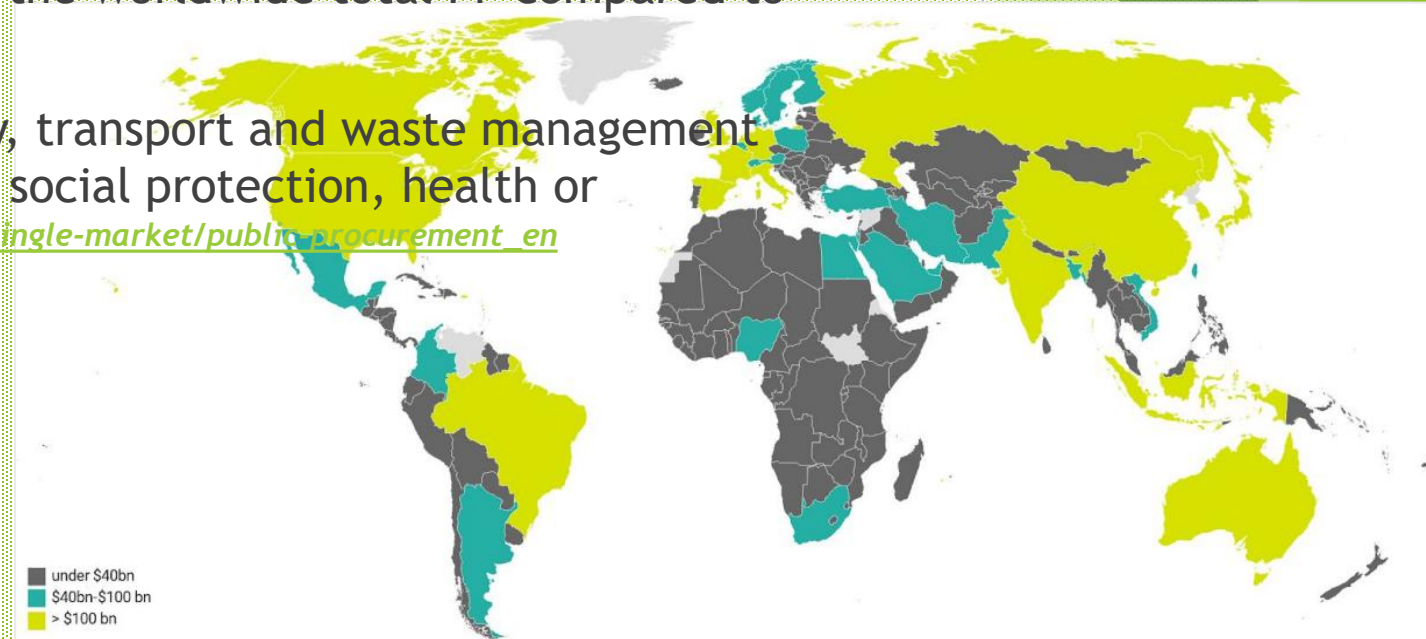
Green public procurement



- ▶ Public procurement (PP) is a key factor in the economy and has a high impact on the development of countries.
- ▶ Public actors are amongst the of the biggest buyers with spending roughly 12% of the GDP on goods and services.
- ▶ The public sector can greatly enhance energy efficiency, circularity, and drive innovation through the supply chains.
- ▶ In recent years state actors are increasingly using their purchasing power to achieve policy objectives for example in promoting green economy or supporting the SME ecosystem -
>https://ec.europa.eu/environment/gpp/index_en.htm
- ▶ Increasing market opportunities of European companies outside of the EU and unlocking SME potential to leverage the procurement markets rank also high in the strategic priorities.

Global public procurement market

- ▶ In global terms China represents the single highest procurer with annual \$4.2 trillion.
- ▶ China, US, Japan, Germany, India, France, UK, Indonesia, Canada, Italy together takes 75% of the global procurement market.
- ▶ The EU27 and the UK accounts for 19% of the worldwide total PP compared to the US' 15%.
- ▶ Procurers primarily come from the energy, transport and waste management sectors, from public authorities and from social protection, health or education services. https://ec.europa.eu/growth/single-market/public-procurement_en



International PP legal framework

- ▶ The basic rule on the government procurement markets abroad allows countries to determine whether they permit foreign-based suppliers to enter into competition.
- ▶ **The main international regulatory instruments are the:**
 - ▶ World Trade Organization Government Procurement Act (often referred to as GPA 2012, hereafter we use the term WTO GPA 2012)
 - ▶ Bilateral Free Trade Agreements (FTA)
 - ▶ EU (which sometimes referred to as a “super FTA”)
- ▶ WTO GPA 2012 signed by: Armenia, Canada, **Chinese Taipei**, the European Union – whose member states are Austria, Belgium, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, **Hungary**, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, The Netherlands (including Aruba), **Poland**, Portugal, Slovakia, Slovenia, Spain, Sweden and the United Kingdom – Hong Kong, Iceland, **Israel**, Japan, Norway, South Korea, Liechtenstein, **Singapore**, Switzerland, and the United States.
- ▶ https://www.wto.org/english/docs_e/legal_e/rev-gpr-94_01_e.pdf



Improving the transparency and accessibility of GPA market access information

Welcome to the integrated Government Procurement Market Access Information Resource (e-GPA) portal of the WTO.

This portal provides an integrated point of access to the market access information under the Revised Agreement on Government Procurement (GPA 2012), together with related information that the GPA Parties are committed to provide. It offers improved transparency and user-friendly accessibility to the relevant information, and aims to better publicize the market access opportunities available under the Agreement estimated to be worth more than US\$ 1.7 trillion annually. In particular, the site enables you to browse and search the Parties' coverage commitments, and create an output on screen reflecting your results. In appropriate cases, the outputs can be downloaded in a variety of file formats, or printed.

[Browse](#)
[Advanced Search](#)
[Thresholds](#)
[Publication Media](#)
[Modifications](#)
[Generate an Output](#)

Basic principles of the WTO GPA

- ▶ National treatment and non-discrimination: the parties of the agreement guarantee that conditions for procurement covered by the agreement is “not less favorable” for other member country suppliers, goods and services than for domestic ones.
- ▶ **Transparency:** the parties of the agreement guarantee that their government procurement regulations and procedures are transparent.
- ▶ **Agreement only applies to procurement, of goods and services including construction services for governmental purposes or any combination as specified in each Party's Annexes to Appendix I.**
- ▶ The [e-GPA gateway](#) of the WTO provides up-to-date information on coverage

Methods of tendering

- ▶ The WTO GPA provides three methods of tendering: open, selective or limited tendering procedures.
- ▶ **Open tendering:** any interested supplier may submit a tender.
- ▶ **Selective tendering:** only qualified suppliers are invited by the procuring entity to submit a tender. Qualified supplier means a supplier that a procuring entity recognizes as having satisfied the conditions for participation.
- ▶ **Limited tendering:** The procuring entity contacts suppliers individually. However, this method is to be used only when justified and cannot become a means of avoiding competition or discriminating against suppliers.
- ▶ https://www.wto.org/english/tratop_e/gproc_e/insight_01_e.pdf

On average, the vast majority (85%) of all GPA-covered central government contracts have been awarded through competitive tendering, with limited tendering making up only a minority of those contracts (15%).



Competitive tendering



Limited tendering

Bidding procedures

- ▶ The procurement notices are to be published in one of the official languages of the WTO, English, French or Spanish.
- ▶ The notice should include the objective of the contract, deadline for submitting bids, and contact information of the entities from where the necessary documentation can be accessed.
- ▶ The documentation for suppliers shall include all relevant information that they will need to submit a competitive application.
- ▶ The procuring entities should publish award notices within 72 days after the award decision of each bidding procedure (open or selected), the bidding period should be at least 40 days from the date of invitation to submit a bidding application.
- ▶ The limited bidding procedures in which the procuring entity invites suppliers individually shall not be used to discriminate foreign suppliers and hinder their participation in domestic procurements.
- ▶ Procuring entities should not impose any offsets in the selection procedure that discriminate foreign suppliers.

Green PP under the WTO GPA

- ▶ Green Public Procurement GPP or Sustainable Public Procurement SPP are one of the most important measures to **promote green consumption**.
- ▶ **Government agencies can play a significant and exemplary role in procuring green, environmentally appropriate products and through this supporting green production and circularity in the economy.**
- ▶ **Sustainability standards behind green labelling systems provides information for public buyers of what sustainability means in that particular product.**

Why to trade in Taiwan? Taiwan in glance

| | |
|---------------------------------------|--|
| Official name | Republic of China (Taiwan) ROC |
| Located | In the West Pacific between Japan and the Philippines. Its jurisdiction includes the archipelagos of Penghu, Kinmen and Matsu and a few other islets. |
| Region | East Asia & Pacific |
| Surface including islands | 36,197 square km |
| Government | Multiparty democracy |
| Capital | <u>Taipei</u> City |
| Special municipalities | Taipei, New Taipei, Taoyuan, Taichung, Tainan, Ka |
| National currency | New Taiwan dollar - NT& or TWD ¹¹ |
| Population, 2021 | 23.5 M |
| Population growth - evg. /year | -0.2 % |
| Life expectancy | 80.5 years |
| Urban population | 61.1 % |
| Ethnicity | >95% Han Chinese (including <u>Holo</u> , Hakka and other groups originating from China), 2% indigenous Malayo-Polynesian peoples, 2% new immigrants, prima |
| Languages | Mandarin (Chinese) <u>Holo</u> (Taiwanese) Hakka, Austronesian languages |
| GDP | US\$ 55 856 p.c., PPP |



Sources (as of December 2021): The World Bank, World Development Indicators 2021 | UNDP, Human Development Report 2020.

Taiwan and EU relationship

- ▶ The EU maintains strong relationships with Taiwan.
- ▶ While the EU recognises the **PRC as the sole legal government of China**, the EU and Taiwan maintain **close cooperation** in fields such as trade and economic issues, connectivity, innovation, digital issues, green energy, circular economy, labour issues, and disaster management.
- ▶ One of the most prosperous fields for extending partnership is **green energy, new technologies, digital transformation, and supply chain restructuring**.
- ▶ The collaboration between the EU and Taiwan is supported by 15 Member States offices in Taipei and also by the **European Chamber of Commerce Taiwan (ECCT)** that represents European businesses in Taiwan.
- ▶ The **European Business and Regulatory Cooperation (EBRC)** program that is financed by the EU specifically targets the development of regulatory cooperation and European excellence in Taiwan.

EU and Taiwan cooperation in figures

EU and Taiwan enjoy long-standing economic relations

Avenues of EU-Taiwan relations



15 MEMBER STATES OFFICES IN TAIPEI

Austria, Belgium, Czech Republic,
Denmark, Finland, France,
Germany, Hungary, Italy,
Luxemburg, Netherlands,
Poland, Slovakia, Spain
and Sweden.



In 2019, Taiwan became the EU's
**15TH LARGEST
TRADE PARTNER**
and the 5th largest in Asia after
China, Japan, South Korea and India.
The EU is Taiwan's
**4TH LARGEST
TRADE PARTNER,**
after China, the US and Japan.



The EU is Taiwan's
largest foreign investor
covering more than
30 PERCENT
of total inbound flows.
The EU invests heavily in
the manufacturing sector
(57.3 percent), with the
majority of investments in
electronic parts and
components (56.6 percent).

Taiwan and WTO GPA

- ▶ Chinese Taipei - Separate Customs Territory of Taiwan, Penghu, Kinmen and Matsu is a signatory to the WTO.
- ▶ It is applicable from the 15 July 2009.
- ▶ Under Taiwan's WTO GPA Agreement EU companies compete on equal terms with domestic firms in government procurement tenders issued by the entities covered by the agreement and meet or exceeded the threshold value of these procuring entities.



Coverage commitments of Taiwan

Chinese Taipei - Central Government Entities - Annex 1

- ▶ The WTO GPA covers 32 central government procuring entities with the below threshold values:

| <u>Thresholds</u> | <u>Central Government Entities</u> | |
|------------------------------|------------------------------------|-------------------------------|
| Thresholds for: | SDR | TWD (New Taiwanese Dollar) |
| Goods | 130,000 | 5,470,000 |
| Services | 130,000 | 5,470,000 |
| Construction Services | 5,000,000 | 210,540,000 |

Coverage commitments of Taiwan

Chinese Taipei - Sub-Central Government Entities - Annex 2

- ▶ Sub-central entities covered by the WTO GPA includes:
 - ▶ 1 Taiwan Provincial Government
 - ▶ 2 Taipei City Government
 - ▶ 3 Kaohsiung City Government

| <u>Thresholds</u> | Sub-Central Government Entities | |
|-----------------------|---------------------------------|-------------|
| Thresholds for: | SDR | TWD |
| Goods | 200,000 | 8,420,000 |
| Services | 200,000 | 8,420,000 |
| Construction Services | 5,000,000 | 210,540,000 |

Coverage commitments of Taiwan

Chinese Taipei - Other Entities covered by the WTO-GPA as per Annex 3

Annex 3 includes the list of 62 other government controlled entities that procure goods and services under the agreement includes universities, hospitals, harbour bureaus, utilities and large companies

| <u>Thresholds</u> | <u>Other entities</u> | |
|------------------------------|-----------------------|-------------|
| | SDR | TWD |
| Thresholds for: | | |
| Goods | 400,000 | 16,840,000 |
| Services | 400,000 | 16,840,000 |
| Construction Services | 5,000,000 | 210,540,000 |

Coverage commitments of Taiwan

- ▶ **Chinese Taipei - Goods - Annex 4**

Annex 4 includes the list of total 107 goods that entities detailed above procure under the agreement.

- ▶ **Chinese Taipei - Services - Annex 5 and Construction services- Annex 6**

Annex 5 contains 67 service types that entities detailed above procure under the agreement.

- ▶ **Chinese Taipei - General Notes - Annex 7**

The general notes include specifications on threshold, reciprocal access to service with Parties and goods or service components that are excluded from the WTO GPA agreement.

Taiwan's Government Procurement Act and other relevant legislation

- ▶ In Taiwan the main central government procurement legislation is the **Government Procurement Act** (hereafter referred to as GP Act), that was declared on 27 May 1988 and entered into effect in 1989. Consequent amendments are enacted .
- ▶ <https://www.lexology.com/library/detail.aspx?g=79d50c7b-5874-49b9-821d-3bf1431494f7>
- ▶ <https://law.moj.gov.tw/ENG/LawClass/LawAll.aspx?pcode=A0030057>
- ▶ **The GP Act is consistent to the WTO GPA.**
- ▶ In Taiwan the **Public Construction Commission (PCC) Executive Yuan** an entity under the cabinet oversees all public construction projects. The PPC has prepared several PP model documentations including contract templates as reference for procuring entities.
- ▶ The related regulations can be accessed at the website of PCC:
<https://www.pcc.gov.tw/en/cp.aspx?n=297D9A1F02369BDC>

Some specific rules of GP Act

- ▶ In terms of the GP Act Article 17 for foreign companies originating from a country with which Taiwan has signed a treaty or an agreement, the terms and conditions listed in the treaty, or the agreement will be applicable to their participation in the tender process.
- ▶ On the other hand, for foreign companies not originating from a country with which Taiwan has a treaty or agreement, the procuring entity may state in the tender documentation that the "equality rule" in the GPA will not apply.
- ▶ As per the GP Act SMEs should reach a minimum share in PP.
- ▶ Joint procurement bidding is possible under the GP Act (Article 25) however, given that it does not restrain competition without due cause.
- ▶ During the tender awarding procedure after submitting the tender documentation the membership of the consortium cannot be changed. Once the contract is awarded as per Regulations for Joint Tendering a member can be changed in case of any serious occurrence that prevents the supplier to fulfil its contractual obligation e.g. insolvency

Publishing contract notices/calls for bids

- ▶ Taiwan-wide calls for bids are published on the website for the Government E-Procurement System that can be accessed at: <http://web.pcc.gov.tw/tps/pss/tender.do?method=goNews>
- ▶ On the e-procurement site Summary Tender Notices and Prior Information Notices are published.
- ▶ The site also contains e-Learning materials with informative videos in English language that explains interested parties the use of the site and the steps of tendering.

The screenshot shows the 'Government e-Procurement System' search page. At the top, there are navigation links: 'Search for Procurement', 'GPA Statistics', 'Laws and Regulations', and 'Links'. Below this is a search filter bar with three tabs: 'Index', 'Summary Tender Notice' (which is selected), and 'Prior Information Notice'. The main heading is 'Summary Tender Notice'. Below the heading, there is a search instruction: 'You can input the name of "Procuring Entity" for its procurement. You can select "Type of Procurement" (e.g. Open Tendering) for quick search. Date of Publication period is less than 90 days.' The search form includes several fields: '@Procuring Entity' and '@Subject of Procurement' (text input fields); 'Entity Code' and 'Job Number' (text input fields); 'Type of Procurement' (a dropdown menu); '* Date of Publication' (two date pickers for 'From' and 'To', both set to 2022/07/20); 'Date for Opening of Tenders' (two date pickers for 'From' and 'To', both set to yyyy/MM/dd); 'Time-limit for Receipt of Tenders' (two date pickers for 'From' and 'To', both set to yyyy/MM/dd); 'Attribute of Procurement' (radio buttons for 'Construction', 'Property', and 'Service'); and 'Procurement Covered by Treaties or Agreements' (checkboxes for 'GPA-covered case', 'ANZTEC-covered case', and 'ASTEP-covered case').

Contract award

- ▶ Four basic principles are applied in awarding of contracts that are specified in each tender documentation (Article 57 of GP Act):
 - ▶ The principle of the lowest tender when a government estimate is set
 - ▶ The principle of the lowest tender when a government estimate is not set
 - ▶ The principle of the most advantageous tender
 - ▶ A mixture of principle of the lowest and the most advantageous tender
- ▶ Dispute resolution mechanism and review procedure exist. The latter is with the Complaint Review Board for Government Procurement (CRBGP) within 40 days.

Thank you for your attention! Any question?



Co-funded
by the COSME programme
of the European Union

<https://www.greenerg-procurement.com/>



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Introduction of the GREENERG-PRO project

Intellectual Property & Public
Procurement for Green Businesses in
Taiwan
26 July 2022

Aim of GREENERG-PRO



- ▶ Our project **‘GREENERG-PRO - Boosting untapped green business development in public procurement in the Middle East and Asia’** addresses the challenge of the call COS-PPOU-2020- 2-03 **‘Supporting European SMEs to participate in public procurement outside the EU’**.
- ▶ Partner clusters implement activities to improve their members (SMEs) access to public procurement opportunities in **Israel, Taiwan, Vietnam and Singapore.**
- ▶ We also aim at **enhancing partner clusters’ capacities** to provide better and more targeted support to members.
- ▶ Our current activities are to **embed the support on public procurement in the target countries within the already existing joint services on internationalisation and access to third markets.**

Our consortium

- ▶ **ARCHENERG CLUSTER** (represented by SOLARTECH DÉLALFÖLDI FEJLESZTŐ ÉS TERMELŐ NONPROFIT KFT.) - HUNGARY

ArchEnerg International Renewable Energy and Building Trade Cluster was established in 2007 with the aim of creating an economic and social model based on **renewable energy sources and energy efficiency** that moves green economy enterprises and society towards a more sustainable future.

- ▶ **IMP-PAN** (INSTYTUT MASZYN PRZEPLYWOWYCH IM ROBERTA SZEWALSKIEGO POLSKIEJ AKADEMII NAUK) - POLAND

The Institute has been founded in 1956. It was destined to conduct fundamental research in the area of principles of operation, design, construction and development of machinery for energy conversion in flows. Presently, the investigations are being carried out in the following fields: **fluid mechanics, multiphase flows, thermodynamics and heat transfer, plasma physics, laser technique, machine mechanics, tribology and diagnostics of power sector machinery**. It operates IMP-PAN green energy cluster.

- ▶ **ECOPANONIA** (KLASTER ZA EKOLOSKU ENERGIJU I EKOLOSKU KULTURU ECOPANONIJA NOVI SAD) - SERBIA

Their mission is to help our members continue to: **upgrade their technological, financial, commercial and other knowledge, familiarize with successful local and foreign business experiences**, apply environmental standards and regulations in their business practice, raise the level of competitiveness of their products /services and business efficiency, effectively promote and successfully place their products and services, develop business capacities and provide sustainability for their business.



Tasks within GREENERG-PRO

- ▶ We are implementing GREENERG-PRO under 32 months (01/07/2021-28/02/2023) through 3 thematic work packages:
 - ▶ WP1: Enhancement of capabilities and knowledge on international procurement markets: M1-M12 ----→ we are in the execution of WP1
 - ▶ WP2: Development of a comprehensive internationalization strategy and implementation roadmap: M10-M20
 - ▶ WP3: Internationalization and business development in international public procurement: M20-M32
 - ▶ We cover the preparatory phase (phase 1) with WP1 and WP2 and will manage the implementation phase (phase 2) with WP2 and WP3.
 - ▶ 2 soft WPs aid the sustainability of the results (WP4: Dissemination and awareness raising) and the smooth execution of the project (WP5: Project management and coordination): M1-M32

Monitoring Scoreboard

| | Contacts and participation | Number of total SMEs that will benefit directly or indirectly from the action | Number of total SMEs benefiting from the project and sustainably after implementation | Target regions |
|-------------------|--|--|---|---|
| ACTIVITIES | <p>Number of business support organisations, clusters and other types of organisations from different EU and COSME participating countries having benefited from the support activities offered throughout the project (at least 6 cluster organisations)</p> <p>Number of countries involved (7 countries)</p> <p>Number of partnership agreements resulting from the project (at least 10)</p> | <p>Number of SMEs reached by the project activities (at least 350)</p> <p>Number of SMEs having directly or indirectly benefited from the action and resulting in cooperation projects (at least 450 SMEs)</p> | <p>Number of SMEs benefited from the service on alerts and automatic digest/newsletter (at least 450 SMEs)</p> <p>Number of SMEs reached in the scope of the internationalisation strategy and implementation roadmap (at least 450 SMEs)</p> | <p>Middle East</p> <p>Israel</p> |
| | <p>Turnover increase (in the percentage) generated by the international bids won and new jobs created by the SMEs that directly or indirectly benefited from the project.</p> | <p>Number of offers submitted under international (outside the EU) public procurement procedures during the project.</p> | <p>Number of internationalization advisory/ counselling in the field of public procurement delivered</p> | <p>Asia</p> <p>Taiwan</p> <p>Vietnam</p> <p>Singapore</p> |
| IMPACT | <p>5-10%</p> <p>In a timeframe of 3 years¹</p> | <p>At least 7</p> | <p>At least 50</p> | |

Internationalisation strategies within GREENERG-PRO I.



- ▶ Partner clusters already have an internationalisation strategy within, ‘Clusters Go International - Strand 2 Internationalisation in Renewable Energy and Environmental Technologies towards the Middle East and ASEAN’, and ‘Cluster Excellence Programme - Clusters Excellence project in Central and Eastern European cluster organisations’.
- ▶ The lead applicant and coordinator of GREENERG-PRO is also a member of European Strategic Cluster Partnerships for Smart Specialisation Investments (ESCP-S3), and European Strategic Cluster Partnerships for Excellence (ESCP-4x).
- ▶ Partner clusters have also jointly undertaken needs analysis to identify and verify needs of SMEs in the field of internationalization and access to third markets.



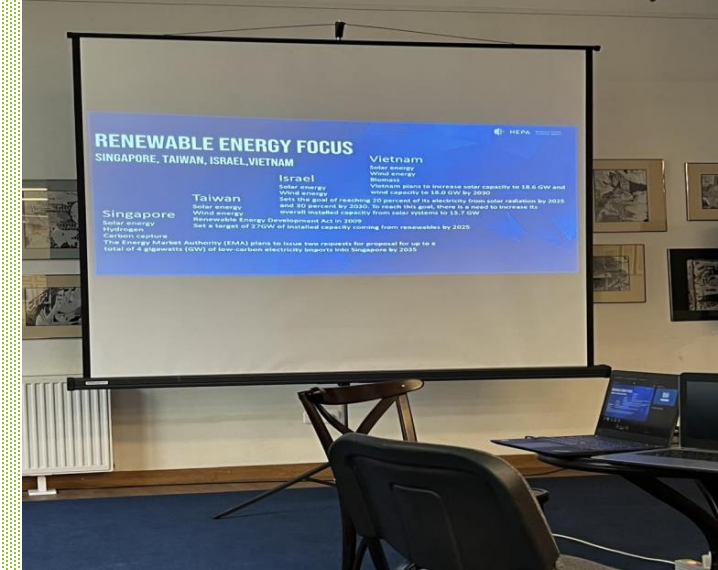
Capacity Building Activities



- ▶ The partner clusters met on the 18th and 19th of November 2021 for a training on public procurement with a specific focus on the target countries. The training activity took place in Budapest.
- ▶ The key thematic points of the training were: – WTO GPA coverage – Terms and principles in public procurement – Notices – EU Directives – Overall procurement procedures and techniques – Sectoral procurement procedures – Techniques and instruments (framework agreements, dynamic purchasing system, electronic tender, electronic catalogue) – specific procedures and principles: in Israel, Taiwan, Singapore and Vietnam
- ▶ Renewable energy focus (solar energy, hydrogen, carbon capture, biomass) in public procurement in the target countries

Conclusions of Survey 1 (organisations: chamber of commerces, universities, development agencies...)

- ▶ The level of feedback from the partner clusters' organization was low in general. 26 organisations (around 25%) of the total organisations (105) to which the survey was addressed replied.
- ▶ The organisations do not have any activities relating to Asia and Far East.
- ▶ Some of them (57%) do event organization (seminars, webinars, conferences ...) in the field of public procurement and the same number do some partners' search (57%). No one of them has any International market study.
- ▶ 71,4% of surveyed organisations are not developing new services to respond to the demands of their customers in the field of public procurement in markets outside the EU.



Conclusions of Survey 2 (Cluster members: mostly SMEs)

- ▶ The level of feedback from the partner clusters' members was low. The partner clusters sent the survey to 172 companies, with 44 replies (around 25%).
- ▶ They don't have international business strategies linked to international public procurement.
- ▶ They need internationalization strategies and access to third markets and matchmaking opportunities.
- ▶ The companies approach the international markets through cluster business support: and by attending international fairs and trade shows.
- ▶ The companies haven't participated in any networking activities.
- ▶ Their interest: eco and bio-energy, renewable energy, environmental technologies

GENERAL CONCLUSION:

- ▶ Both, organizations and SMEs need international business strategies, training, networking and partners to enter new markets at Far East and Asia.

Roadmap - completed activities



- ▶ **1. Survey about operations and needs for public procurement for organizations and members of clusters**
 - ▶ Goal: Collecting data for Internationalization strategy, new services. -> ready
- ▶ **2. Design and implementation of website for the project GreenergPro and procurement internationalization services with link to the clusters website**
 - ▶ Goal: Networking of projects activities and internacionalization of public procurement services. -> first version is available: www.greenerg-procurement.com
- ▶ **3. Organising mission to selected countries: Israel, Singapore, Vietnam and Taiwan.**
 - ▶ Goals: Collecting data about public procurement rules
 - ▶ Creating connections with institutions that deal with public markets of Israel, Singapore, Vietnam and Taiwan.
- ▶ **4. Making list of contacts**
 - ▶ Goal: Updating existing market studies with designing of framework and roadmap for future activities. (Initial list is ready, further elaboration till the end of the project). Elaborating profiles of cluster members with interest to the third markets->preparation for B2B matchmaking

Roadmap - 2022 summer-autumn

- ▶ **5. Webinar for cluster members and other organisations.**
- ▶ Goal: Information sharing about PP/IPR/internationalization activities (July- August 2022)
- ▶ **6. Starting e-newsletter/tender alerts with information about public procurement possibilities**
- ▶ Goal: Sharing information about actual public procurement possibilities in target countries (July - August 2022)
- ▶ **7. Training: Presenting updated market strategies for target countries, presenting internationalisation services that are available to cluster members and other organisations.**
- ▶ Goal: Information sharing about internationalization activities (September - October 2022)
- ▶ **8. International workshop in Warsaw**
- ▶ Goal: Creating joint internationalization strategy (September 2022)
- ▶ **9. International workshop in Novi Sad**
- ▶ Goal: Finalization of joint internationalization strategy (October 2022)

Thank you for your attention! Any question?



Co-funded
by the COSME programme
of the European Union

<https://www.greenerg-procurement.com/>



Coordinator contact:
patricia.merei@fruto.eu
Skype: merei.patricia
Phone: +36202563300





Doing business in Taiwan: Intellectual Property Rights and Public Procurement for green businesses

26 July 2022
10:00 CEST
ONLINE



First outcomes of Cluster's internationalisation strategy (per country/per sector) / Cluster EcoPanonia

MsC. Mihalj Caki, cluster manager
Dr Mirjana Kranjac, cluster manager assistant

ECOPANONIA – NOVI SAD



ECOPANONIA
Novi Sad

Klaster za ekološku energiju i ekološku kulturu

SERBIA - Vojvodina CLUSTER for ECO ENERGY & ECO CULTURE

www.ecopanonia.com

Status, **mission** and vision



ECOPANONIA
Novi Sad

Klaster za ekološku energiju i ekološku kulturu

Mission

- Innovation
- Implementing of *eco standards*
- Increasing of competitiveness
- Developing *capacity and efficiency*

Status, mission and **vision**



ECOPANONIA
Novi Sad

Klaster za ekološku energiju i ekološku kulturu

Vision

- Optimization in using RES
- Environmental protection
- Competitiveness of the economy
- Quality of life for citizens in Vojvodina / Serbia

Strategic objectives



ECOPANONIA
Novi Sad

Klaster za ekološku energiju i ekološku kulturu

- **Education** (resources, effects, technologies)
- **Presentation** of work of good companies
- **Fundraising** financial assets
- **Consulting** practical problems

EU funded projects



ECOPANONIA
Novi Sad

Klaster za ekološku energiju i ekološku kulturu

COSME program:

- Cosmenerg
- Cosmenerg 4i
- GreenergPro



Our members and their areas of activity



ECOPANONIA
Novi Sad

Klaster za ekološku energiju i ekološku kulturu

- **36** members (Companies, Faculties, Institutions)

Areas of activity

- **Production**

- Electricity and heating, energy plants, solar panels, geothermal energy and hydropower implementation projects, biomass-, pellets-, briquettes-
.. .production

- **Education**

- Faculties, Institutes, Schools

- **Institutions**

- Regional Department of Energy, Biomass Associations, Institute for RES, Innovative solutions and research developing Center, Regional Developing Center for SME-s...

Some members of the Cluster:



MVM OVIT - Biomass fired hot water boiler for district heating
Budapest, Hungary



University of Novi Sad, Faculty of
Technical Sciences, Department of
Environmental Engineering
Novi Sad, Serbia



Renewable Energy Exhibition and
Conference Organizer
Novi Sad, Serbia



KONING - Applying energy efficient regulations
and renewable energy sources in projecting
Novi Sad, Serbia

Some members of the Cluster:



Heating, air-conditioning and ventilation, plumbing, gas installations and use of up-to-date solar systems and the utilization of sustainable energy
Novi Sad, Serbia



FIRST HUNGARIAN BIOGAS LTD.
Implementation and development of biogas production projects
Budapest, Hungary



ALMA MONS - Regional Agency for the Development of Small and Medium Enterprises
Novi Sad, Serbia



EU-FIRE LTD. - Implementation and development of geothermal energy projects
Budapest, Hungary

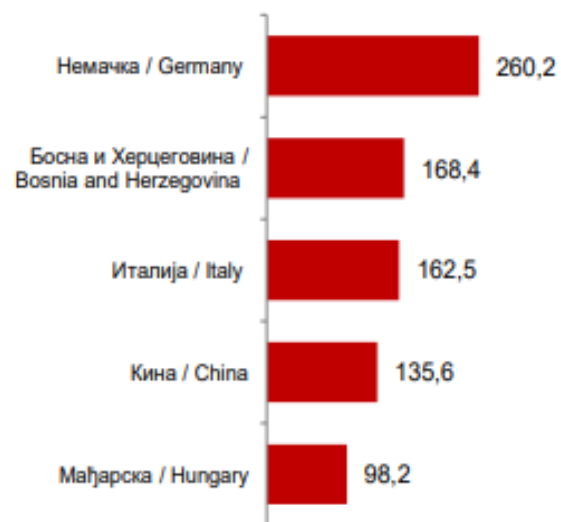
Basic facts for Serbia

- The total foreign trade of Serbia for the period January-December 2021 was:
59360,5 million dollars - an increase of 29,8 % compared to the same period last year;
 - ✓ Exports of goods: 25563,5 million (+31.1%)
 - ✓ Imports of goods: 33797,0 million (+28.8%)
- **The coverage of imports by exports is 75.6%**

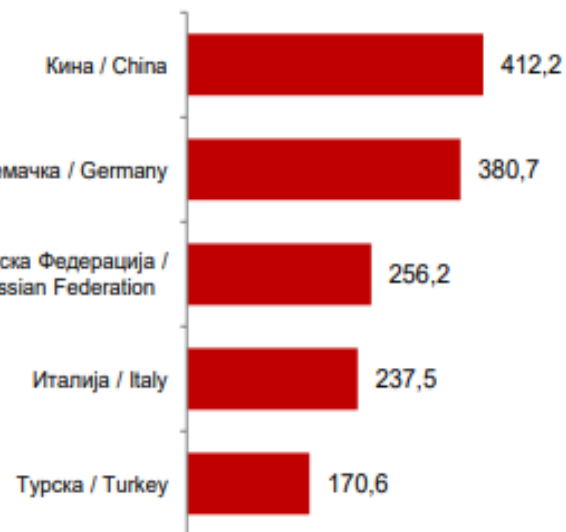


Countries, the most important partners, in mill. USD

ИЗВОЗ/EXPORTS



УВОЗ/IMPORTS



The countries where Serbia exports

- EU member states account for 61.4% of total trade.
- Serbian second most important partner are the CEFTA countries, which is the result mainly of exports: agricultural products (cereals and products thereof), electrical machinery and apparatus, oil and petroleum products, road vehicles and beverages.

Structure of export

| Export | mill. USD | mill. EUR | Import | mill. USD | mill. EUR |
|-----------------------------------|-----------|-----------|-------------------------------------|-----------|-----------|
| | | | | | |
| Electrical machines and apparatus | 3074.5 | 2596.5 | Electrical machines and apparatus | 2435.1 | 2059.2 |
| Vegetables and fruits | 1273.6 | 1078.8 | Petroleum, petroleum products | 1977.4 | 1677.6 |
| Iron and steel | 1226.9 | 1040.0 | Road vehicles | 1571.4 | 1327.9 |
| Metal ores and scrap | 1159.6 | 989.1 | Medical and pharmaceutical products | 1506.1 | 1273.7 |
| Cereals and cereal products | 1140.3 | 961.7 | Industrial machines for general use | 1428.8 | 1207.4 |
| | | | | | |

Conclusions of Surveys 1 (organisations and SMEs)

Both, organizations and SMEs need:

- international business strategies,
- training,
- networking partners to enter new markets at Far East and Asia.

Roadmap of activities 2022.

- **1.Survey about operations and needs for public procurement for organizations and members of clusters**

Goal: Collecting data for Internationalization strategy, new services.

- **2.Design and implementation of website for the project GreenergPro and procurement internationalization services with link to the Ecopanonia cluster website**

Goal: Networking of projects activities and internacionalization of public procurement services.

- **3. Mission to selected countries: Israel, Singapore, Vietnam and Taiwan.**

Goals:

- Collecting data about public procurement rules
- Creating connections with institutions that deal with public prmarkets of Israel, Singapore, Vietnam and Taiwan.
- **4.Making list of contacts**

Goal: Updating existing market studies with designing of framework and roadmap for future activities.

- **5.Webinar for cluster members and other organisations.**

Goal:

- Information sharing about internacionalization activities.

Roadmap of activities 2022.

- **6. Training: Presenting updated market strategies for target countries, presenting internationalisation services that are available to cluster members and other organisations.**

Goal:

- Information sharing about internationalization activities
- **7. Starting e newsletter with information about public procurement possibilities**

Goal: Sharing information about actual public procurement possibilities in target countries

- **8. International workshop in Warsaw**

Goal: Creating joint internationalization strategy

- **9. International workshop in Novi Sad**

Goal: Finalization of joint internationalization strategy

Roadmap of activities 2023.

- **1. Webinar for cluster members and other organisations.**

Goal:

- Information sharing about internationalization activities
- **2. Set up a pilot support department for technical assistance in the process of bidding (online advisory services).**

Goal: Assistance in bidding process.

- **3. Creation of a guideline about public procurement in target countries.**

Goal: Assistance for cluster members and other organisations.

- **4. Webinar for cluster members and other organisations.**

Goal:

- Information sharing about internationalization activities
- **5. Creation of catalog of best practices**

Goal:

- Information sharing about best internationalization bidding activities

Thank you!

- mirjana.kranjac@hotmail.com

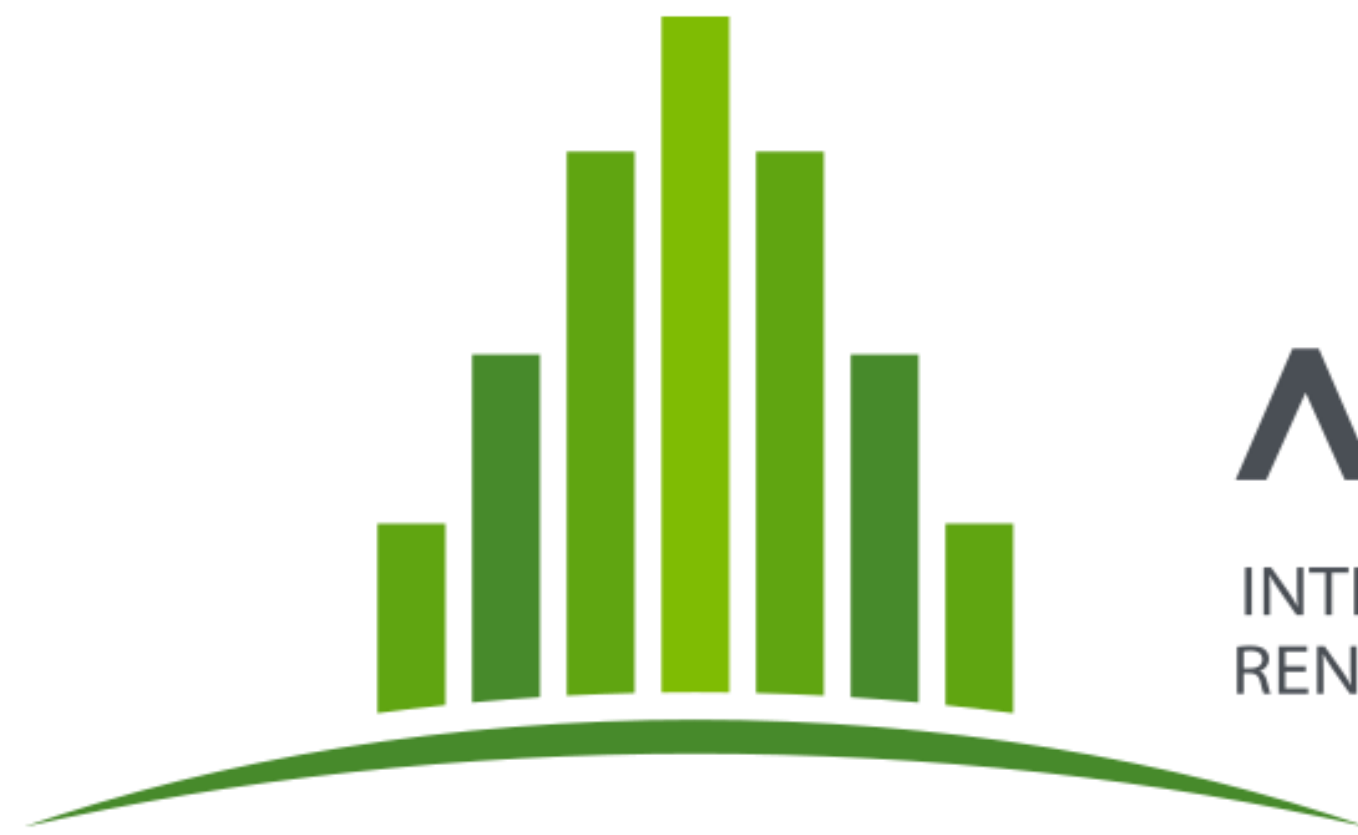




ARCHEENERG

INTERNATIONAL INNOVATIVE CLUSTER FOR
RENEWABLE ENERGY AND BUILDING TRADE

Archenerg Cluster
Ágnes Gonda



ARCHENERG

INTERNATIONAL INNOVATIVE CLUSTER FOR
RENEWABLE ENERGY AND BUILDING TRADE

OUR COMPANY

Archenerg Cluster facilitates the development of a smart energy region to increase impact and create economic value.

MISSION

- Boost innovation in renewable energy and building sector to meet economic challenges and encourage sustainable development
- Promote competitiveness, cooperative businesses and international development in the sector.



Set up in 2007
Private organisation
Renewable energy and building sector

Location:
Hungary
Szeged
Budapest
International Centre:

Montreal
(Canada)
Novi Sad (Serbia)
Cluj (Romania)

Labels:



Members of the Archenerg Cluster

Members of Archenerg Cluster: 89 members

Services provided by members:

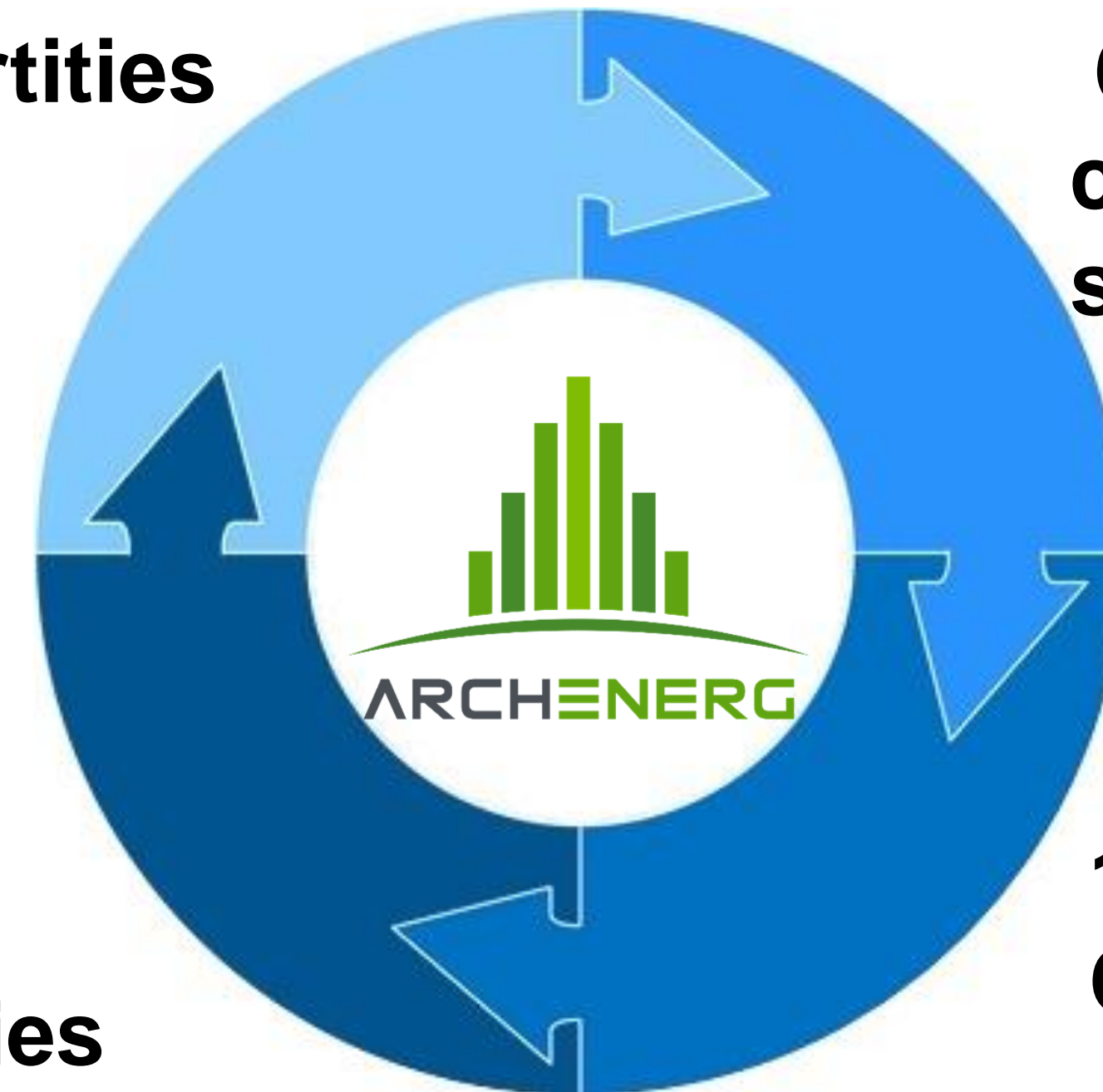
- ❖ Solar energy utilization
- ❖ Geothermal energy utilization
- ❖ Biomass utilization
- ❖ Building industry
- ❖ Waste to energy sector
- ❖ Other Industry sector

4 Univerities

63 Small
companies/
start-ups

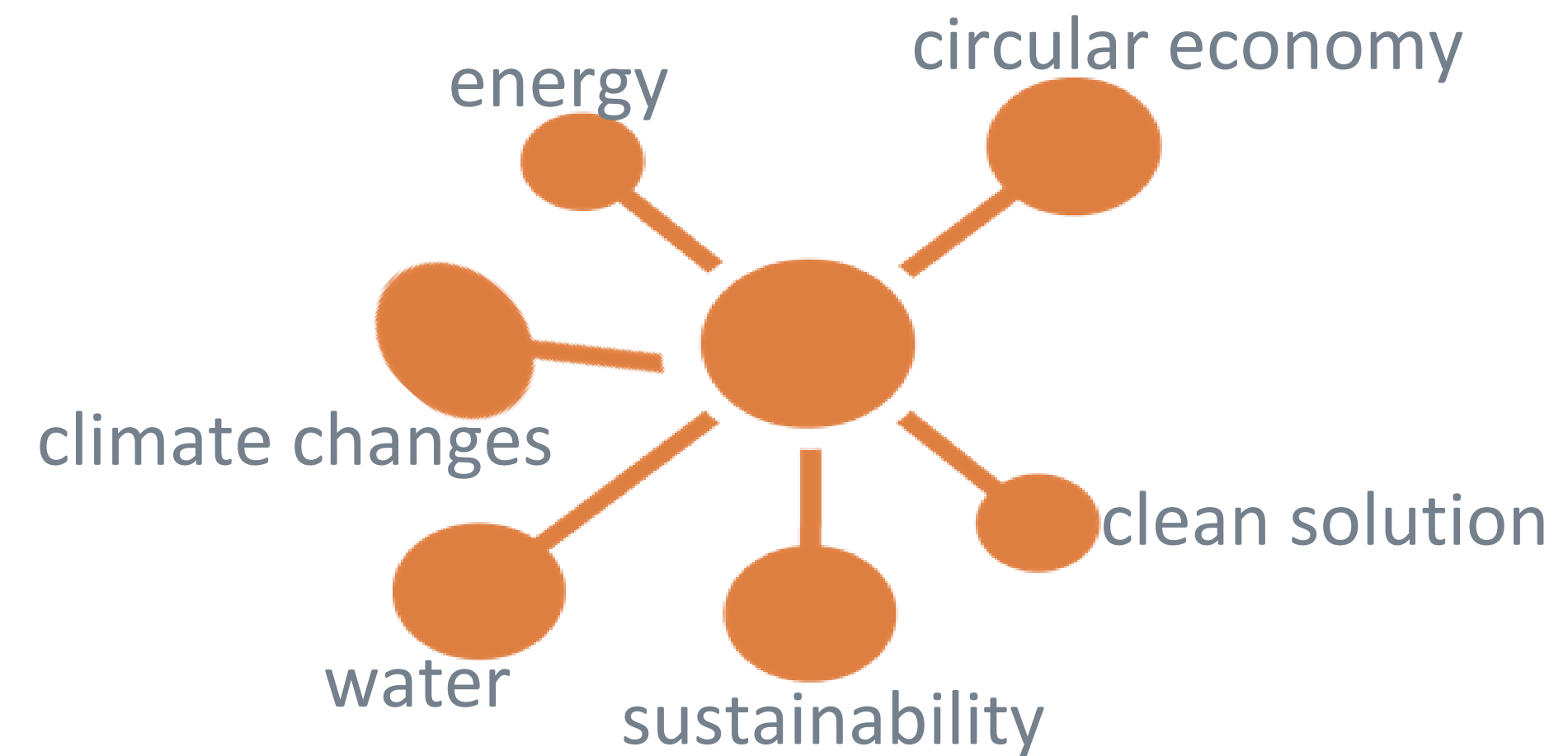
7 Large
Companies

11 Medium
Companies





Focus Areas:



- Archenerg is part of:
- European Strategic Cluster Partnership (COSMENERG-4i)
- European Strategic Cluster Partnership for Smart Specialisation Investments.

- 40 projects approved
- 31 projects with knowledge & research institutes or universities (55%)
- 149 different entities engaged – of which more than 100 companies
- 400 partnership agreements



Services by Archenerg Cluster

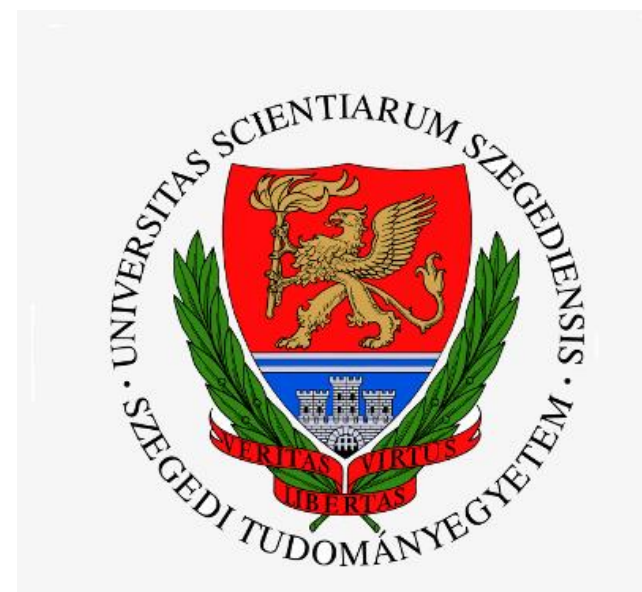
Always measure our member needs

- Access to finance: Public funding
- Tender alert and proposal writing
- Giving chance to expand their business

Objective:

- Promote networking between partners, to share their expertise
- Generate R&D&I Projects
- Help SMEs to thrive their business
- Boost the competitiveness and innovation

Archenerg ecosystem



Business Support on Your Doorstep



HEPA

Magyar Exportfejlesztési
Ügynökség



Internationalisation strategy

- ArchEnerg (coordinator) is operating in Del-Alfold region (Southern Great Plain), Hungary. ArchEnerg Cluster is situated in **Csongrád County, it is a so called Knowledge Region**. <http://s3platform.jrc.ec.europa.eu/regions/HU33/tags/HU33>
- The National Smart Specialisation Strategy has been adopted in November 2014. <http://nkfi.gov.hu/policy-and-strategy/national-strategies/s3>

About the vision and objectives:

- The knowledge regions of Hungary are becoming dominant players of the macro-region and Europe in the specialization directions in the selected areas. They gain a competitive advantage through the strengthening of the knowledge centres and the involvement of the business sector, which raise the knowledge and the products produced in selected specialization directions to the international level.

The strategy of ArchEnerg Cluster is linked to the following priorities established at national level:

- Clean and renewable energies
- Sustainable environment
- Agricultural innovation

To link the cluster strategy to the regional smart specializations strategy of the SouthGreat Plain Region further reconciliation of the priorities are under way with the South-Great Plain Regional Innovation Agency



Internationalisation strategy

ArchEnerg has established an extensive network with other clusters and business.

In the last 5 years: **50 collaboration agreements with partners, various stakeholders, out of 16 intermediaries at international level.** It has signed collaboration agreements or memorandum of understanding for various thematic areas. which 11 considered to be strategic as regards international collaboration, e.g. Romanian Sustainable Energy Cluster (ROSENC), NEU e.V, Green Energy Innovative Biomass Cluster, Ecopanonia, Chemie Cluster Bayern, BioFuelNet Canada, LT Cluster, Vojvodina Metal Cluster, Transylvania T&F Cluster etc. – for joint international project generation, know-how transfer and exchange, R&D&I as regards renewable energy, energy efficiency, environment friendly – eco production lines, development of SMEs

Focused countries: Vietnam, Singapore, Taiwan, Israel, India, Canada

The implementation of our ASEAN joint internationalisation service package started in 2017.

This advisory service package includes the following steps:

- Identification of internationalisation needs of the SME and assessment its readiness level for internationalisation,
- Proposing business development strategy, which can include the following activities proposed, but not exclusively:
 - o Acquiring the necessary knowledge and capacity development at the SME for being ready for internationalisation, webinars/trainings: on business development, IPR, public procurement, tender alert
 - o Business process development plan related to the internationalisation objective including establishment of network of organisations, partners, forums, fairs networking events,
 - o Human and financial resource planning for the internationalisation plan – Assisting the implementation of the SME internationalisation plan, advising on any adjustments if necessary – Monitoring of development, results and achievements (towards monitoring scoreboard)
- Matchmaking: on the spot and online brokerage events
- B2B missions: from the first half of 2023 in GREENERG-PRO
- Facilitating international R&D&I, tendering : financed by membership fees and SMARTENERGY, IC BUILD, GREENERG- PRO projects



Thank You for Your Attention!

www.archenerg.eu
info@archenerg.eu



Follow us!



Cluster presentation

Ecosystem

- We are a network of actors from bio-, eco- and renewable energy and (emerging) environmental technologies
- Number of members: 130
- Number of SMEs/Startups: 80
- We are one of the initiators and leaders of Smart Specialisation Strategy in our region
- BEEC has implemented 4 projects on national and international level (COSME) and facilitated a number of innovation projects of our members in renewable technologies and circular economy (i.a. HORIZON 2020, INTERREG, ESF)

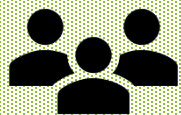


Why do we want to internationalise?

What are we looking for when we internationalise?

▪ Network

► *access to new cooperation partners and customers, exchange of good practices*



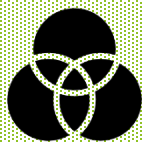
▪ Receiving further information

► *on energy sector developments across Europe and outside EU, funding opportunities*



▪ Enhancing our cluster visibility

► *reaching broader audience*



▪ Other

► *liasion with political stakeholders, support sustainable energy development globally, strengthening cooperation of SMEs with R&D&I organisations internationally*

