

D.4.1.3

Matchmaking Event
starting off the
operation of the newly
launched network

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1. Executive Summary

On 7th of May 2020 the KETGATE consortium with support of Enterprise Europe Network partners organized a virtual brokerage event for Central European SMEs and RTOs as well as other stakeholders. With the event, KETGATE network was officially launched. The aim of the event was to connect SMEs with RTOs in order to provide KET technical services. This 1-day event registered 318 participants. Most of the participants were from Hungary, Italy, Poland, Croatia and Austria. The event was very international, which is shown by participants' registrations from 23 countries from CE and abroad.

We received positive feedback from participants after the event. 78% participants evaluated the meetings as potentially resulting in cooperation, while in 6% the cooperation is already agreed. For KETGATE the event has two important goals - acquiring service requests from SMEs and widening the network with new RTOs and KETGATE points.

In the future we plan to have also matchmaking event that will have registration fees and enable financing of the event organization as well as KETGATE network itself.

2. Introduction

The D.T4.1.3 Matchmaking Event was organized on the occasion of the official launch of the KETGATE Network, open for SMEs & RTOs across Central Europe to start technical cooperation. This was the second matchmaking event organised during the project after the one in January 2019 in Venice (D.T3.2.3). The aim of the matchmaking event was to establish new SME-RTO connections through service requests, prove the operational success of the network and relaunch of the KETGATE network after the pilot phase, offering access for SMEs to KET technical services. The event also contributed in widening the network by acquiring co-organizers of event, potential new members of the network. The aim of the event was to have 120 participants.

3. Brokerage event: boosting technology transfer in Central Europe

3.1. Organization of the event

The Brokerage event was organized by Jožef Stefan Institute and Steinbeis Europa Zentrum with help of other KETGATE project partners as well as Enterprise Europe Network (EEN) organizations from Central Europe. In February 2020 the platform for registration to the event was published:

<https://ketgate-central-europe-brokerage-event.b2match.io/>

It was decided to use the tool B2Match for the event, because of the positive experience during our previous brokerage event in Venice.

Initially, it was planned that the event will take place in Budapest, Hungary as part of fair "Mach Tech - Industry Days 2020" on 7th of May 2020. We wanted to combine the event with some industrial fair in order to attract relevant SMEs that invest in R&D. The fair in Budapest was suggested by Bay Zoltan Institute and voted by project partners. Bay Zoltan Institute strongly supported the initial organization of physical event. Due to COVID-19 pandemic situation the KETGATE consortium decided in March 2020 to make the event virtual as this has also been recommended by Joint Secretariat.



We reviewed the possible tools for virtual meetings and we decided to use the platform of B2Match, since this tool offers also virtual meetings directly on the platform and participants already registered there.

In the period of March - May 2020 the event was organized and intensively promoted. All project partners contacted EEN organizations from Central Europe countries and invited them to be co-organizers of the event. We gained the support of 30 Central European EEN Local Contact Points from 8 countries (Table 1) who helped us organize and promote the event. We promoted the event also among EEN Sectors group, which were relevant for the event. We received good support from co-organizers since they successfully promoted the event and supported the registration and participation process. We believe this shows a good synergy between KETGATE and EEN. EEN co-organizers are also potential new members of KETGATE network.

Table 1. List of EEN coorganizers

AUSTRIA
Business Upper Austria
Steirische Wirtschaftsförderungsgesellschaft
Österreichische Forschungsförderungsgesellschaft mbH
GERMANY
AGIL GmbH Leipzig
Berlin Partner für Wirtschaft & Technologie GmbH
EIC Trier GmbH
Saarland.innovation&standort e. V.
HUNGARY
Hungarian Export Promotion Agency
Chamber of Commerce and Industry Csongrád County
Chamber of Commerce and Industry for Győr-Moson-Sopron County
Chamber of Commerce and Industry of Fejér County
Chamber of Commerce and Industry of Hajdú-Bihar County
Chamber of Commerce and Industry of Pécs-Baranya
ITALY
Agenzia di Sviluppo
Area Science Park
Consorzio Arca
ART-ER S. cons. p. a.
ENEA Direzione Innovazione e Sviluppo
Federazione delle associazioni scientifiche e tecniche
La Camera di commercio della Basilicata
Ricerca Innovazione e Trasferimento
Unioncamere Calabria
Unioncamere Piemonte
NORTH MACEDONIA
Foundation for Management and Industrial Research
POLAND
Dolnośląska Agencja Rozwoju
Fundusz Górnośląski SA
Polska Agencja Rozwoju Przedsiębiorczości
SLOVAKIA



Centrum vedecko-technických informácií SR
Regional Advisory and Information Centre Presov
SLOVENIA
Univerza na Primorskem

The project partners created a Task force group for the organization of the Brokerage event (D.T4.1.3), KickOff conference (D.C.4.1) and Press conference (D.C.2.3), since all these were organized on the same day. Members of the Task force group were SEZ, GAPR and JSI. Between March and May 2020 we had regular (altogether 6) teleconferences for organization of the events.

The frontpage of the event can be seen on Figure 1. On the front page we included basic information about the event and relevant important notice. We provided information about KickOff conference (D.C.4.1) and Press conference (D.C.2.3) under page Webinar&Press conference. In next page we presented who should attend the event and how to arrange virtual 1:1 meetings.

The agenda can be seen on Figure 2. We decided for 9 meetings sessions with breaks. 30 minutes is according to our experience suitable time to discuss the cooperation possibilities.

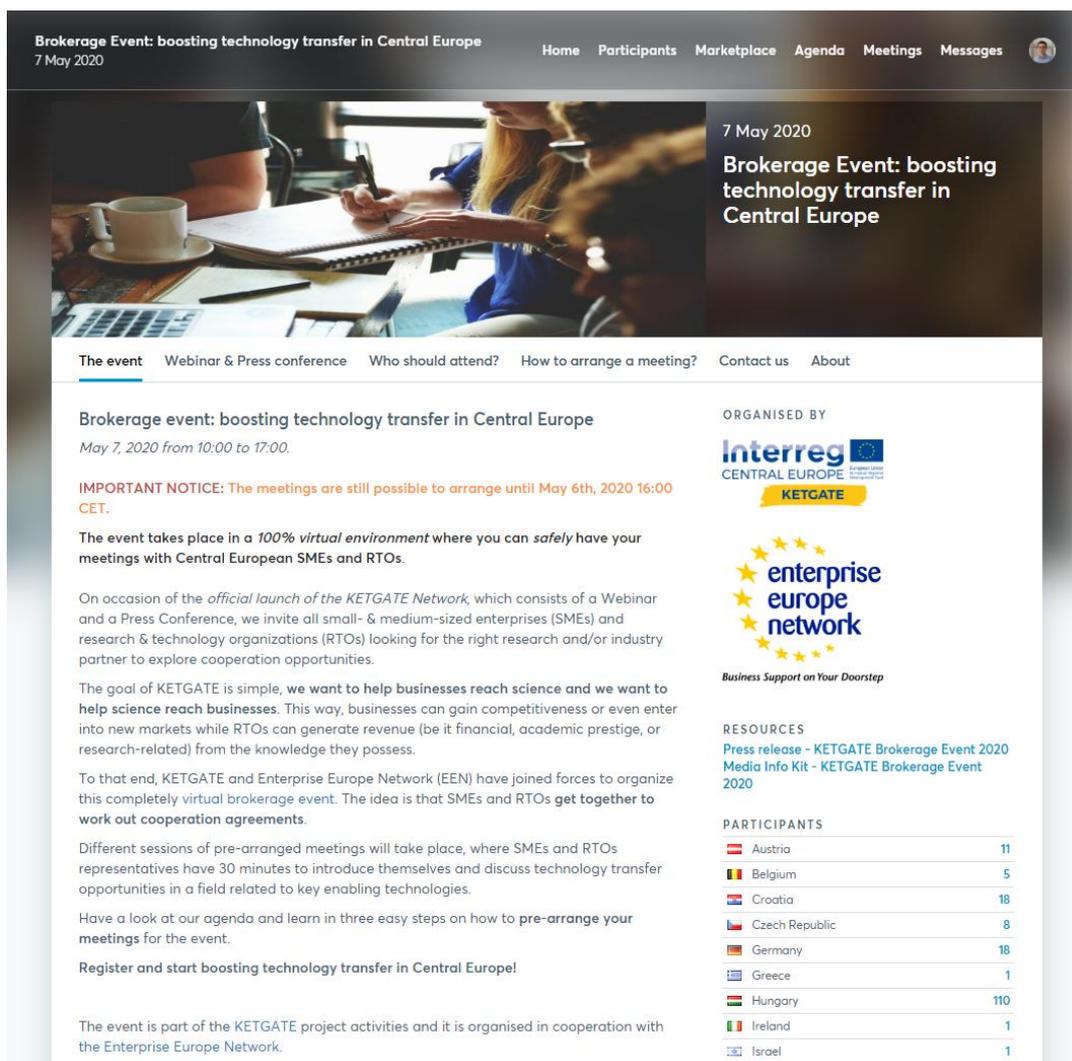


Figure 1. KETGATE brokerage event platform



Agenda

Thursday
7 May 2020

10:00 – 10:45	<p>Official launch of the KETGATE Network</p> <p>Join this webinar to learn more about the KETGATE Network and how it supports transnational cooperation between industry and academia in Central Europe!</p> <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Dr. Jennifer Bilbao, Steinbeis-Europa-Zentrum</i> • <i>Matija Klinton, LED LUKS d.o.o.</i> • <i>Dr. Patrizia Melpignano, OR-EL d.o.o.</i> <p>Click here to have an insight on this webinar and to register.</p>	
10:45 – 11:15	<p>Press Conference</p> <p>Invited journalists as well as all registered participants to the webinar can assist to the press conference and ask questions themselves.</p> <p>The press conference will take place in the same virtual room as the official launch of the KETGATE Network.</p>	
11:00 – 11:30	<p>B2R Meetings - Morning session</p> <p>1:1 Meetings</p>	Matchmaking
11:30 – 12:00	<p>B2R Meetings - Morning session</p> <p>1:1 Meetings</p>	Matchmaking
12:00 – 12:30	<p>B2R Meetings - Morning session</p> <p>1:1 Meetings</p>	Matchmaking
12:30 – 13:30	<p>Break #1</p>	
13:30 – 14:00	<p>B2R Meetings - Afternoon session</p> <p>1:1 Meetings</p>	Matchmaking
14:00 – 14:30	<p>B2R Meetings - Afternoon session</p> <p>1:1 Meetings</p>	Matchmaking
14:30 – 15:00	<p>B2R Meetings - Afternoon session</p> <p>1:1 Meetings</p>	Matchmaking
15:00 – 15:30	<p>Break #2</p>	
15:30 – 16:00	<p>B2R Meetings - Afternoon session</p> <p>1:1 Meetings</p>	Matchmaking
16:00 – 16:30	<p>B2R Meetings - Afternoon session</p> <p>1:1 Meetings</p>	Matchmaking
16:30 – 17:00	<p>B2R Meetings - Afternoon session</p> <p>1:1 Meetings</p>	Matchmaking

Figure 2. Agenda of the brokerage event



The participants that registered on the platform were invited to post their cooperation opportunities on the “Marketplace” page from B2Match and request meetings with other participants. Several such invitations were sent 2 weeks before the event using the B2Match platform. The interface of Marketplace can be seen of Figure 3. One day before the event the meetings arranged by participants, we also scheduled them with the help of Scheduler on the platform. Figure 4 shows the interface for the virtual meetings. Beside 1:1 meetings it was also possible to invite another participant and create trilateral meetings. In addition to the meetings, the participants were also able to chat on b2r platform and arrange meetings on other dates or exchange other information.

Project partners also participated at the event to contact SMEs and acquire “Service Requests” for the KETGATE platform.

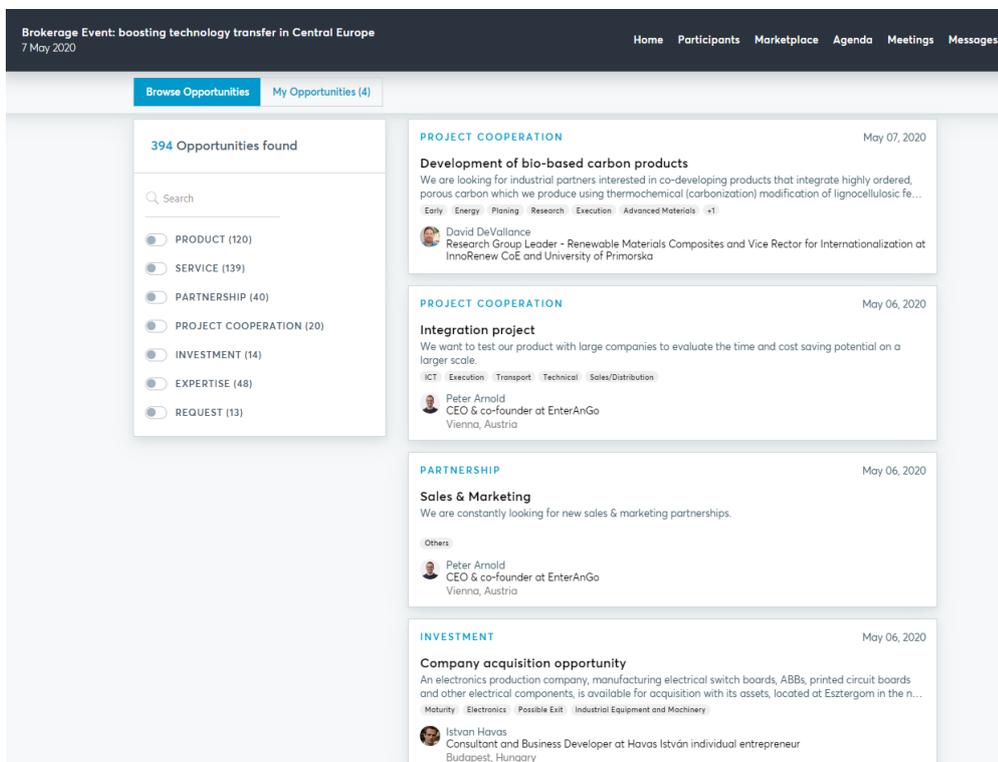


Figure 3. Marketplace of participants' profiles



Figure 4. Screenshot of virtual meeting



3.2. Results of the event

The event took place on 7th of May 2020. 318 participants registered to the event, 211 of them had arranged meetings and 124 participants had attended meetings that actually took place - both host and guest were present. The statistics about geographical origin of participants can be observed on Figure 5. The highest number of participants with realized meetings were from Hungary (39), following Italy (26), Poland (13), Croatia (10), Austria (9) and others. Several other countries were represented - in total 23 countries from CE and abroad.

Type of participants of the event can be observed from Figure 6. Most of the participants with realized meetings were SMEs (48), followed by BSOs (38), RTOs (28) and clusters (10). We assume the high number of SMEs and BSOs is because of several co-organizers were BSOs with SME clients.

Figure 7 shows the realization of all meetings that were planned at the event. Altogether 310 meetings were planned at the b2match platform and 160 meetings actually took place - both host and guest were present. This means that realization of the meetings was 51,6 %. We calculated also average number of meetings per participant with realized meetings - 1,29 %.

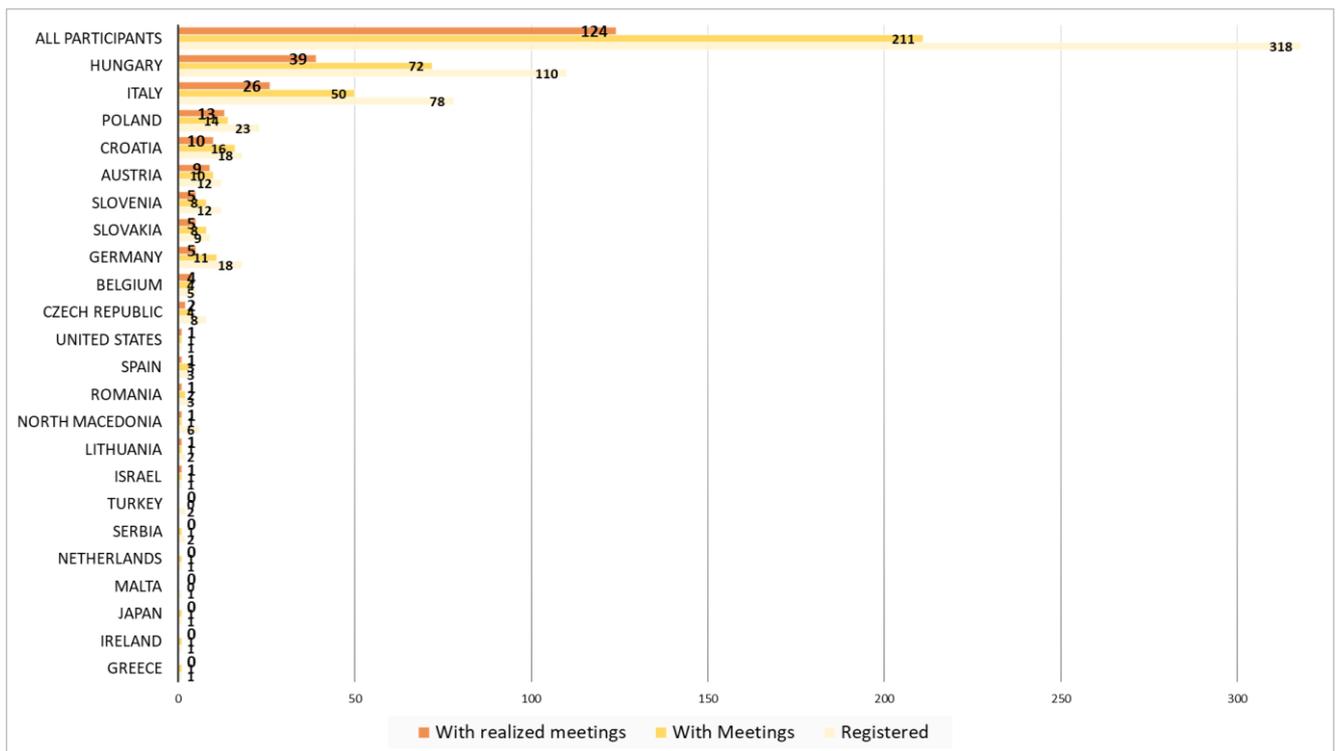


Figure 5. Participants based on country of origin.

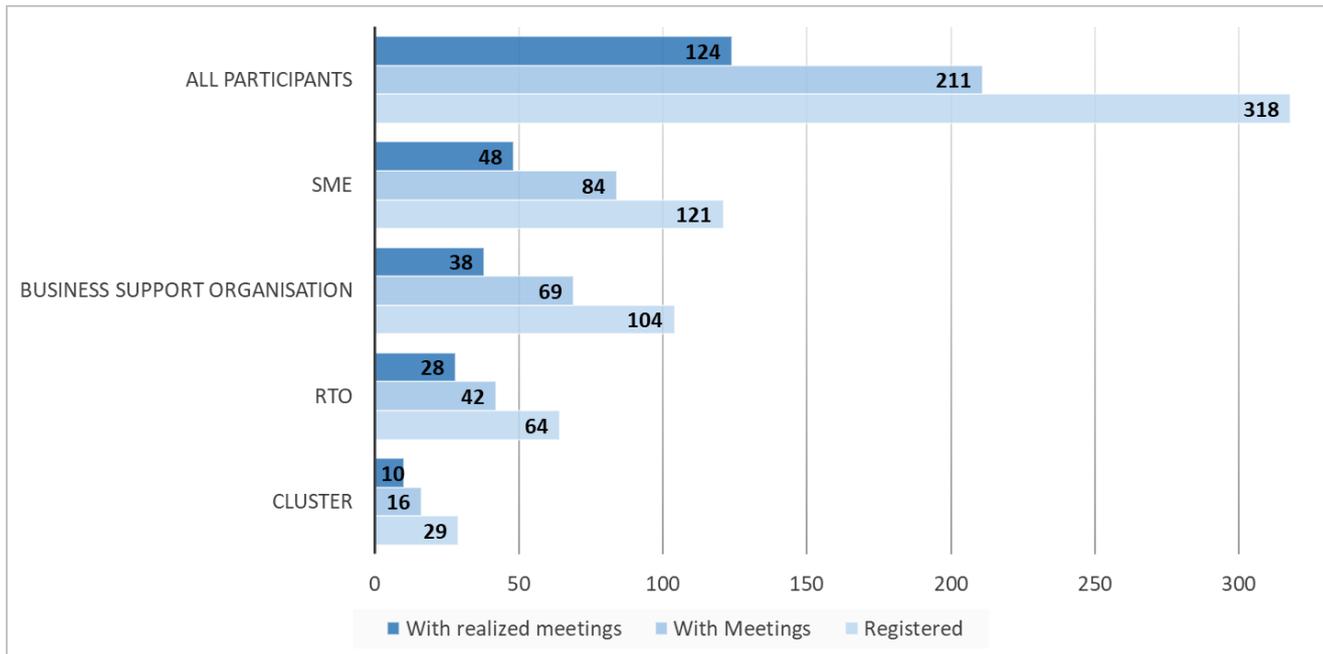


Figure 6. Type of participants of the event. SME - Small and medium-sized enterprise, RTO- Research and Technology Organisation

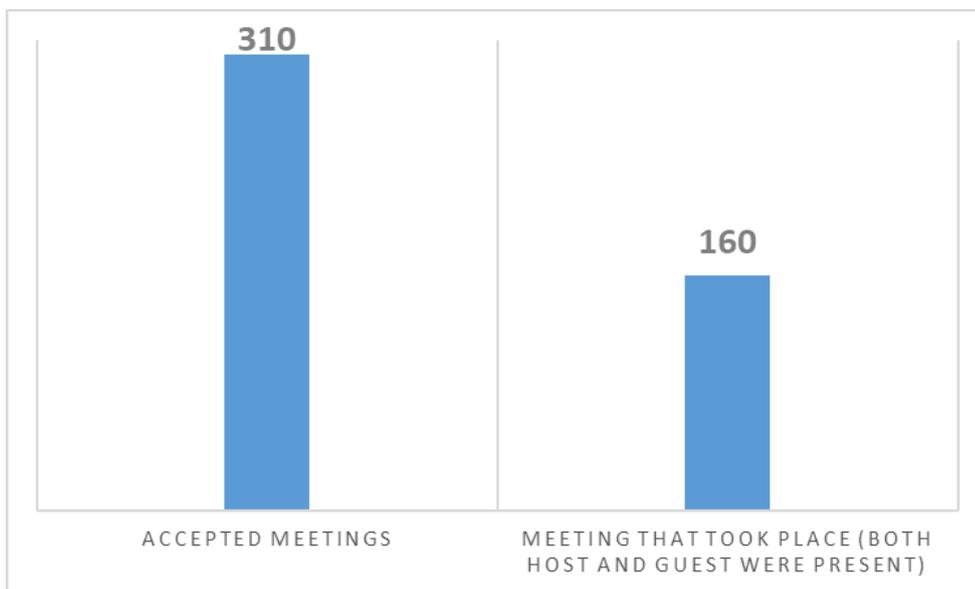


Figure 7. Comparison between number of all accepted meetings and meetings that took place.

3.3. Feedback of participants

After the event the participants were requested to provide feedback using the system on the b2match platform. We received and analysed 80 feedbacks for meetings. Figure 8 shows the meeting evaluation in terms of possible cooperation. Most of the participants (78%) think that cooperation is possible, 15 % participants think the meeting was very informative, but no cooperation is planned, 6 % participants informed that cooperation is already agreed and 1 % thought there is not interest for cooperation.

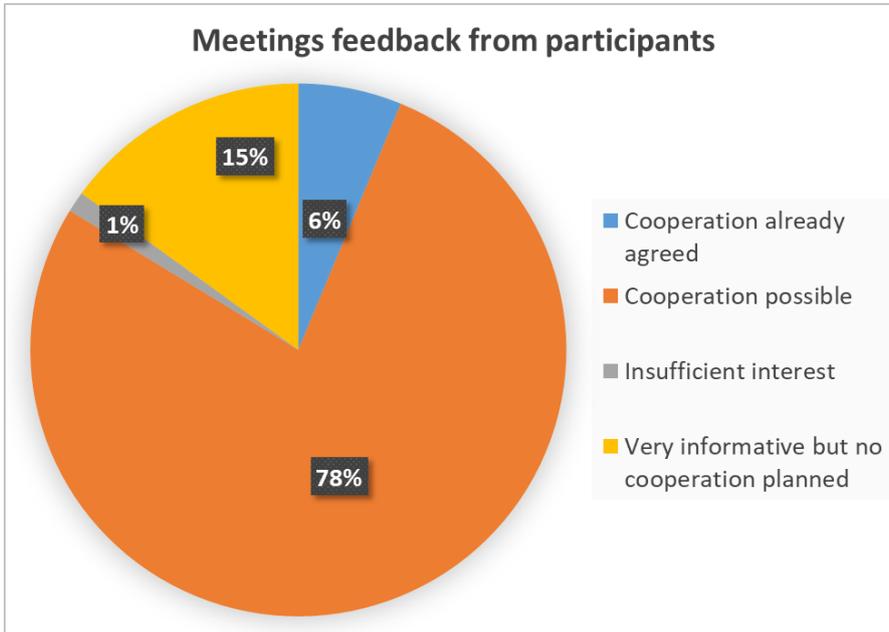


Figure 8. Meetings feedback from participants.

4. Conclusions and Recommendations

The event was successfully organized and carried out. With planned 120 participants and 318 registered participants/ 124 participants with realized meetings this goal was reached. The consortium was also in difficult situation due to COVID-19 pandemic but managed to continue with organization of the event in virtual environment, which is now evaluated as very suitable solution. The event was supported by 30 EEN co-organizers from 8 countries, which are potential new members of KETGATE network. The selected tool and services of b2match worked satisfactorily. The duration of each meeting was found to be suitable - 30 minutes.

After the event project partners discussed and prepared recommendations for future events. In similar events a participation fee should be charged in order to cover the organizational costs. We would use the b2match tool again in the future events. In order to improve the number of participants with realized meetings and number of realized meetings per participant, we recommend to provide participants with information and support them in the organizational process. Stricter measures should be taken for participants which register and don't attend the event.