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Deliverable 3.4

EPIX ClusterXchange success story kit

Deliverable Control Page			
Deliverable Title	EPIX ClusterXchange success story kit		
Deliverable Number	3.4		
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Author(s)	SIC		
Short Description	The EPIX ClusterXchange success story kit will be developed to capitalize on the successful exchanges and reinforce the outreach campaign. The kit will include the following: a) Success Storytelling short video clips telling the success stories of the executed exchanges and benefits gained by the partnering organisations, in order to get attention and get remembered by a wider audience; b) Success story press releases to be published in international and local media (both digital and traditional) c) ClusterXchange Ambassadors –participants of successful exchanges acting as advocates of the exchange programme that shall be engaged in the outreach activities and invited to project’s and COSME events to learn from their experience.		
Contributors	All PPs		
Type R = Report, DEC=Websites, videos etc. O = Other,	O		
Language	English		
Version	Date	Authors	Description
V1	15.03.2024	SIC	Draft version
V2	15.04.2024	All PPs	Contributions from PPs
V3	31.05.2024	SIC	Final version
Dissemination level	<input type="checkbox"/> CO (Confidential, only for members of the consortium and Commission Services) <input checked="" type="checkbox"/> PU (Public)		
Requested deadline (dd/mm/yyyy)	31.05.2024		



EPIX ClusterXchange Alumni Network

Introduction

One of the main objectives of the EPIX project is the promotion and supporting the ClusterXchange mechanism an initiative that allows organisations (clusters, companies, business support organizations and others) to improve their innovative and networking capacities through targeted visits to hosting organisations, exploring a foreign cluster and meeting potential partners to support short-term exchanges to better connect Europe's industrial ecosystems. The CXC programme enables them to innovate developing cross-sectorial and cross-regional strategies.



ClusterXchange facilitates transnational cooperation, peer learning, networking and innovation uptake between actors of different industrial clusters. It is implemented with support from cluster organisations that have teamed up in the European Cluster Partnerships. An exchange constitutes a stay abroad performed by a visiting organisation from an eligible country at a host organisation in another eligible country.

Exchanges in the EPIX project were used to:

- Learn from actors in another cluster
- Explore growth opportunities in new markets
- Adopt new technologies, digitalisation and green low-carbon solutions
- Invest in strategic interregional collaboration

The types of activities visiting and host organisations carried out during EPIX exchanges were:

- Individual or grouped capacity-building
- Sharing of knowledge, experience and information in specific areas
- Project development, innovation and research and development
- Market research
- Networking, identifying new partners and creating business opportunities

This success story kit has been developed to leverage the achievements of successful exchanges and bolster the outreach campaign. It encompasses comprehensive information on the **19 EPIX ClusterXchange missions** organized by partners throughout the project's duration. By showcasing these missions, the kit aims to highlight the impactful collaborations and innovative solutions that have emerged from the EPIX project. Furthermore, it serves as a valuable resource for disseminating best practices, inspiring future initiatives, and fostering a deeper understanding of the benefits of cluster cooperation. Through detailed accounts and insights, this kit reinforces the project's legacy and amplifies its reach, ensuring that the successes of the EPIX ClusterXchange missions continue to inspire and guide cluster development efforts well beyond the project's conclusion.

All information regarding EPIX ClusterXchange and its missions, as well as interviews conducted with Visitors and Host organizations, is available on the EPIX website at the following link:

<https://epixproject.eu/clusterxchange/>





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ECO-SYSTEM PARTNERSHIP FOR INTERCLUSTERS
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EPIX PROJECT Success story toolkit



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Objective

EPIX aimed at reinforcing business relationship between its cluster-partners, SMEs and cities in the booming world of Smart Cities. EPIX project encouraged clusters and entrepreneurs to participate in “smart city” interventions creating business-oriented networking and upskilling opportunities.

Mission

EPIX project increased skills and competences of clusters managers on 5 technological trajectories (smart energy, smart mobility and transportation, smart data, smart IoT devices, smart infrastructures) and on topics like sustainable smart cities, data sharing communities, public finance and investments. EPIX Consortium promoted cross cluster value chain interconnections to seize new growth opportunities emerging from smart cities technologies and data sharing communities and enhanced SMEs practical collaboration in joint projects for public procurements bids.

**EPIX PROJECT
CLUSTERXCHANGES
IN NUMBERS**

19 clusterXchanges organised

80 visitors engaged

77 SMEs engaged

14 European countries engaged

11 cluster organisations

15 host organisations

EPIX PROJECT CLUSTERXCHANGES DESTINATIONS

EPIX
ClusterXchanges
destinations map



Created with mapchart.net



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ClusterXchange in Piombino Dese (Italy)

19–22 July 2022

Host Organization:

Rete di Imprese Luce in Veneto

Visitors:

1. CICAT Lighting Cluster (Cluster-Spain)
2. Suhas Design (SME from France)
3. Marsdlight (SME from France)



ClusterXchange in Barcelona (Spain)

15–17 November 2022

Host Organization:

City of Barcelona

Visitors:

- ✓PN Lider, ✓Elektro Systemy, ✓Etura,
- ✓ZAQ, ✓ParkCash, ✓Pro-nZEB Cluster Romania, ✓GNE-Witzenhausen,
- ✓MoWiN.net cluster Germany



ClusterXchange in Milano (Italy)

18–20 April 2023

Host Organization:

Rete di ImpreseLuce in Veneto

Visitors:

SMEs: AC Konserwacja Sp.J., Consiste SC, Jan Witkowski Projekty, Avocado Kaja Warycha, Zbigniew Broś Avocado, PIM Concept Dorota Kwiecien, Asselum Luminotecnics, JVV Group, Muka Design Lab, Bath4youINSTITUTES, Ing. Petr Kouřil–Truhlářství a prodej řeziva, Institute of InteriorDesigners, National Centre of Furniture Design, Technical University in Zvole



Single Exchange in Lyon (France)

16-19 October 2023

HOST ORGANIZATION:

LM Consulting sas (SME)

Visitors:

SME ELESİ LUCE SRL (Italy)

ClusterXchange in Barcelona (Spain)

07–09 November 2023

Host Organization:

SECARTYS (Cluster organization from Spain)

Visitors:

ELCA European Lighting Cluster Alliance
SMEs: ENERGIA EUROPA SPA, RAWFISH,
EnviroSense Ktf

ClusterXchange in Paris (France)

18–20 January 2024

Host Organization:

SAFI SALONS

Visitors:

Rete di Imprese Luce in Veneto, SMEs Studio
Architetto Pelloia, IL FANALEGROUP SRL
(Italy), Banabil Interiorismoa, BU
Architecture, Estudio MAS, LazaroEstudio,
Silvina Morales, GB Studio (Spain)



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EPIX XCHANGE

**Single Exchange
Lyon, France
16-19.10.2023**

Hosted by
LM Consulting SAS

EPIX Visitor
ELESİ LUCE SRL

3 days of B2B sessions
with French lighting
companies and
manufacturers
facilitated by the HOST.



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EPIX XCHANGE

**ClusterXchange Barcelona, 07-08-09.11.2023
hosted by SECARTYS**



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EPIX XCHANGE

EPIX CXC Exchange

 **Paris, France
18-20.01.2024**



Single CXC in Warsaw (Poland)

31 January–02 February 2024

Host Organization:

Polish Lighting Industry Association (Polski Związek Przemysłu Oświetleniowego)

Visitors:

SIRU SRL (SME from Italy)



Single CXC in Stockholm (Sweden)

07-09 February 2024

Host Organization:

FOR US WITH LOVE (SME from Sweden)

Visitors:

FROM LIGHTING SRL (SME from Italy)



ClusterXchange in Frankfurt (Germany)

03–08 March 2024

Host Organization:

Vossloh-Schwabe Deutschland

Visitors:

ARTE LIGHT SRL–HIKARI SRL–SILE SNC–
NECTROGROUP SRL–ENGI SRL–
ELETTOPLASTICA–Lighting Design
LAMP SAU–LCE LED & COMPONENTS EXPERT SL
LEDIN Group–Polski Związek Przemysłu
Oświetleniowego



ClusterXchange in Lisbon (Portugal)

26-28 October 2023

Host Organization:

AMR Industrias Texteis

Visitors:

Baglinox Basmat, Cluster HABIC, INNOMAT SL, MARINVER INMUEBLES, S.L, MOBEKIP ONN ARQUITECTURA INTERIOR S.L., Q+D ISIMAR (Industrias San Isidro, S.L)



ClusterXchange in Munich (Germany)

14-16 June 2023

Host Organization:

Viessmann

Visitors:

ABRAXAS Jeremiasz Olgierd, MICH DAR Dariusz Michalak, GEODETA Urszula Żurek, GLOBENERGIA Sp. z o.o., ENERGIAMEDIA Sp. z o.o., HELIOENERGIA Sp. z o.o., ZYWOKOST Waldemar Szendera



INTERVIEWS WITH PARTICIPANTS



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EXCELLENCE



atta

Angela Lalatta
Cluster Manager, Cicat – Clúster de iluminación
CXC VISITOR



Rete di Imprese Luce in Veneto

Antonella Venza
Cluster Manager, Rete di Imprese Luce in Veneto
CXC HOST



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EXCELLENCE



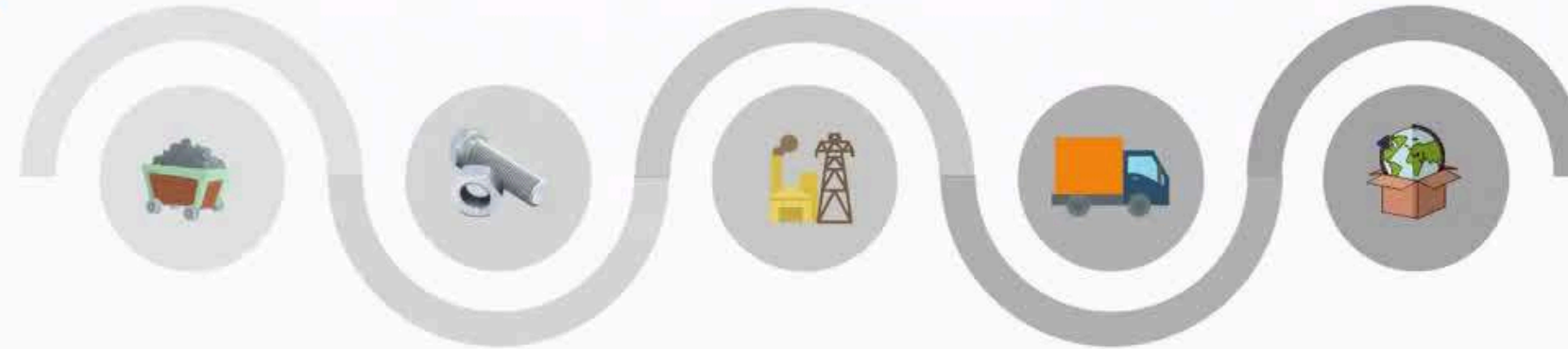
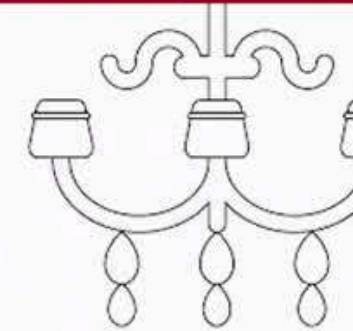
Rete di Imprese Luce



RETE DI IMPRESE LUCE IN VENETO

- More than **50 SMEs** mostly located in **the Venetian Region**
- **Entire lighting supply chain of the lighting sector**

Antonella V
Cluster Manager Luce in Ve



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EPIX CLUSTERXCHANGE



Visitor: Energia Europa Spa

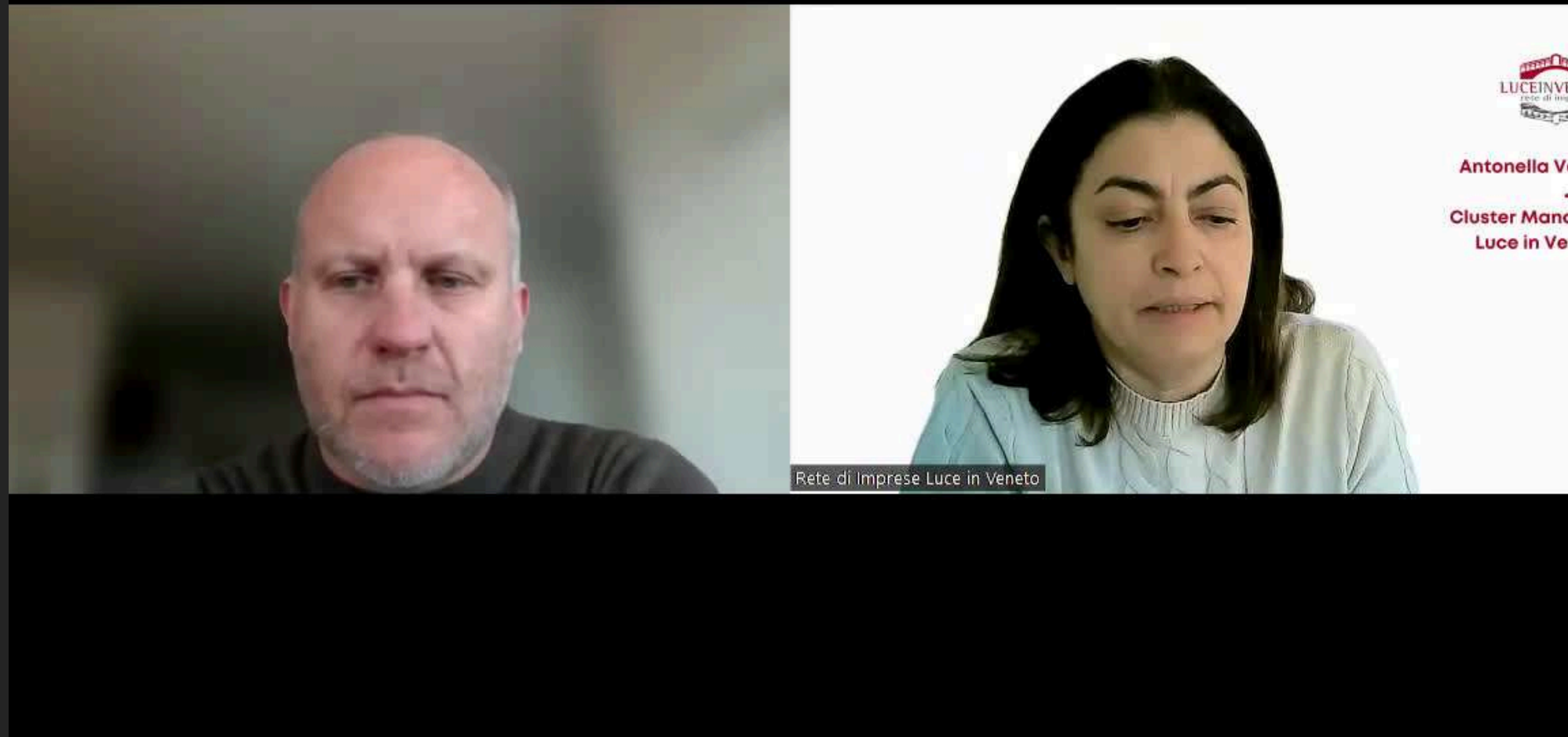
Lighting SME

Host: Secartys

Business-cluster ecosystem



Good morning, I'm Daniele Chiumento, International Sales Engineer for Energia Europa Spa. We have represented the Italian lighting cluster Rete di Imprese Luce in Veneto during the international mission in Barcelona at Smart City Expo fair, hosted by the Catalan business-clusters ecosystem Secartys.



LUCEINVE
Antonella Ve
Cluster Man
Luce in Ve

Rete di Imprese Luce in Veneto



GRZEGORZ KMIECIK
-SME-FORALU

IRENA LOBOCKA-SUSTAR
INFRASTRUCTURE CLUS

**ALUMNI
NETWORK
TESTIMONIALS**

ANTONELLA VENZA, CLUSTER MANAGER AT RETE DI IMPRESE LUCE IN VENETO, ITALY

“Luce in Veneto had the opportunity to host two EPIX ClusterXchange missions in Italy: one in Piombino Dese (Venetian Region) in July 2022 and another in Milan during the Salone del Mobile Fair in April 2023. These exchanges facilitated significant connections among Visitors from different countries, our associated lighting companies and local stakeholders, through productive B2B meetings and participation in thematic workshops and events, such as the Venetian Smart Lighting Award Gala Dinner organized by Luce in Veneto. These exchanges represented a valuable opportunity for both Luce in Veneto and its associated companies to share experiences and knowledge, increase visibility and acquire new information and market trends from visiting participants. While demanding from an organizational perspective, hosting a ClusterXchange fosters the expansion of the network of contacts and the development of new cross-border partnerships and collaborations”



MILOS MACOR

C.C.O. – IL FANALE GROUP

“Participating in the EPIX ClusterXchange mission in Paris during the Maison&Objet fair was an enriching experience that opened doors to new business opportunities and insights. One of the most valuable aspects of the exchange was the opportunity to interact with the HOST organization Prot Guillaume and other Visitors from diverse backgrounds. Through engaging discussions and knowledge sharing sessions, I gained invaluable insights into the fair, market trends and future initiatives within the lighting sector. Overall, the EPIX project streamlined the organizational aspects of the exchange, facilitating meetings with companies exhibiting and participation in discussion panels, making it a truly enriching experience. I returned home with a wealth of knowledge and inspiration to propel my business forward in an ever-evolving global market.”



TAMAS PEISCHER - TECHNIQ

2000 KFT, PÉCS, HUNGARY

“Our main partner supplies products to every continent in the world and the Hannover Fair is a great opportunity to meet customers face to face. Not only joint business meetings, but also a dinner together can contribute to a good working relationship. CxC's visit to Hanover gave us another opportunity to do just that”



EWA ZIELINSKA

AC KONSERWACJA, POLAND

“What I appreciate most is a huge difference between being just a visitor and being a part of such an organised exchange. If you get acquainted and introduced to the owners of the companies – families that have run them for decades if not centuries such as Murano Glass – it really makes a difference. It’s a different level of communication with them. One thing is better knowledge of the industry itself, but it is much easier to start a cooperation with a potential client or provider”



SME REPRESENTATIVE, SPAIN

“My experience as a participant of the ClusterxChange in Paris in January 2024 was very satisfying. I had the opportunity to get to know first-hand different suppliers during the Maison & Objet trade fair as well as to expand my network of contacts within the furniture and furnishing sector.”



SOCIAL MEDIA



<https://epixproject.eu/>



@EPIX PROJECT



@ESCP4xEPIX



@europeanclustercollaborati5899

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Thanks for watching!

**Learn more on
www.epixproject.eu**

