



INNOWWIDE

European INNOvative
business solutions in WorldWIDE markets

Final conference

Project funded under H2020 and managed by REA Unit C1

07/07/2021

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The project core:

Viability Assessment Projects (VAPs) are a comprehensive, balanced and coherent set of preliminary technical, market, legal and socioeconomic assessments intended to validate the viability of international, innovative businesses solutions along emerging global value chains.

- 1. The SME and its local partner can decide to further invest in joint collaboration and investment**
- 2. Potential end users / clients would be willing to act as launching customer.**

Project goals and objectives accomplished

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- What is/are your (preliminary) key take-away(s) regarding the results of INNOWWIDE?
 - Succeed to explore the practical, technological and commercial viability of an innovative solution and how it needs to meet local conditions and demands.
 - VAPs are the first phase of a potential innovative cooperation with an actor in that particular country in the short/medium term
 - **Internationalisation**
 - **Competitiveness**
 - **Collaboration and innovation culture**
 - **Contribution to increase the company revenues and create job**

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What distinguishes INNOWNWIDE if you compare it to other programmes or services for SMEs and start-ups at EU and/or national/regional level that you know from your own professional background?

- Targeting different market types **quickly and building short** and medium term relations from developing to developed markets in non-associated countries has worked well.
- As pilot project with **limited resources** demonstrated the capability to target **news areas** of investment/potential partnership in a very short timeframe

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Future/not future scenarios?

- Beginning of 2022 to finance with **1.5 million** a so called INNOWWIDE bridging facility only for AFRICA,
- EISMEA managing the development of the Eurostars 3 proposals, a continuation of INNOWWIDE with a budget of **25 million** is foreseen for the whole duration of Horizon Europe,
- On a long-term basis the scheme could become mainly **Member States** funded with a possible co-funding from the EU if appropriate, the strategy and the methodology created will be consistent in each MS?
- Flexible approach