

YOUR PARTNER FOR INNOVATION



IDENTIFYING AND LAUNCHING STRATEGIC PARTNERSHIPS

Innovative Products | Extended Fields of Application | New Markets

CHALLENGES

Identifying and launching strategic partnerships

The competitiveness of an enterprise and other innovation players significantly depends upon their ability to develop products and services and to bring them successfully to market. For an enterprise, this often means to

- take development risks
and
- acquire additional competences.

Co-operations offer the great benefit of minimising these risks and of achieving a market advantage by expanding one's own competencies.

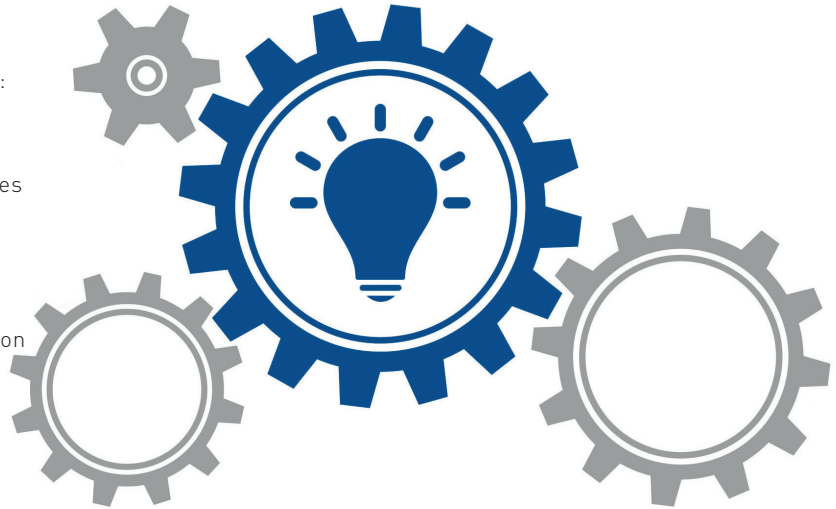
Experience has shown that enterprises benefit greatly from an improved access to networks to identify new strategic partnerships.

You want to identify relevant cooperation partners to:

- expand your range of products/services
- apply existing products/services to new areas
- develop new markets with existing products/services

However, this means

- you need an extended network
- you lack resources for research and contact initiation

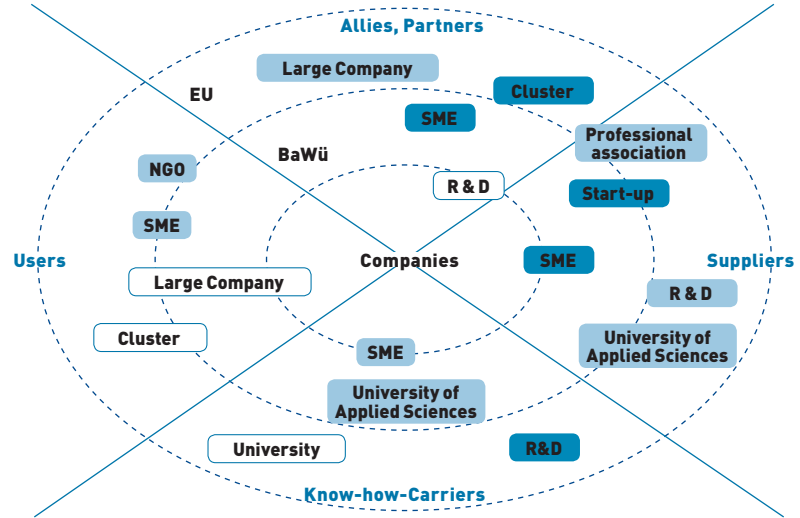


OUR OFFER

- We work with you to identify and prioritise which of your products and services are strategically important for the further development of your enterprise.
- Together, we define tailor-made partner profiles for strategic co-operations.
- We create a needs and industry specific cooperation partner catalogue with concrete proposals.

If needed

- we can also establish contact with the desired cooperation partners
- we can organise:
 - bilateral cooperation meetings
 - tailor-made events (e.g. innovation day, round table, brokerage etc)



OUR EXPERTISE – YOUR BENEFIT

- With our international and interdisciplinary team of more than 60 natural scientists, engineers, economists and humanists, we provide the necessary **technological background knowledge** to understand and analyse your products/services and the related industry.
- As coordinators and partners in international and EU-funded research and innovation projects (over 60 EU projects in 2018), we have **access to new technologies** and an **overview of current and future trends**.
- For many years, we have been supporting small and large companies, as well as research and development organisations, in **innovation management** and **strategy and concept development**.
- We are an enterprise within the **Steinbeis network** with more than 6,000 experts in over 1,100 enterprises that carry out projects with more than 10,000 customers every year.
- Since 2008 Steinbeis 2i GmbH is a member of the **Enterprise Europe Network**, one of the world's largest **networks** for the internationalisation of small and medium-sized enterprises (SMEs) with 600 business-related organisations in more than 60 countries.
- Our in-house event team organises numerous (more than 60 in 2018) **tailor-made, small and large specialist events**, international congresses and cooperation exchanges every year.

Further information, contact persons and references can be found at our website:

<https://www.steinbeis-europa.de/en/about-us/our-team.html>

<https://www.steinbeis-europa.de/en/sectors-projects.html>

Steinbeis 2i GmbH is a 100% daughter of the Steinbeis-Europa-Zentrum of Steinbeis Innovation gGmbH. Steinbeis 2i GmbH focuses specifically on innovation and internationalisation.

Steinbeis-Europa-Zentrum (SEZ) was founded in 1990 by the Commissioner for Europe of the Minister of Economic Affairs, Labour and Housing Baden-Württemberg with the goal of supporting specifically small to medium sized enterprises towards success with EU Research Funding.

As part of the Steinbeis Network and as a partner within the Enterprise Europe Network, both organisations are building the bridge towards Europe for enterprises, research institutes, universities, administration offices and politics.



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