



15/06/2021

CALL FOR PROPOSALS Organisation of an Internationalisation Mission to USA

Target World Region

USA

Objective

Organisation of an International mission in USA, involving European SMEs from the Autonomous driving sector.

Description

The INTonomous International Mission in the United American market aims at bringing delegations of selected and skilled SMEs offering Autonomous driving related solutions – grouped in INTonomous Value-chains – into the targeted third-country, USA. This mission will foresee international business and technology research matchmaking, site visits, B2B tailored meetings with the aim of initiating concrete collaboration projects.

The target country is USA, with preference for California or Ohio regions, during first two months (January and February) of 2022.

The consortium is open to welcome offers covering just one of the mentioned regions. The mission is expected to last 4-5 days and to be organized in presence. If Covid-19 Pandemic situation will not allow a mission with physical presence, the service provider shall propose an alternative programme to be held virtually.

The above-mentioned approach is just a proposal, but the service provider can propose any possible realistic scenarios addressing one or more regions taking in consideration the final scope of the international mission.

Detailed information about participating European SMEs active in Autonomous driving will be made available to your organization in August-Sept 2021.

Service and activities required

The service should include:

1. **Business/Technological partner search** and involvement in the mission (i.e. one-to-one meetings), on the basis of the involved European SMEs competences, products and services
2. **Preparatory training** before the Business Mission: one-day pre-departure workshop (on webinar, for all European SMEs involved in the mission) structured in 2 modules, carried out by qualified professionals, market and sector experts.





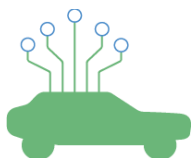
- Commercial: overview and business tips about the potential partners / buyers / clients that European companies will meet in the mission
 - Technical: doing a successful business: (i) contracts and legal issues; (ii) customs and fiscal procedures; (iii) non-tariff barriers if any
3. Organisation and implementation of the **international business mission**, which will include activities such as:
- [MUST] Customised B2B and matchmaking sessions with potential buyers and partners
 - Site visits/meetings to potential partners/companies/cities, interested collaborating with the European companies
 - Business networking with local players, institutions and large companies
 - EU SMEs Pitch session with potential buyers or investors
 - Collective sessions on Autonomous driving opportunities, strategic market insights
 - Participation to an international sectorial fair (not mandatory, only if content related to the INTonomous scope)
 - Logistics such as venue for the duration of the mission needs to be included as part of the offer. Ideally Catering (and transfer cost) shall be included as well. If the service provider decides not included in the offer catering costs and (eventually transfer cost) a calculation of the costs need to be provided as part of it.
4. Final evaluation of the initiative (No. of B2B held; No. and type negotiations started; No. and type of cooperation agreements signed; No. of contracts signed) and follow-up roadmap on the basis of the negotiation process initiated between the EU and USA counterparts.

The following elements must be included in the programme (relevant alternatives are accepted)

- **Typology of partners targeted** for the B2Bs (selected based on the profiles of the European SMEs)
Clients and buyers, financial partners / investors, distributors, production partners from the autonomous driving market
- **Geographical preference** (Classified by order of preference)
- **International event participation/High Level Study Visit**

Expected Results

- 4 to 6 days International Mission
- Support before and during the mission for the European SMEs (ca. 10-15)





- Potential Buyer and Commercial/Technological partners in the Autonomous driving market involved in the mission (as potential clients, collaborators, speakers, hosting partner, mentors, coaches)
- Invitation letter to facilitate VISA process
- **10 B2B organised (ideally at one per European SMEs)**
- From **2 to 3 negotiations started**, concerning potential collaborations (commercial and/or technological)
- **At least 2 agreements** of business collaborations / research projects signed between EU SMEs and companies / research centres / public administrations / institutions from USA
- **1 MoU** between Clusters and/or Business Network Organizations signed

Cost of the Service & Payment model

The monetary value of this service amounts to max. 25.000€ (incl. taxes).

The amount includes all activities described above, and external costs of logistics for the mission (conference and B2B venue, equipment, experts...). Please specify if any other direct cost related to the mission (e.g. transfer) are included or not in the offer.

Promotion materials, communication campaign for European SMEs involvement, participating SMEs selection are taken care off by INTonomous.

No extra reimbursement for staff or experts in USA is foreseen (travel and accommodation ...).

Deadline to collect the offers

The offer needs to be sent just via email to Valentina Grillea (grillea@bwcon.de) till 16th July 2021.

Indicative Gantt

Business/Technological partner search: from signature of the contract till December 2021

Preparatory trainings: September to November 2021

International business mission: January 2022

Consortium Partners

Autoklastr – Czech Republic

bwcon – Germany

Media Evolution – Sweden





This project is co-funded by
the COSME Programme
of the European Union



Next Move – France
Torino Wireless – Italy
Zone Cluster – Hungary

About INTonomous

INTERNATIONALISATION for Autonomous Driving actors (INTonomous) is a 24-months project started in September 2020 and aiming at supporting SMEs active in autonomous driving to go international on identified strategic markets: Canada, USA and United Arab Emirates. EU SMEs are carefully selected according to their relevance to the target market needs and their solution readiness for internationalization. They will be trained by the best experts on market entry strategies, Autonomous Driving trends, and country specificities, to best take advantage of the International Mission you will organize. This International Mission will be impact-driven to lay the foundations for business and technological partnerships.

EU SMEs are working on various fields related to Autonomous Driving, addressing the needs of Level 1, 2 and 3 automation (solutions to enhance the quality of driving such as cruise control, assisted steering and acceleration, monitoring of operations based on LiDAR, etc.), but they also develop innovative solutions addressing levels 4 and 5 (Driver monitoring and transition phases, HMIs, Vehicle-Driver and Vehicle-Environment interactions, V2V, V2X, etc.).

Among the major sub-topics where the EU companies are actives, we have: ADAS, Driver monitoring, Innovative HMIs, AI based solutions, Risk assessment, Testing and validation algorithms, Perception in poor weather conditions (fog, rain, etc.), Radar, Lidar and sensors, Virtual environments for simulation purpose, V2V & V2X communication, Data management & Cybersecurity, Etc.



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