

15/10/2021

## CALL FOR PROPOSALS

### Organisation of an Internationalisation Mission to the United Arab Emirates

#### Target World Region

United Arab Emirates (UAE)

#### Objective

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

#### Description

The **INTonomous** International Mission in the UAE market aims at bringing delegations of **selected and skilled SMEs offering Autonomous driving related solutions** – grouped in INTonomous Value-chains – into the UAE. 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 **the United Arab Emirates** during **Spring 2022**. The consortium is open to welcome offers covering a 4 to 6 days long business mission. The service provider can propose any possible realistic scenarios 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 January 2022.

#### 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

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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:
  - **Customised B2B and matchmaking** sessions with potential buyers and partners
  - **Site visits/meetings** to potential partners/companies/cities, interested in 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 and catering** for the duration of the mission
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 UAE 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

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- **Geographical preference** (Classified by order of preference)
- **International event participation**

### Expected Results

- 4 to 6 days International Mission
- Support before and during the mission for the 10 European SMEs
- Potential Buyer and Commercial/Technological partners in the Autonomous driving market involved in the mission (as potential clients, collaborators, speakers, hosting partner, mentors, coaches)
- **10 B2B meetings organised**
- **At least 2 agreements** of business collaborations/research projects signed between EU SMEs and companies/research centres/public administrations/institutions from UAE
- **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. 35.000€ (incl. taxes).

The amount includes all activities described above, and external costs of logistics for the mission (conference and B2B venue, equipment, catering, networking dinner if any, local transfers, experts...).

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 UAE is foreseen (travel and accommodation ...).

### Deadline to collect the offers

The call has been published on 15<sup>th</sup> October 2021. The offer needs to be sent via email to Brigitta Balassi-Molnár at [brigitta.balassi-molnar@zonecluster.eu](mailto:brigitta.balassi-molnar@zonecluster.eu) till **15<sup>th</sup> December 2021**.

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Questions can be sent at [info@intonomous.eu](mailto:info@intonomous.eu) and will be answered until 12<sup>th</sup> December 2021.

### Indicative Gantt

**Business/Technological partner search:** from signature of the contract till January 2022

**Preparatory trainings:** February 2022

**International business mission:** Spring 2022

### Consortium Partners

[Autoklastr](#) – Czech Republic

[bwcon](#) – Germany

[Media Evolution](#) – Sweden

[NextMove](#) – France

[Fondazione 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**.

The INTonomous consortium that runs the project is the gateway to European excellence on Autonomous driving: 6 renowned and experienced **Automotive, Mobility & ICT Clusters** gathering 1000+ SMEs.

For the internationalization to the UAE, 15 EU SMEs will be carefully selected according to their relevance to the target market needs and their solution readiness for internationalization. INTonomous Partners will build an Acceleration programme with the best experts to train SMEs on market entry strategies, Autonomous Driving trends, and country specificities.

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The **10 most innovative and best performing SMEs will be financially supported by INTonomous to take part to the International Mission you will organize.** The latter 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 active, 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.

*Disclaimer*

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