INTonomous

Call for interest: Acceleration Programme & Participation to the United Arab Emirates Mission

To participate to the Acceleration Programme aimed at preparing European SMEs and start-ups to approach United Arab Emirates (01-02/2022)

&

To participate to the mission to United Arab Emirates (Spring 2022)

for European SMEs and start-ups

interested in UAE Autonomous Driving market

22nd November 2021

NOTE: the application has to be submitted through the online tool: >> CLICK HERE <<

This document is part of the project INTonomous project which has received funding from the European Union's COSME Programme (2014-2020) - Grant Agreement No 951191

@INTonomous
www.intonomous.eu
info@intonomous.eu

Co-funded
by the COSME programme
of the European Union

ESCP⓸
Partnership

Table of Contents

@INTonomous
www.intonomous.eu
info@intonomous.eu

Co-funded
by the COSME programme
of the European Union

ESCP
Partnership

Acronyms and useful definitions and references

- Automotive market: companies and organisations involved in the design, development, manufacturing, marketing, and selling of motor vehicles. i.e. automakers, solutions and service providers, system integrators, etc.

- COSME: EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises

- EU: European Union

- ESCP-4i: European Cluster Partnerships for Going International

- Internationalisation: within the scopes of COSME and INTonomous project, it is intended as the development of business and technological opportunities in extra-EU countries. For this Call, the internationalisation opportunities regard UAE.

- INTonomous: Internationalisation for Autonomous Driving actors

- INTonomous Network: SMEs and start-ups participating to the INTonomous Acceleration and Internationalisation programmes, selected through the project open calls

- INTonomous Value chains: groups of SMEs and start-ups with complementary technologies, services and products aimed to a certain target market

@INTonomous
www.intonomous.eu
info@intonomous.eu

1. An overview

1.1. About INTonomous

Internationalisation for Autonomous Driving Actors (**INTonomous**) is a 24-month project started in September 2020 and aimed at supporting the launch, the initial implementation and the first development of the INTonomous Internationalisation Strategy.
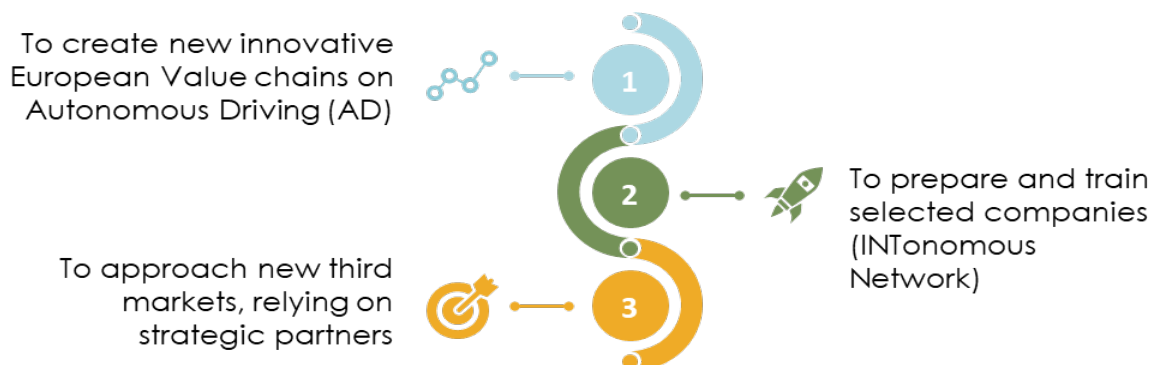
It takes input from MobiGoIn Internationalisation Strategy, developed by some of the partners of this partnership in a previous project that received funding from the European Union's COSME Programme (2014-2020). MobiGoIn strategy was tested during the MobiGoIn-Action project aimed at Smart Mobility companies from Europe interested in the USA-Canadian and Chinese-Singaporean Smart Cities and Automotive markets.

Given its success, its lessons-learned and the good partnership developed by the partners, a new Consortium was formed to continue improving the internationalisation strategy and to test it in a new area: **Autonomous Driving**. The project gathers now 6 European Automotive & ICT clusters: Autoklastr (Czech Republic), Baden-Württemberg: Connected e.V. (Germany), Media Evolution (Sweden), NextMove (Mov'eo, France), Torino Wireless (Italy), and Zone Cluster (Hungary).

During the INTonomous project, these clusters will test and carry out a first implementation of INTonomous Internationalisation Strategy in three identified Target countries: 1. USA, 2. Canada and **3. United Arab Emirates.**

INTonomous will build partnerships with international stakeholders and support European Autonomous Driving SMEs and start-ups in initiating business collaborations in Autonomous driving target markets.

This call addresses the UAE Acceleration & Internationalisation Programme to be delivered in early 2022, following this process:

To create new innovative European Value chains on Autonomous Driving (AD) — 1

2 — To prepare and train selected companies (INTonomous Network)

To approach new third markets, relying on strategic partners — 3

INTonomous objectives are to:

- Build a **European collaborative network of SMEs** based on opportunities on all sectors and topics related to **autonomous driving**, technological and commercial complementarity, and developing European competitiveness
- Give opportunities to these SME's to **better understand identified strategic international markets and train them** to access these countries (1. Canada, 2. USA, 3. United Arab Emirates)
- Organise for them **targeted business missions** to the selected countries and give them the opportunity to understand the market on real site as well as to access strategic key players and relevant partners

1.2. Autonomous Driving focus

INTonomous targets **European SMEs and start-ups** with solutions, services and applications relevant for the **UAE Autonomous driving market**. They will look to attract public and private investments and identify technology transfer and testing opportunities in the target country.

EU SMEs are usually working on various fields related to Automated 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
- Testing and validation algorithms
- Radar, Lidar and sensors
- Virtual environments for simulation purpose
- V2V & V2X communication
- Data management & Cybersecurity
- Vehicles/VRUs interactions
- Autonomous mobility services
- Autonomous vehicles for last mile delivery, Autonomous trucks and logistics
- Parking management
- Drones

This is an open list that could welcome other Autonomous Driving solutions that meets the UAE market needs.

The SMEs and start-ups participating to the INTonomous Acceleration and Internationalisation programmes will compose the INTonomous Network.

@INTonomous
www.intonomous.eu
info@intonomous.eu

1.3. The INTonomous approach

INTonomous aims at supporting the development of European SMEs and start-ups' internationalisation strategy through concrete potential technological and business partnerships and opportunities. In specific by:

- **Creating an innovative European Value Chain**

INTonomous believes that, at an international level, the main strengths of European SMEs are: innovation, diversity and complementarity. INTonomous will leverage on these elements to build a European innovative value system covering the identified Autonomous driving segments. Based on each target country's needs and requirements, different INTonomous value chains will be created for each Target Market. This will be carried out by taking into consideration the competences and solutions offered by the companies within INTonomous Network, meaning the companies (SMEs and start-ups).

Furthermore, the project aims at creating a joint communication and marketing strategy for each value chain in order to promote INTonomous solutions and technologies "as a whole". An online tool presenting a catalogue of the main competences of the INTonomous participating companies will be created on the project website, allowing foreign entities, companies, potential customers and investors to find out the best solutions offered by INTonomous Network.

- **Preparing and training companies**

The project supports companies by offering an Acceleration Programme, which consists in a portfolio of support services aimed at preparing SMEs to approach an international (extra-EU) market. The content of these services will be tailored according to the profile of the companies participating in the Acceleration Programme, which will be selected through this Open Call.
A set of different activities will be offered according to SMEs' different maturity levels towards internationalisation (as described in paragraph 2.3).

- **Developing strategic partnership in new third markets through business missions**

Taking advantage of strategic partners located both in Europe and the targeted third countries (USA, Canada and United Arab Emirates), INTonomous will promote SMEs' solutions, expertise and competences at international level; companies will participate to tailored international missions that will facilitate the contacts and dialogues with new international commercial and/or technological partners.

As mentioned, INTonomous offers these opportunities to European SMEs and start-ups through 2 different but interrelated programmes: An **Acceleration programme** and an **Internationalisation Programme**. SMEs can access these Programmes by participating to this call.

@INTonomous
www.intonomous.eu
info@intonomous.eu

1.4. Market opportunities in UAE

The United Arab Emirates (UAE) is a constitutional federation formed between the seven emirates of Abu Dhabi, Dubai, Sharjah, Ajman, Fujairah, Umm al-Quwain, and Ras al Khaimah. The country has been at the forefront of the uptake of self-driving transport (SDT) initiations in recent years and aims to be the first country to have standards and regulations regarding autonomous transportation with full scope. These standards have been issued in 2020 to allow autonomous vehicles to enter the UAE market in 2021.

The UAE is one of the leading countries in the uptake of related technology innovations. The government is turned into a smart government, the schools adopt smart education methodologies. Local people rely on the use of these technology solutions in all life segments. Based on recent studies (KPMG, BCG), it is expected that the UAE will be among the first countries to adopt the usage of self-driving cars in practice. There is a substantial market interest for self-driving cars and other autonomous vehicles, which incentivizes manufacturers and developers to choose Dubai or Abu Dhabi as a launching ground for their products.

The UAE aims to become a center for self-driving transportation research and development activities in the Middle East. The government has launched several plans to support autonomous vehicle industry leaders (e.g., Ford, Tesla) to speed up their developments in the country. One of these plans is to hand out data to startups and attract them to the country. This incentivization makes the developments much easier for businesses than in other countries, and as a result, it is surrounded by strong international attention.

In the Arabian Gulf cities, rapid urbanization processes, high personal wealth levels, and modernity vision have established a strong car culture and automobile dependence. Within the Arabian Gulf, Abu Dhabi has significant importance. Vehicle ownership is currently unrestricted, and the residents' strong buying power creates a significant interest in cars. Abu Dhabi faces traffic congestion challenges, parking shortages, and a wide range of typical vehicle-induced problems. Other large and outstanding cities in the UAE, such as Dubai and Sharjah, have similar challenges. As a result, these cities are highly committed to innovative public transportation systems and different transport technologies to mitigate negative impacts.

The governmental commitment, supportive legislation actions and environment, stable consumer market, easy access to a large amount of data is crucial for the effective development of autonomous vehicles. These facts make the UAE an ideal location for the expansion of self-driving transport products and services.

2. Open call

The open call is focused in gathering the European companies interested in internationalisation opportunities in UAE regarding the Autonomous driving markets.

@INTonomous
www.intonomous.eu
info@intonomous.eu

The selected companies will first participate in a series of **training and coaching activities (through webinars)** aimed at preparing the companies to approach the target markets, providing internationalisation competences and skills, market trends analysis, and focused information about market entry and how to better approach a potential buyer/partner.

The acceleration activities will last about 1 months and will end with an online **European matchmaking event** where the companies from around Europe that participated to the Acceleration Programme will have the opportunity to meet and talk about potential collaborations and cooperation opportunities. It will be also a moment of consolidation of INTonomous Value Chain for UAE and a further opportunity to receive focused training.

Secondly, the top ranked **selected companies will actually go to UAE**. The **Mission** provides the opportunity to take part to a structured business programme, to meet in person potential partners and local market experts, and to develop potential collaborations and cooperation opportunities with different stakeholders.

2.1. Conditions of eligibility

This open call is addressed to companies that meet the following criteria:
- To be a European SME or start-up,
- To have at least one Autonomous driving solution, such as the ones described in section 1.2, already marketable,
- To be interested in approaching the Autonomous driving markets in UAE,
- To be committed in taking part to the Acceleration Programme, including the online EU matchmaking event, assuring the participation to the planned activities.

Eligible countries

SMEs and start-ups established in the Member States countries of the European Union (EU) or part of the COSME countries list (https://ec.europa.eu/research/participants/data/ref/other_eu_prog/cosme/legal/3rd-country-participation en.pdf) are eligible to apply to INTonomous Open Calls.

SMEs definition

INTonomous considers as SME any Micro-Small-Medium Enterprise fulfilling the European Commission Recommendation 2003/361/EC (http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32003H0361&locale=en)and the SME user guide.

Summarising, the criteria that define a SME are:
- Independent, partner or linked enterprises, with financial and staff figures calculated in accordance to instructions given by Recommendation 2003/361/EC to fulfil SMEs criterion.
- Headcount in Annual Work Unit (AWU) less than 250.
- Annual turnover less or equal to €50 million OR annual balance sheet total less

@INTonomous
www.intonomous.eu
info@intonomous.eu

or equal to €43 million.

Start-ups that have already a product, solution and/or service in the market can also apply to this Open Call.

Marketable solution
A product / service / application that is already commercialised, at least in the local market.

2.2.Expression of interest

To participate to this Open Call, each interested company must fill in the application form available at the link: **Call for Interest Form.**

The form will allow the profiling and mapping of the company and its solution(s) in order to have a better knowledge and understanding of its offering, competences and experiences in terms of internationalisation. The provided information will help to analyse the company, classify it within the INTonomous Value chains, and better organise and execute the acceleration services.

The application form is divided in 5 sections, addressing different aspects of the company:
- Company general information
- Section 1: Company profile
- Section 2: Autonomous Driving solution(s)
- Section 3: Internationalisation activity
- Section 4: International perspectives going international: UAE
- Section 5: Commitment to Acceleration programme

Applicants have to provide the description of the Autonomous Driving solution they're going to propose to the Canadian markets. Up to 3 solutions can be submitted.

Conditions for the submission
IMPORTANT: when filling in the online form, **it is not possible to save the answers and modify them in a second moment;** all fields have to be filled at the same time. To easily prepare your answers, **you can download the fac simile document**. It shows all the questions and information you will need to answer when filling the form. We strongly suggest gathering all the requested information before starting the submission. When doing so, filling out the Application form should require about 20 minutes.

Language
The application form must be filled in English. Applications received in other languages won't be taken into consideration.

@INTonomous
www.intonomous.eu
info@intonomous.eu

The application form will be available online **from 22ⁿᵈ November 2021 12:00 until 14ᵗʰ of January 2022 at 12:00.**

2.3. INTonomous services beneficiaries

The companies that gather all the requirements of this Open Call will become the **beneficiaries of the INTonomous Acceleration Programme and,** if highly ranked and participated to at least 3 Acceleration Services and the online EU matchmaking event, then **also of the International Programme for UAE.**

The programme includes different activities, workshops and other formats of training and mentoring focused on **UAE**'s target markets. The content of these activities will be tailored according to the profile of the companies participating in the Acceleration Programme. These activities will be organised by each partner of the INTonomous Consortium and held in webinars and in one online European Match- Making Event.

The services are provided to support the companies on one side with information and expertise delivered by INTonomous Consortium or external partners/experts and on the other side the workshops with the selected Teams helps the Consortium to collect the needs and wishes in preparing a tailored mission.

The dates of the mentioned activities will be published in the GOING INTERNATIONAL section of the project website with due time and will also be communicated to the companies participating in INTonomous Acceleration Programme.

The Acceleration Programme consists in:

1. Training, coaching and mentoring, EU matchmaking event (Webinars from January till February 2022)
- Training on **Internationalisation and new market entry strategies**
- Training on **Autonomous driving market trends and opportunities**
- Training on **UAE cultural, legal and fiscal features**
- **Online EU Matchmaking event** with INTonomous SMEs participating in the UAE programme

2. International Mission in UAE (Spring Semester 2022)

A) Mission activities

The target country is **UAE,** during **Spring Semester 2022.**

Preparatory training specifically focused on the Mission will be provided: 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.

@INTonomous
www.intonomous.eu
info@intonomous.eu

Co-funded
by the COSME programme
of the European Union

ESCP④i
Partnership

o Commercial: overview and business tips about the potential partners / buyers / clients that European companies will meet in the mission
o Technical: doing a successful business: (i) contracts and legal issues; (ii) customs and fiscal procedures; (iii) non-tariff barriers if any.

The **business missions activities** will include:
o Customised B2B and matchmaking sessions with potential buyers and partners
o Site visits/meetings to potential partners/companies/cities, interested in collaborating with the European companies
o Business networking with local players, institutions and large companies
o EU SMEs Pitch session with potential buyers or investors
o Collective sessions on Autonomous driving opportunities, strategic market insights
o Participation to an international sectorial fair (not mandatory, only if content related to the INTonomous scope)

B) Mission costs

The participation to the **Mission's activities is free for the selected SMEs/start-ups**. Only 1 person per SME/start-up can participate.

Lunches and snacks for the daily activities will be included in the Mission.

Each company must cover its own traveling expenses, accommodation and eventually dinners.

10 companies will be selected to receive reimbursement for covering part of the travelling and accommodation costs (1000€/SME).

Reimbursement is assured only for European Union and COSME SMEs (responding to the EU definition: see Conditions of eligibility) attending the entire mission programme (UAE) and only if expenses are supported by the original receipts.

3. Conditions of participation for the selected companies

3.1.Open Call publication and FAQs
The *Open Call* has been published on 22nd November 2021.
The Frequently Asked Questions (FAQs), gathered via e-mail at info@intonomous.eu from the day the call is published until 5 days before the submission deadline, will be shared, and updated regularly, in the Open Call webpage.

3.2.Applications reception
Only online applications will be considered eligible. The final deadline for submission is on 31st December 2021 at 12:00.

3.3.Evaluation criteria

Table 2 - Evaluation Criteria

@INTonomous
www.intonomous.eu
info@intonomous.eu

Co-funded
by the COSME programme
of the European Union

ESCP
Partnership

Criteria	Points
SECTION 1 – Company profile	**20**
Focus on Autonomous Driving	10
Presence of sales/marketing staff	10
SECTION 2 – Proposed Solution/competence	**40**
Defined value proposition	20
Clients/customer profiling	10
Competitors	5
Solution readiness for internationalisation (i.e. in English or in process, in line with the standards, etc.)	5
Section 3 – International activity	**15**
International experience	5
Website in English	10
Section 4 – International perspectives - Going international: UAE	**25**
Presence of an internationalisation plan/strategy/objectives	10
Motivations to expand to the target international markets	10
Knowledge of the target market	5
TOTAL SCORE	**100**

3.4. Evaluation procedure

The evaluation will be carried out by the Consortium Partners of the INTonomous project. It will take into consideration the defined criteria and will last 15 days from the submission deadline.

3.5. Selection

A minimum score of 50 points is required to be admitted to the Acceleration programme. The first **15 companies** in the ranking will be eligible to participate to **Acceleration programme**, and the **10 first companies** to receive reimbursement for covering part of the travelling and accommodation costs (1000€/SME) for the **International Mission**. All applicants will be informed of the final results of the evaluation procedure within 15 days.

In case of a tie score between different companies, the companies from the less represented European country will prevail over the ones of already represented country to assure a balanced participation from companies coming from different European countries.

Each selected company will have to confirm its commitment to follow the Acceleration Programme and International Mission, assuring its participation to the planned activities.

@INTonomous
www.intonomous.eu
info@intonomous.eu

Co-funded
by the COSME programme
of the European Union

ESCP④i
Partnership

Companies highly ranked will have to take part to at least 3 acceleration services and participate to the online EU matchmaking event in order to take part to the mission to UAE.

3.6. Important dates and deadlines

The following table summarises the main dates and deadlines for the Open Call application, evaluation and results' communication process.

Table 3 - Main dates for Open Call

Open Call – UAE	Date / Deadline
Publishing date	22nd November 2021 at 12:00
Deadline for submission	31st December 2021 at 12:00
Evaluation period	1st-15th January 2022
Selection communication	16th January 2022
Acceleration services	January-February 2022
EU Matchmaking event	February-March 2022
International Mission	Spring 2022

4. Contact Point

For any information please send an email to info@intonomous.eu specifying the topic of the request and the question/doubt/information needed.

Answers will be published on INTonomous project website www.intonomous.eu and communicated to the applicants by e-mail.

@INTonomous
www.intonomous.eu
info@intonomous.eu

Co-funded
by the COSME programme
of the European Union

ESCP₄i
Partnership