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europe
network

GERMANY | Baden-Württemberg

SUCCESS STORIES

Helping ambitious SMEs innovate and grow internationally.

enterprise-europe-bw.de





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Ladies and Gentlemen,
Dear entrepreneurs,

There are almost 500,000 small and medium-sized enterprises in Baden-Württemberg. Together, they are an essential element of the economic success of our state. With their innovations and products, they operate very successfully in the internal EU market while also competing in the global market.

The Ministry of Economic Affairs supports the competitiveness of small and medium-sized enterprises in different ways. For example, we promote successful business succession through financial aid and effective tools such as handover consultations, and we support innovative company start-ups as well as the transfer of innovation and knowledge to companies. In this era of the digital revolution, we also place a significant focus on guiding SMEs across the boundaries of sectors, technologies and disciplines. European partnerships and cooperative agreements have a significant positive effect on competitiveness – all the more so because Baden-Württemberg is the state with the highest number of exports in Germany. Products from Baden-Württemberg are in demand all over the world, but the most important customers are still in Europe. More than half of exports from Baden-Württemberg enter the internal EU market. To enable us to remain competitive in the EU compared to the other large economic regions of the world, we will require innovative and export-oriented companies in the future too.

The “Enterprise Europe Network” is an important model of European policy to promote innovation and internationalisation. It supports small and medium-sized enterprises in finding international business and cooperation partners, tapping into new markets and benefitting from EU funding opportunities.

You will find a number of reports on successful projects in this brochure. You can also make use of the network’s services to write your own success story in the future!

Dr. Nicole Hoffmeister-Kraut MdL

Minister of Economic Affairs, Labour and Housing in Baden-Württemberg



Small and medium-sized enterprises are the cornerstone of our economy. Thanks to their flexibility, creativity and innovative power, they are on the road to recovery again following the worst economic crisis since the Second World War. The level of employment in SMEs increased 50 % faster than in the European economy overall between 2013 and 2016. The gross value added in the SME sector was 10 % higher in 2016 than in 2008. After four years of growth, our SMEs can look forward to further growth in 2018.

With 500 million consumers, the internal EU market has also made a contribution to resolving the economic crisis. Without the free movement of goods, services, people and capital, it would have been impossible to get the European economy back on track. For 81 % of exporting SMEs, the internal EU market remains the most important

sales market. Nevertheless, it certainly cannot be said that all SMEs take advantage of the benefits of the world's largest common market; almost half of these companies are still only active in their home countries. As a reason for this, SMEs indicate the difficulty of finding suitable cooperation partners, in addition to a lack of knowledge of the regulatory and legal requirements of cross-border activities and insufficient financial resources.

It is precisely in these matters that the Enterprise Europe Network (EEN) created by the European Commission can stand by the SMEs with help and support. The EEN, which is celebrating 10 years of existence this year, pools the expertise of over 600 business-related organisations in more than 60 countries, making it the world's largest advisory and support network. It helps you as an entrepreneur to access EU funding programmes or initiate international research and development projects. In addition, the EEN will advise you on international service provision and on export issues as well as the mediation of international business relationships. Because innovative power is crucial to the future competitiveness of SMEs, they can receive customised support in improving their innovative capacity from their EEN advisors.

2.6 million SMEs have already availed of the support of EEN in the last ten years. More than 700,000 business contacts were established with over 230,000 brokerage events. EEN customers were able to achieve 3.1 % higher growth than their competitors. With the help of the EEN, you too can keep up with international competition and exploit new sources of growth.

The success stories of the Enterprise Europe Network in this brochure are intended to inspire entrepreneurs and convince them to follow this path too and seize the opportunities that Europe offers to small and medium-sized enterprises in particular.

Kristin Schreiber

Director for SME policy and the COSME programme

"Internal Market, Industry, Entrepreneurship and SMEs" DG of the European Commission

Enterprise Europe Network

Big help for small companies

The network

The Enterprise Europe Network is the world's largest network for supporting small and medium-sized enterprises with international growth potential. In Baden-Württemberg, ten business organisations are part of the network.

Internationally well connected

The network comprises around 600 organisations in more than 60 countries. In addition to the EU member states, India, China and the USA, among others, are represented in the network.

Our target group

Our focus is on small and medium-sized enterprises (SMEs) from industry, trade, services and crafts as well as universities and research institutes from Baden-Württemberg.



Information on the internal EU market

We advise you on the topics of cross-border service provision, VAT, European innovation policy, EU law, public procurement, EU financing and EU funding.



Cross-border cooperation

We support you in searching for suitable international business partners and customers.



Innovation management

Together, we identify the innovation potential and innovation weaknesses of your company and work out a plan of action to secure long-term business success.



Feedback to the EU

Take part in surveys carried out by the European Commission and help to shape EU policy!



Enterprise Europe Network partners

For you in Baden-Württemberg

In Baden-Württemberg, ten strong partners pool their consultation competence on internationalisation and innovation for companies involved in crafts, industry and trade, as well as universities and research institutes.

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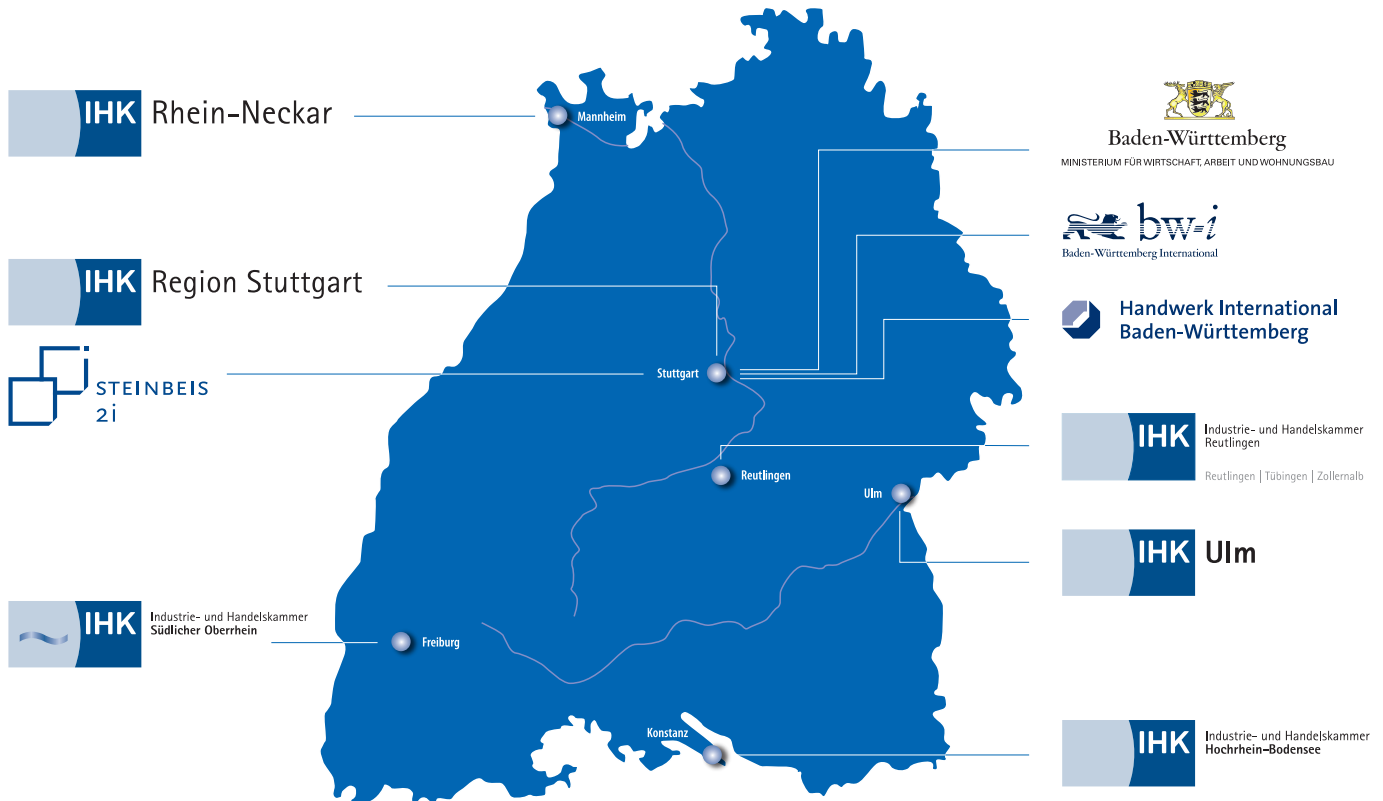
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Everything in order

According to Stefan Zink, stacks of papers in the office are a thing of the past. The master glazier has developed a software program that digitalises many processes.

For some people, order is an important part of life. For Stefan Zink, order is his job. With "Manage my Company" (MMC), the master glazier developed an administration program specifically for craft workers. "Complicated paper systems always annoyed me", says Stefan Zink. When working in the company, where he had a managing role as master glazier, Zink was always looking for a way to simplify business administration processes. His idea was to include the daily challenges in a database and thus simplify the workflows. After additional training, he programmed the first version of the software in his free time.

He developed today's product MMC by Zink GmbH specifically for craft businesses. "We understand our craft. Our solutions come from practical experience," says Zink. With the industry software for crafts, companies manage orders, employees, resources and all business transactions. The documents are then labelled with the barcode sticker, scanned in and automatically assigned to the order by the software using the barcode. The software is currently programmed in multiple languages and different

currency systems are installed. Today, Zink GmbH has customers in Germany, Poland, Luxembourg and Switzerland. Zink relies on cooperation with the Enterprise Europe Network to expand its international business activities. For example, it takes part in the "Scale-Up" project, which is aimed specifically at companies in the growth phase. The company's access to new European markets, financing and international partnerships is facilitated through intensive coaching and mentoring. As an exhibitor at the R+T 2018 trade fair in Stuttgart, Zink GmbH also participated in the Enterprise Europe Network's brokerage event and established successful business relationships. In this way, Zink can bring order to even more companies.

www.zink-software.de



With support from:



Handwerk International
Baden-Württemberg



” Complicated paper systems always annoyed me. ”

Stefan Zink
CEO · Zink GmbH



Award-winning success abroad

Jay-Cool is a modern craft start-up with potential. The company needed only seven years to conquer the European industrial cleaning market.

Its progress is impressive: Founded in 2010, first international order in 2011, active throughout Europe today. Jay-Cool is not a traditional craft company, but rather a modern craft start-up with potential. Now, Jay-Cool GmbH is one of the largest and most modern service providers in Europe in the area of cooling system cleaning and supermarket cleaning as well as many other cleaning services, with customers all over Europe. For this success in international business, the company received the GlobalConnect award in the category "Newcomer" in 2018.

CEO Alexander Pendelin says: "Our vision was to found not just a cleaning company, but a high-tech cleaning company. We build up our business areas ourselves and will continue to do so." The focus is on quality and innovation. The modern, gentle and environmentally friendly cleaning processes were largely developed in-house. Software developed internally controls and monitors the deployment plan of the vehicles.

All deployment teams are connected via an Intranet. The company's own motor pool ensures that the cars are always fully equipped and can reach international customers safely. The employees' operations in Austria, France, Belgium, Luxembourg and the Netherlands are prepared from the company headquarters in Gemmingen. "Before taking on assignments abroad, we always find out about the situations that have to be looked out for", says CEO Yvonne Pendelin.

The company benefits from the foreign trade consulting services promoted by the Enterprise Europe Network. In this way, the company obtained advice on Austria and Switzerland in the context of their very first international order. Regular discussions on Europe-wide areas of application followed. The strategic preparation for international orders is exemplary here and is one of the reasons for the company's success.

www.jay-cool.com



With support from:



**Handwerk International
Baden-Württemberg**



“ Our vision was to found not just a cleaning company, but a high-tech cleaning company. We build up our business areas ourselves and will continue to do so.

”

Alexander Pendelin
CEO · Jay-Cool GmbH



ILDA-care – intelligent care taking technologies

German-Danish cooperation – Since February 2018, BioRegio STERN has been working with Welfare Tech on innovative solutions for intelligent care taking technologies.

The project ILDA-care (Intelligent Logistics, Digitalisation and Automated Workflows for the Homecare and Nursing homes sector) by BioRegio STERN Management GmbH in cooperation with the Danish cluster Welfare Tech has been running since mid-February. The aim is to form a new value-added chain using intelligent logistics, digitalisation and automation for the care sector. This is intended to facilitate workflows in nursing homes and homecare within the context of the fast-growing group of older people, whose care should be maintained without any loss of quality. This will be made possible through intelligent concepts and new care technology.

The two clusters became acquainted through the matchmaking session at the fifth Cluster Matchmaking Conference in September 2017 in Stuttgart, organised by EEN partners Baden-Württemberg International (bw-i) and North Denmark EU Office. Almost € 210,000 is available for 18 months, financed by the European Regional Development Fund (ERDF) and InterReg Baltic Sea Region (BSR). Approximately 64 small and medium-

sized enterprises (SMEs) from BioRegion STERN and from Denmark as well as seven large companies benefit from the cooperation. In addition to gaining access to comprehensive know-how, the life sciences area in the automation sector can be elevated to an international level. Another topic of the EU project is digitalisation of the health system in a cross-sector approach. In addition, access to the Danish market is made possible for the SMEs involved. Specific activities include two study trips to Denmark and Baden-Württemberg, a survey on the mobilisation of suitable SMEs, topic-specific webinars and workshops on finding ideas and guiding the process of value chain creation considering intelligent logistics, digitalisation and automation for the area of Nursing homes and Homecare sector. Two business cases receive awards at the end of the project.

www.bioregio-stern.de

www.bioregio-stern.de/de/projekte/ilda-care

BioRegio STERN 

ILDAcare

With support from:



Baden-Württemberg International



” With ILDA-care, we address difficulties relating to the thematic area “Health and care” by establishing a new value chain considering automation, digitalisation and intelligent logistics. In this way, ILDA-care makes a significant contribution to solving problems. ”

Dr. Margot Jehle
Project leader · BioRegio STERN
Management GmbH



“The order was at stake for us”

Providing services (not only) in Switzerland entails specific conditions – quick and easy is not the way.

It was shortly before 4 pm on a Friday afternoon and there was a storm brewing at Euroflex in Schopfheim. For almost half a year, the innovative German company had designed, developed, constructed and tested a conveyor belt for frozen lasagne by order of a Swiss food corporation. Now, it was time to install it. “Our company only had a narrow window of time for the installation so that the cold chain was not interrupted at the customer location”, explains Richard Hollenweger, owner of the specialist company for conveyor systems.

The three employees that he intended to send to Switzerland to install the system needed to be registered from the beginning of the work. This is prescribed by Swiss law. “We had already been in contact with the Swiss authorities for several days. Friday was the last day to make the registration in the system, but the bureaucratic online forms were difficult to understand and fill out correctly for sporadic users like us”, says Richard Hollenweger. The company boss picked up the phone and called the Chamber of Commerce and Industry (IHK) Hochrhein-Bodensee. The

responsible IHK employee did not waste any time and drove directly to Euroflex. Soon, everyone was sitting around the PC screen and working through the forms for the Swiss authorities. “The order was at stake for us”, says Richard Hollenweger. Companies that wish to send their employees to Switzerland have to register eight days in advance. However, this registration is no easy task. If the forms are not filled out correctly, no confirmation is obtained and without confirmation, it is not possible to start work. In the end, it all worked out on time. Encouraged by the experience and supported by the IHK, the company now has new sales markets in Europe in its sights. Registration procedures and bureaucratic obstacles increasingly need to be observed here too, but procuring information is easier with the support of the Enterprise Europe Network.

www.euroflexgmbh.de

With support from:

euroflex
Fördersysteme.



Industrie- und Handelskammer
Hochrhein-Bodensee



” For us as specialists in conveyer systems, it is important to offer a solution within the time window given by the client. Registration procedures and bureaucracy as in this case do not make it easy to complete tasks in a customer-oriented manner – luckily, the Chamber of Commerce and Industry was able to help.

”

Richard Hollenweger
CEO · Euroflex GmbH



Close to the customer – now also in the Baltic region

A medium-sized company uses the Enterprise Europe Network to expand its sales network and improve its customer services in the Baltic states.

A sophisticated system – the so-called handling technology – is required for objects to be moved by machines in manufacturing from one manufacturing island to the next. If objects have sensitive surfaces such as glass or wood, the vacuum technology of euroTECH Vertriebs GmbH is suitable. With products such as suction plates, suction cups, flat cups, etc., the medium-sized company uses the vacuum to solve everyday and specific handling tasks and helps machines to grasp, lift and move objects with the greatest possible care.

The company has been growing continuously since it was founded in 1996. Today, loads are handled with euroTECH products in 78 countries. Closeness to the customer plays an important role for the company. "Strong partners on location are essential. Ultimately, they speak the language and understand the mentality in the respective country and can open doors for us", explains Michael Renger, responsible for international sales.

euroTECH had been searching for a sales partner in the Baltic states Lithuania, Latvia and Estonia for some time. They wanted a partner to support existing customers on-site, provide technical assistance and use market potential to acquire new customers.

euroTECH contacted the Chamber of Commerce and Industry (IHK) Reutlingen and decided to search for a suitable partner via the Enterprise Europe Network. Together with the EEN consultant, a requirement profile was created and distributed via the network's internal database. In addition, network partners in the three Baltic states were brought in as support. After only a few months, euroTECH found a representative based in Lithuania in this way: VAKUUMAS LT, which now distributes the euroTECH vacuum components in Lithuania, Latvia, Estonia and Belarus.

www.euro-tech-vacuum.de

With support from:



Industrie- und Handelskammer
Reutlingen

Reutlingen | Tübingen | Zollernalb



” With the help of the Enterprise Europe Network, we were able to obtain a distribution handler for the Baltic states quickly and easily who can also support our customers with technical service. Our position in these markets has improved significantly as a result.

”

Michael Renger

Sales director · euroTECH Vertriebs GmbH



Eberbach ticket machines now also in Poland

TRAKO in Gdansk is one of the leading industrial trade fairs for railway technology in Europe and a must for solution providers from this sector.

Poland is currently investing more money than any other European country in developing and expanding railway architecture. By 2023, the equivalent of around 16 billion euros will have been invested in modernising railways, extending high-speed rail lines, and developing and expanding overpasses and underpasses. As the largest industrial trade fair in Eastern Europe, TRAKO in Gdansk is the central showcase event for product and solution providers in railway technology.

In cooperation with the Baden-Württemberg Chambers of Commerce and Industry (IHKs), the Baden-Württemberg Enterprise Europe Network organised a multi-company stand at the TRAKO in September 2017 in order to give the opportunity to SMEs, in particular, to present their products and solutions to the Polish trade audience with low time and financial requirements. One of the thirteen companies to use this opportunity was krauth technology from Eberbach. The mobile ticket

machines by the Odenwald company are already in use in public transport in the Krakow region. "The Polish market is becoming increasingly significant for us. For this reason, it was particularly important for us to attend TRAKO", says Kai Horn, member of the executive board. Horn used the trade fair appearance to intensify discussions with the Krakow metropolitan railway service, who had already shown interest in the ticket machines. He didn't have to wait long for the results of these discussions. The contract was signed before the end of the year. Since the start of 2018, travellers in the Krakow metropolitan railway system can get their tickets from the Odenwald company's ticket machines.

www.krauth-technology.de

With support from:





” The invitation to participate in the multi-company stand came at just the right time for us. The Polish market is becoming increasingly relevant for us, so it was particularly important to be present at TRAKO this year.

”

The Eberbach company's mobile ticket machines are already in use in the public transport network of the Krakow region.

Kai Horn

Member of the executive board, general manager, head of sales and marketing · krauth technology GmbH



Austria à la carte

High-quality foods are in demand in Austria. SMEs and start-ups can impress with innovative creations and regional specialities.

Food retail in Austria is dominated by three large retail groups: REWE, Spar and Hofer. Entering the market poses particular challenges for SMEs. Under the leadership of the Rhein-Neckar and Südlicher Oberrhein Chamber of Commerce and Industry (IHKs), the Baden-Württemberg IHKs organised a company trip for food producers to the Austrian retail group REWE International AG in April 2017. This trip, which was organised in the context of the EEN, offered small and medium-sized food producers from Baden-Württemberg the opportunity to have initial discussions with purchasers of the REWE procurement centre in Vienna and to check delivery possibilities.

The Mannheim start-up "Kuchen im Glas", which distributes unique cake gifts throughout the world, was able to accept initial orders. Company founders Linda Dröge and Alexandra Bald were impressed by the result of the trip. "Our cake specialities were on sale on the shelves of Merkur Hoher Markt in time for Mother's Day. We weren't expecting our first order from

Vienna so soon after the Austria trip." They were grateful not only for "the excellent organisation", but also for "the many helpful tips". "Participation was definitely a complete success for us and we would take part in this kind of IHK trip again any time", is the conclusion from "Kuchen im Glas".

The start-up "Kuchen im Glas" develops products and services relating to cake and distributes original "Kuchen im Glas" products, both via the online shop and directly to corporate customers. The delicious cakes are hand-packaged by the experts before being sent from the "Kuchen im Glas" headquarters as lovingly presented gifts. There is a "birthday service" for corporate customers whereby the cakes are sent to employees and customers on specific dates throughout the year. Since 2013, "Kuchen im Glas" has been sending preserved cakes all over the world from Mannheim.

www.kuchen-im-glas.com



With support from:





” We took advantage of the opportunity to participate in the company trip to Austria for the food industry and were impressed by the result: Our cake specialities were on sale on the shelves of Merkur Hoher Markt in time for Mother’s Day. We weren’t expecting our first order from Vienna so soon after the Austria trip.

”

Linda Dröge & Alexandra Bald
Founders and owners · Kuchen-im-Glas GbR



Tapping into EU markets

GfAG takes part in tenders abroad/in Luxembourg

The family company founded by Wolfhart Steinecke has been active on the market for 25 years. The company first focused on the sale of acoustic ceilings and lighting systems under the name Steinecke Consulting. Due to the increasing need for modular acoustic elements for use in buildings with concrete core activation and the associated growing scope of possibilities for optical interior design, the decision was made in 2001 to develop absorbing baffles internally and establish a manufacturing facility at the company's home location in Bietigheim-Bissingen. The establishment of an additional production site in Cottbus followed.

The further development of individual acoustic solutions (wall absorbers, light baffles & room divisions) took place with the recruitment of Björn Steinecke, who has been CEO since 2010. In addition to this, however, a focus was placed on the neighbouring European markets. With the decision to enter foreign markets, the company was faced with new complications.

For example, the construction of a library in Luxembourg posed two challenges. On the one hand, the company was confronted with documentation calling for bids, because this was a publicly funded project and was therefore subject to a compulsory tender process according to EU procurement law. On the other hand, the assignment required employees to be sent to Luxembourg.

Here, the IHK of the Stuttgart region was able to provide competent support in the scope of its activities in the Enterprise Europe Network. Within a short time, it was possible to identify which of the documents required for the suitability test of the tendering documentation had to be included, whether and how tax registration was necessary, and how the registration procedure for the seconded employees or subcontractors works.

www.gfag.de



” We had never taken part in a public call for tenders abroad before and had to prepare the bid quickly in view of the tender period. We were pleased that we received such fast and comprehensive support. This support allowed us to win the bid. We are now also active in Austria and the UK and have increased the number of employees.

”

Björn Steinecke

CEO · Gesellschaft für Akustik und Gestaltung mbH (GfAG)



Strong products in demand throughout Europe

How a company from Baden provides equipment for clinics and laboratories all around Europe

PTW is a leading international manufacturer of precision measuring systems for dosimetry and quality assurance in radiology. Founded in 1922, the company is considered a pioneer in medical radiation measuring. Products from PTW ensure in particular that cancer patients are not exposed to too much radiation during radiotherapy, but that tumours are exposed to enough to meet the objective of the treatment. PTW measuring devices enable clinical radiology experts to precisely check highly complex radiation machines and radiation plans. PTW makes about 80 % of its turnover abroad.

To date, PTW is known as a pioneer of innovative ideas and has an excellent reputation in radiotherapy, X-ray diagnosis, nuclear medicine and radiation protection. The company approached the Enterprise Europe Network of IHK Südlicher Oberrhein in 2007, because it had read that an established expert was in charge of the topic "Public procurement in Europe" there. The Enterprise Europe Network in Lahr offers special support to

companies, such as research on public orders in different databases. First, an individual research profile is created in consultation with the company. Creating the profile requires a good deal of experience, because the more detailed it is, the more suitable the tenders are for the company. Relevant tenders for the company are selected based on this profile and sent by e-mail once per week. To avoid having to perform the arduous selection itself and to be able to concentrate on the tenders, PTW commissioned Enterprise Europe Network with the weekly research, and a true success story developed from this: PTW has been able to win many tenders in Europe through this service!

www.ptw.de



With support from:



Industrie- und Handelskammer
Südlicher Oberrhein

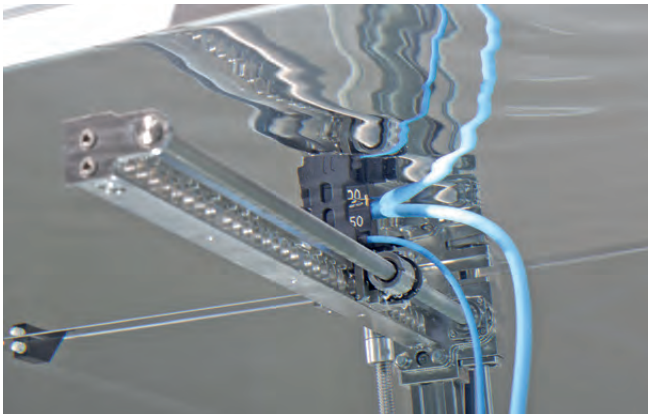


“ We have been using the tender information of the Enterprise Europe Network of IHK Südlicher Oberrhein for more than ten years. The comprehensive, targeted and thorough information greatly helps us to observe the European market and provide relevant information to our branches and representatives. A valuable service for the future too!

”

Axel Hoffmann

Sales director · PTW-Freiburg GmbH



Guide through the jungle of regulations

Internationally active companies often send employees abroad for assignments. Gerriets GbmH from Umkirch is no exception.

Gerriets has been a manufacturer and specialist in the area of stage and event equipment for over 70 years. As a global market leader, it is represented by subsidiaries and sales partners in over 20 countries. The product portfolio ranges from stage textiles, projector films and stage technology all the way to complete acoustic solutions. Gerriets regularly sends employees to other EU countries. In advance of assignments or business trips, whether for installation, repair, trade fair appearances or simply to visit customers, a number of points need to be considered and organised.

Due to a new EU directive, employers suddenly have to take a large number of new regulations into account when they want to send their staff abroad. Complex administrative provisions and requirements represent a significant burden. For example, the employees need to be registered and need to carry documents such as the A1 certificate or present them for inspection. Contact partners must be named to the authorities in the destination countries.

All of this is made even more difficult by the fact that the EU countries have implemented the new regulations in very different ways. As a consequence, companies are sometimes confronted with widely diverging general conditions. Heavy fines can be incurred if the rules are ignored or applied incorrectly.

For this reason, Gerriets contacted the Enterprise Europe Network team at the IHK Südlicher Oberrhein and asked for help to procure the necessary information and find its way in the new jungle of regulations. With the help of Enterprise Europe Network colleagues in the other EU countries, it was possible to collect, evaluate and combine the information and make it available to Gerriets. "The Enterprise Europe Network team of the IHK Südlicher Oberrhein supported us with the information needed to be able to act in compliance with regulations in the EU markets," says Diane Felber, Human Resources and Training Manager at Gerriets.

www.gerriets.com



With support from:



Industrie- und Handelskammer
Südlicher Oberrhein



Royal Opera House, London

” The Enterprise Europe Network team of IHK Südlicher Oberrhein is our first point of contact for questions on the internal EU market and on the topic of sending employees to the EU. ”

Hannes Gerriets
CEO · Gerriets GmbH



Enterprise Europe Network at Economic Summit in Brussels

The Enterprise Europe Network uses the “Baden-Württemberg and the EU” Economic Summit in Brussels as a platform for exchange with the European institutions.

The “Baden-Württemberg and the EU” Economic Summit serves as a platform for close communication between the Baden-Württemberg business sector and the European institutions on the current developments in European economic policy and the economic positions of the state. On 29 January 2018, Minister of Economic Affairs, Dr. Nicole Hoffmeister-Kraut (member of state parliament), opened the “Baden-Württemberg and the EU” Economic Summit that she had initiated in Brussels with over 200 participants. The participants included high-ranking representatives from industry and associations, representatives of the state parliament and budget commissioner Günther Oettinger, as well as representatives of the EU institutions including Vice-President of the European Parliament Rainer Wieland (MEP) and General Director Evans. One of the focal topics of the summit was securing the success of Baden-Württemberg SMEs.

The Enterprise Europe Network also used the Economic Summit as a platform for dialogue with the European institutions. The central topic of an EEN forum, led by the leading partner Handwerk International Baden-Württemberg, was supporting European SMEs.

The partners of the Baden-Württemberg network discussed with the director of the DG Growth Kristin Schreiber, representatives of the European Agency for SMEs (EASME), Minister of Economic Affairs Dr. Hoffmeister-Kraut and European delegate Dr. Andreas Schwab how SMEs can remain competitive in the future and what contribution the EU can make to this. Based on specific case examples from the Upper Rhine region and the Chamber of Foreign Trade in Poland, the partners of the Enterprise Europe Network demonstrated which support services the network can offer and which general conditions are necessary for SMEs to be able to avail of opportunities in the internal EU market in the future too.

The very positive feedback from the participants confirmed that the Economic Summit successfully fulfilled its aim of positioning the EEN network and enabling communication with representatives of the European institutions.

www.wm.baden-wuerttemberg.de



Baden-Württemberg

MINISTERIUM FÜR WIRTSCHAFT, ARBEIT UND WOHNUNGSBAU



IT innovation from Karlsruhe

EINS GmbH received EU funding in the SME Instrument and in the EU programme Fast Track to Innovation for forensic testing of printed documents.

With the so-called SME Instrument, the EU supports small and medium-sized enterprises with potential for growth, innovative ideas and business activities with an international focus. With this, SMEs can develop their concrete ideas until they are ready for the market. EINS GmbH, a software company from Karlsruhe, successfully submitted an application to the SME Instrument Phase 1 in 2015 and initially received funding of 50,000 euros for a feasibility study.

Subsequently, the innovative company took advantage of consultation from Steinbeis 2i GmbH on applying for funds and on innovation management. The SME decided to apply for an SME Instrument Phase 2. On advice from Steinbeis 2i GmbH, an application to the EU programme Fast Track to Innovation was submitted at the same time. There were good preconditions for the FTI programme, which is designed for international cooperation, because the SME already had cooperation agreements with reliable partners from Germany, the Netherlands and the UK.

The project ANDRUPOS (Automatic Non-Destructive Recognition of Used Printing Techniques On Substrates) was approved in 2017 and deals with the automatic, non-destructive recognition of the printing technology with which a document was generated. This innovation enables forensic testing and identification of printed products such as bank notes, certificates, passports and IDs.

For EINS GmbH, the FTI project is a stepping stone into the market and an ideal basis for occupying all important fields and setting technological standards. Together with its project partners, the company ultimately plans to revolutionise investigations of falsified documents with its developments.

www.eins-gmbh.de



With support from:





” Thanks to the funding we received from the European SME Instrument, we can now develop our technology until it is ready for the market. Steinbeis 2i GmbH provided us with excellent support in working through the application and the further process and advised us to take a multipronged approach. This advice has helped us to make considerable progress. ”

Dr. Jan Schloen
CEO · EINS GmbH



Scaling of photonics start-ups as IoT enablers

Photonics BW, the cluster OpticsValley and Steinbeis 2i GmbH support European deep tech start-ups in scaling and networking their ecosystems.

For many years, Steinbeis 2i GmbH has been successfully working together with Photonics BW e.V., the innovation network for optical technologies from Aalen. The cluster also uses the services of the Enterprise Europe Network and was advised by Steinbeis 2i GmbH on EU research funding and on how to apply for the funds. For example, with the EU project Photonics4All, the two organisations raised awareness of optical technologies in Europe in 2015 and 2016 and provided training to children, teenagers and entrepreneurs, in particular. With the RespiceSME project, the innovativeness of European SMEs in the field of photonics was strengthened intensively.

In 2017, Steinbeis 2i GmbH again successfully led the cluster organisation into a joint EU project, coordinated by the French cluster OpticsValley. This time, the focus is on the growth of European high-potential start-ups. By means of an accelerator programme DeepTech4Good, the Scale-EUp2 project supports start-ups in achieving higher visibility on the market

and becoming forerunners in the Internet of Things (IoT) markets. In total, 200 selected high-potential start-ups from four European hubs receive coaching and are supported in networking with relevant stakeholders and generating innovation projects.

Through the cooperation, Photonics BW obtains access to clusters in France and all over Europe. In addition, the organisation benefits from the thematic focus of the project. Because Photonics BW is responsible together with Steinbeis 2i GmbH for implementing the accelerator programme, the cluster can strengthen its position on the start-up scene in Baden-Württemberg.

www.photonicsbw.de



” Because photonics is a key enabling technology for the IoT as a driver of the digital revolution, we support photonics start-ups with scaling and international networking by means of the European accelerator programme. As an ambassador of the Startup Europe Initiative of the European Commission, we cooperate closely with our long-term partners OpticsValley and Steinbeis 2i GmbH.

”

Johannes Verst

Head of Projects & Innovation ·
Photonics BW e.V.



Key Enabling Technologies for SMEs

Hahn-Schickard, Enterprise Europe Network and other technology service providers from Europe are making advanced manufacturing technologies available to SMEs.

The Hahn-Schickard-Gesellschaft für angewandte Forschung e.V. from Stuttgart has been using the services of Enterprise Europe Network in the area of EU funding for many years. In this way, the institute regularly receives cooperation partner requests from Europe and has been successfully advised on making EU applications. In 2014, Steinbeis 2i GmbH put Hahn-Schickard in contact with four other technology centres from Europe, including well-known institutions such as Joanneum Research Forschungsgesellschaft mbH from Austria, LEITAT from Spain, ACREO from Sweden and Warwick Manufacturing Group.

Under the leadership of Steinbeis 2i GmbH, an application was submitted to the EU together with eight institutions of applied research and was approved. Seven partners of the Enterprise Europe Network from Bulgaria, Denmark, Greece, Croatia, Latvia, Slovakia, Slovenia and Hungary were also brought on board for the application.

As innovation and network experts, they facilitate access to SMEs, particularly in regions of Europe where access to Key Enabling Technologies was previously difficult.

The KET4CleanProduction (Key Enabling Technologies for Clean Production) project enables producing SMEs from Europe to have access to excellent technology services from January 2018 until February 2021. It promotes the use of advanced manufacturing technologies and associated key technologies for SMEs and has the aim of improving the sustainability, resource efficiency and energy efficiency of production processes.

SMEs can select the most suitable service provider based on their needs. A budget of two million euros is earmarked for SME projects with relevant providers of Key Enabling Technologies.

www.hahn-schickard.de

” The project KET4CleanProduction is a huge gain for Hahn-Schickard, because it allows us to position ourselves as a service provider for Key Enabling Technologies worldwide and establish contacts to excellent European technology centres. Steinbeis 2i GmbH contributed to the application being approved in Brussels and will surely contribute to the successful achievement of project aims as coordinator. ”

Karl-Peter Fritz

Head of Construction Elements + Systems
Department · Hahn-Schickard-Gesellschaft
für angewandte Forschung e.V.



European network for sustainable forestry

Baden-Württemberg delegation to Croatia gets the ball rolling. A transnational competence network of wood mobilisation clusters is created.

Under the leadership of Steinbeis 2i GmbH, partners from Germany, Finland, France, Italy, Croatia, Austria, Romania, Spain and Switzerland have formed a new network. The EU project ROSEWOOD promotes sustainable wood mobilisation and new forestry approaches. Regional competence centres are being set up in the involved countries to support good practices and innovations. The activities promote economic and sustainable development in forestry and support the bio-economy strategy of the EU in a ground-breaking manner.

The founding process began with a delegation trip by Baden-Württemberg Minister of the Environment, Franz Untersteller. Since 2012, Steinbeis-Europa-Zentrum (SEZ) has set up eleven Danube Transfer Centres (DTC) in the context of the European strategy for the Danube region. These centres make a significant contribution to strengthening regional and international technology transfer. On a visit to Croatia, Untersteller established contact with the business development agency for the Vukovar district, HRAST, and the environmental and waste management agency EKO-SUSTAV.

The two organisations planned to establish a wood competence centre intended to increase the value creation and export of products from indigenous trees. SEZ organised a Croatian delegation trip to Baden-Württemberg. SEZ identified proHolzBW GmbH in Ostfildern and the Zimmererausbildungszentrum in Biberach as potential cooperation partners. Both organisations were visited. ProHolzBW showed interest in cooperation in the form of an EU project. The initially bilateral exchange between HRAST, EKO-SUSTAV and proHolzBW was expanded by additional partners and developed into a broad network of international cluster organisations. Via Steinbeis, the DTC network and the Enterprise Europe Network, it was possible to gain partners from the above-mentioned countries and lend the network its own operative structure.

www.proholzbw.de

Erstaunlich,
was Holz kann.



With support from:





” We benefitted greatly from the concept design workshop of Steinbeis 2i GmbH, which prepared us for filing the application. For us, the ROSEWOOD consortium opens doors to European cooperation extending beyond the project.

Jan Bulmer
Cluster Manager · proHolzBW GmbH

”







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