



F2F | HEALTH
MATTERS

F2F HEALTH MATTERS:
INTERNATIONAL
DEVELOPMENT OF
INNOVATIVE EUROPEAN
HEALTHY FOOD, AND
SUSTAINABLE BIO-
BASED TECHNO-
FUNCTIONAL
INGREDIENTS AND
SOLUTIONS, AND BIO-
SOLUTIONS IN NEW
GLOBAL MARKETS



Funded by
the European Union



"ENTERING THE CANADIAN MARKET"



14/06



04:00 PM - 05:00PM CEST

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F2F Health Matters

F2F HEALTH MATTERS TODAY'S AGENDA

This webinar aims to give you an in-depth understanding of the Canadian market. It will give you an overview of the market and its requirements, and the best strategy to help you access this market.

Today's Agenda:

Opening remarks, presentation of F2F Health Matters project, agenda: João Santos (InovCluster)

Trade relations between EU and Canada (CETA Agreement): Ana Pinto and Liliana Silva (Market Access)

Opportunities and challenges when approaching Canada : Dennis Pietersma (Global Invest & Trade)

Questions & Answers: All

F2F HEALTH MATTERS OBJECTIVES

The project aims to provide support services to innovative European SMEs willing to internationalise their expertise and products in overseas markets.

Duration: 36 months

Project Start: 16/09/2021

Programme: COSME – Clusters Go
International

Budget: EUR 720 947.56

Expected goals:

- To reach over 500 SMEs
- To provide financial support to 45 SMEs
- To reach 10% increase in workplaces

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SPECIFIC OBJECTIVES



Strategic inter-cluster cooperation



Joint development of internationalisation services



SMEs internationalisation journey

F2F HEALTH MATTERS PARTNERS

The characteristics of this Partnership are fully aligned with the European Strategic Cluster Partnerships - Going International (ESCP-4i) principles.

Complementary to the partnership, the Norwegian cluster - **NCE Heidner Biocluster** acts as external observer bringing its SMEs to the European Network.



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SECTORAL AND GEOGRAPHICAL FOCUS

SME specialised in:

- Healthy food
- Bio-based techno-functional ingredients and solutions
- Sustainable bio-solutions

Target markets:

- Canada
- Japan
- South Korea
- Vietnam
- United Arab Emirates



F2F HEALTH MATTERS ACTIVITIES



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SPECIFIC OBJECTIVES 1/2

1. To collect and analyse relevant information about the pre-selected (and later the selected) target markets, which will be used for strategic decision-making:

WP1. Business and Market Intelligence

- T 1.1 Preparatory activities
- T 1.2 Analysis of pre-selected countries
- T 1.3 Selection of target countries
- T 1.4 Market intelligence preparatory package for international missions

5 countries pre-selected
3 countries selected for internationalisation activities

2. To define the joint international strategy for the partnership, based on a common medium to long-term strategic vision of the partners, as well as the implementation roadmap:

WP2. Joint Internationalisation strategy and roadmap definition

- T 2.1 International strategy plan
- T 2.2 Implementation roadmap

5 cooperation agreements signed

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SPECIFIC OBJECTIVES 2/2

3. To prepare the SMEs of each regional territory to accelerate their international business development capabilities and to enter at least one of the targeted markets:

WP3. Engage towards internationalisation

- T 3.1 Timeline of available support for internationalisation of SMEs
- T 3.2 Selection of voucher and "Elite SMEs Training Programme"
- T 3.3 "Elite SMEs Training and Coaching Programme"

500 SMEs reaching out
150 SMEs attending awareness webinars
60 SMEs for coaching and training programme

4. To organise internationalisation missions and provide internationalisation support services:

WP4. Actions and Missions

- T 4.1 Matchmaking and networking events
- T 4.2 Plan and organise international trade missions
- T 4.3 Assistance and follow-up of "Champion SMEs"

45 Champion SMEs receiving financial aid
10 virtual networking/matchmaking events
3 international trade missions - 30 SMEs
30 SMEs business cooperation

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AIDS - SELECTED COUNTRIES

The first selected
country:



Commercial Lead Support:

- Work with external expert;
- Receive 3 000€ aids;

International Mission:

- Travel aids up to 2 000€;
- Benefit B&B meetings organized by expert;

Training and Coaching Programme:

- Knowledge & coaching oriented course;

The other 2 selected
countries:



International
Mission
20th – 25th
November 2022



F2F HEALTH MATTERS COUNTRY-ORIENTED EVENTS

Country-oriented webinars for 2022:

Vietnam: 26th April, 10h -11h CEST ✓

Canada: 14th June, 16h -17h CEST ✓

South Korea: 21st June, 10h -11h30 CEST

United Arab Emirates: TBC

Japan: TBC



F2F HEALTH MATTERS EXPLORATORY MISSIONS

Dates of upcoming exploratory missions:

Canada - November 2022

Japan - June 2023

United Arab Emirates - January 2024



F2F HEALTH MATTERS TRAINING AND COACHING PROGRAMME

Training and Coaching Sessions :

Canada - To take place between July and October 2022

Japan - To take place between December 2022 and May 2023

United Arab Emirates - To take place between May and October 2023



THANK YOU FOR YOUR ATTENTION!



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