



NANORA
Nano Regions Alliance



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PRESS RELEASE

The Nano Regions Alliance is ready to serve SMEs!

A range of smart tools and helpful service packages is now on offer for European nanotechnology SMEs.

NANORA, the Nano Regions Alliance active in various regions of Belgium, France, Germany, Ireland, the Netherlands and the UK, is determined to make life easier for nano stakeholders based in Northwest Europe.

The Alliance, initiated to facilitate cross-regional and cross-sectoral cooperation between European nano stakeholders, has set up a unique transregional database, collected a host of funding opportunities that are suited to nanotechnology SMEs, and developed several workshop formats catering to different audiences. To really help SMEs put their know-how to the market the NANORA is furthermore organizing joint transregional trade missions to exciting nanotechnology markets.

➤ **Unique Transregional Database**

The NANORA partnership is convinced that for European nanotechnology SMEs it is imperative to team up with the right partners – and to do so across borders. This is why they have developed **TINCA, the Alliance's Transnational Interactive Nanotechnology Competence Atlas**. The database, accessible via the NANORA website (www.nanora.eu/nanoplayers), includes around **600 nanotechnology stakeholders from all NANORA regions** and thus allows for easy partner searches across borders. Moreover, the company profiles in TINCA are continuously refined by additional information concerning the specific expertise the companies have to offer in categories such as raw materials they work with, processes they use, end markets they target, and roles they can play in nano-enabled value chains. By the end of August 2014, users will be able to filter TINCA entries for these categories and thus retrieve **made-to-measure sets of companies and research organizations** specifically suited to their needs for individual R&D&I projects. Alternatively or concurrently, users can be assisted in their search efforts by the network of NANORA Access Points (NAPs) in the participating regions.

➤ **Matching and Funding Consulting**

In order to further facilitate contact between prospective R&D&I partners NANORA members will upon request verify the interest of matching companies as well as schedule and accompany initial meetings. SMEs may furthermore receive assistance in finding **suitable sources of funding for cross-regional**

collaborative projects. Here the NANORA members can provide sound consulting services based on a specifically developed overview of regional and transnational funding schemes suited to nanotechnology SMEs, which will also be accessible via the NANORA website shortly.

➤ **Expert Workshops and Master Classes**

Since ideas for new collaboration projects are often spurred by direct conversation in inspiring settings the Nano Regions Alliance will also organize several workshops that combine programmes centered around specific research and application areas with opportunities for networking within a group of **nano stakeholders with similar expertise**. “If we bring regions together and each region brings its best five or ten players on a specific topic, then you have a critical mass to reach real achievements,” Sebastian Hummel, the NANORA Project Manager from Hessen region in Germany, summarized the idea behind this approach.

Drawing on TINCA, NANORA will group nanotechnology companies in different “**Competence Pools**”: Resource Efficiency & Composites; Nanobiotechnology; Nanoelectronics; Coatings; Synthesis & Characterization / Nano Safety. These groups will be offered **tailor-made formats** in the fall and winter of 2014 – webinars in the first step, on-site seminars in the second step – with expert impulses geared to their hot topics. SMEs and researchers that are contemplating the use of nanotechnology applications but lack background knowledge will profit from master classes on select topics such as green technology and water-related applications.

➤ **Convoy Export**

To help SMEs throughout the NANORA regions enter exciting new nanotechnology markets the Alliance will furthermore organize **trade missions to promising locations**. The unique NANORA approach is to make this offer available to companies from all participating regions at once, overcoming the accustomed “regional selfishness” in export activities. That way, a **critical mass of excellent European nanotechnology SMEs** is reached much more easily, making the trip attractive to both visitors and hosts. The first destination in the fall of 2014 is Poland with its solidly growing economy and strong industrial basis ready for nano solutions. A second destination, this time overseas, will follow in 2015. The Alliance will be able to offer travel vouchers to interested companies.

Details on the individual service offers will be available on www.nanora.eu shortly. In the meantime, don't hesitate to contact info@nanora.eu or your regional NANORA Access Point (www.nanora.eu/nanora-access-points) with any questions you may have.

Be the next nano region in NANORA!

NANORA has opened its doors and **invites all European regions** interested in boosting the support to their nanotechnology stakeholders to join the Alliance, tap the knowledge of the network of NANORA Access Points and benefit from becoming involved in the transnational service offers to nano SMEs. Membership is free of charge and application forms are available via the NANORA website (www.nanora.eu/how-to-join).

NANORA is a unique network of public policy institutions, associations, clusters and research and technology centres from seven European regions: Hessen (DE), Saarland (DE), Nord-Pas-de-Calais (FR),

Ireland (IE), Wallonia (BE), Southern Netherlands (NL), and North West England (UK). The Alliance, funded by the European Union through the INTERREG IVB NWE Programme, aims at improving framework conditions and support infrastructures for nanotechnology stakeholders. The project is based on the conviction that the European regions need to engage in concerted action to be successful in the global competition for nano-enabled economic growth. It supports nanotechnology SMEs and research institutions in the participating regions with matchmaking activities based on a unique transnational database of nano players, advice on suitable funding opportunities, and the organisation of joint trade missions to exciting nanotechnology markets.

For additional inquiries contact:

Ulrike Niedner-Kalthoff

KETs & Resource Efficiency Unit

Ministry of Economics, Energy, Transport

and Regional Development – State of Hessen

Kaiser-Friedrich-Ring 75

65185 Wiesbaden

Germany

Phone: +49 (0) 611 815 2478

E-mail: info@nanora.eu

www.nanora.eu

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