

Networking⁴Enterprise

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MALTA ENTERPRISE

Malta Enterprise

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ASIA EU Matchmaking Event

21-23
MAY

BEIJING,
CHINA

The Asia EU Matchmaking event in Beijing is a quick and easy way to meet potential cooperation partners. You will be able to meet people and build on connections for a future cooperation.

The event will focus on:

- Electronic Information and Communication
- Engineering and Manufacturing
- New materials and New Energy
- Environmental Protection
- Agriculture and Green Technology
- Bio-Engineering and Pharmaceuticals

If you are an entrepreneur or represent a company you will definitely benefit from participating at a matchmaking event.

- You can find clients, suppliers, subcontractors and many more...
- Interpreters will be at your disposal
- Your profile will be widely promoted and published in an online catalogue and a paper catalogue disseminated among participants
- You will be able to participate at an IPR seminar on the 21st of May.
- Free of charge transportation and entrance to China High-Tech Expo 2013



Participants may also benefit from a Malta Enterprise scheme which will part-finance eligible costs related to this event. More details may be obtained from

info@enterprise-europemalta.com

Should you prefer not to receive information on services offered or provided by Malta Enterprise Corporation, kindly send your request to info@enterprise-europemalta.com

The Logistical Trap

There is no mystery in logistics but lack of knowledge can lead to pitfalls and financial losses.

Logistics is the art of procuring or delivering a merchandise in the most efficient manner, at the least cost possible. Simple definition – tall order! No industry can afford to go wrong on logistics, but even more so for those industries which attain a high level of efficiency and resort to just-in time logistics. The overriding consideration in logistics is control. All phases of the supply chain have to be planned, measured and quantified because if any one link in the chain is left to chance, the possibility of a delay/interruption is high.

Drawing on the real life experiences that we go through in our daily involvement in logistics, most of the common mishaps that we meet include:


Miscommunication – sounds incredible in this age of the “now” and “immediate” yet even though we communicate in a phonetic

manner, it is not always the case that the two parties to a communication actually understand each other. This is manifested in conflicting or contradictory sales terms and transport clauses. People assume that they have understood, little realizing that the other party has also assumed that it was understood – but in a different manner. Same words mean differently in different countries/cultures.

Lack of proper supervision – This manifests itself in either receiving the wrong product at the end of the chain or receiving the product with delay. Both instances translate into financial losses. Appointing interlocutors of trust to ensure that what has been agreed is what is actually being delivered can go a long way to avoid mishaps. Having the goods delivered in time to port for loading on the nominated vessel is a classical case in point.

Ignorance of transport terms – a professional organization cannot afford to have people handling logistics who do not understand the language of logistics. Familiarity with INCOTERMS and banking terminology are basic requirements. Pretending to be knowledgeable can be a high cost gamble.

Price/transit time correlation – Everything comes at a price and wishing to have everything at the cheapest price possible, all the time, is impossible. Good services which are reliable and guarantee a transit time come at a price. On the other hand, throwing money at the logistics problem is not the solution. Only professional and consistent analysis gives the desired results. Goods which are stuck in the delivery process is money lost in terms of opportunity costs, delayed production, unsatisfied clients.



Logistics is all about planning. Even then there can be delays caused by force majeure – weather, strike actions, cargo loss – but at least one should cover what is possible to ensure an organized process

Questionnaire on a

'Free Trade Agreement' with Thailand

The Enterprise Europe Network is interested in receiving as specific information as possible if any challenges in trading with Thailand have been identified. The questionnaire has been prepared in order to provide the Commission with information to assist it in establishing priorities and taking decisions throughout the negotiating process. Your reply to this questionnaire is important in this process and we thank you in advance for your contribution.

Log onto www.enterprise-europemalta.com

PARTNER SEARCHES

A Spanish company, GEOGRAPHICA, is interested in joining a proposal (FP7, CIP, LIFE, EUROSTARS...). Commercial and Technological projects are also welcome.

They have experience in European Projects, expertise and capacities enough to be an excellent partner in the areas of:

- Physical and human geography.
- Geomatics and GIS.
- Software and systems engineering.
- Geographic database modeling, geographic modelization.
- Geostatistical analysis, data and business intelligence.
- Graphical and interactive design.

Geographica has technicians based in Italy and France and has provided consulting service to USA, France and Hungary...

Contact us for further information.



Packaging



Packaging is an important part in the export procedure, so do not underestimate its role and its communication opportunities as it can also be used usefully to communicate a range of product information, any relevant warnings, as well as provide an opportunity for displaying marketing messages promoting the company and the product.

Furthermore, there is nothing more disappointing - and more costly - than receiving a consignment, only to discover that the products are damaged because of inadequate packing and packaging. All the effort and money spent in producing them, and then shipping them a great distance across the world, is worthless. In the export process, adequate packaging is as important as producing goods to specification and their quality control.

Communication with distributors, users and consumers

There is a key potential role for packaging as a media for communicating messages about the product and the supplier to each level of the distribution chain down to the final user or

consumer. Packaging should help to promote the product and company information and to distinguish the products from competitors' products. Where possible, use a distinctive name or description of the product in the local language, or develop a pack design or representation in a form with strong local recognition potential.

Local culture

There are cultural aspects of packaging that must be considered along with the objectives of international brand recognition. The export marketer should seek to identify, and allow for any particular cultural factors that could influence packaging design, such as:

- local attitudes

- local superstitions (including about symbols used in names or marketing communications)
- local reactions to words (brand names, when pronounced by foreign market consumers, may have unacceptable sounds or meanings)
- colour (e.g. Chinese communities favour red and gold, whereas white is seen as associated with death and unhappy events)

Forgeries

International marketers of branded goods are frequently plagued by rough copies of their products or packaging in developing markets, and often the copies try to use a crude variation on the foreign brand name. So anything one

can do to make the copying process both difficult and risky (by enforcing trademarks, unique brand features, patents and copyrights) should be done. Distinctive packaging, even for certain types of industrial goods likely to experience copying, can add another cost factor into the equation that might reduce forgery.

Purchase motivations

Packaging can play an important part in positioning products in relation to competitors' products and consumer expectations. Market habits and purchase motivations can be important considerations at the stage of packaging design. The exporter must consider most carefully for each separate market:

- Who will buy the product?
- What will be the likely purchase and use?
- When and where it will be purchased?

Above all, be flexible, because what may be a mass market line in one country may be best sold as a luxury in another. If you are not limited by a prescribed international brand image, then pay heed to the local advice from distributors and advertising agencies on aspects of packaging and presenting your product, including acceptable unit sizes, shapes, design, logos and labelling.

Product use information

Product use information should tell the consumer what to do with that product or how to use it correctly and safely. Some foods may need more elaborate illustrations of how the product is prepared. Consumer durables and many industrial products should have comprehensive and extra instructions on use, care, maintenance and safety. Checklist to consider when going through the packaging process:

Product requirements

- Does the product need protection to preserve its taste, aroma, colour, dryness, moisture etc.?
- Does the product need protection against moisture, light, odours, heat, cold, oxygen, corrosion and other chemical reactions, micro-organisms, insects, rodents, mould, pilferage, etc.?
- Can the product itself be changed or modified to be easier to pack without jeopardizing its taste or character?
- Is the selected packaging material suitable for the product?
- Can the packages designed for the domestic market also be used for export?
- Can the same export packages and designs be used in all target markets or are modifications required for some markets?

Consumer requirements

- Does the selected packaging material fulfil all the legal and other requirements for consumer protection?
- Has the product itself been adapted/modified to consumer tastes and requirements in the target market as regards, shape, colour, scent, etc.? Has this been verified by field tests among consumers in the target market?
- Is the size of the package suitable for consumers as regards volume of contents, number of servings, measurements of home storage facilities, etc.?
- Is the package convenient for the consumer to handle, open, re-close, empty, dose, reuse, recycle, destroy after use, etc.?
- Is the graphic design acceptable to consumers in the target market?
- Does the text on the package/label provide consumers with understandable and adequate information on the product and its use?

Distribution requirements

- Types of packages?
- Quality standards?
- Packaging sizes and dimensions?
- Suitability for display?
- Ease of unpacking and price marking?
- Recycling or handling of empty transport packaging?
- Compliance with fair trade practices?
- General graphic layout?

Overall the export product price will include packing cost which will have particular regard to transit, packaging design and its cost. Packing and packaging must be undertaken with great care, in order to transport a consignment safely and economically to the customer. Protection must be given against breakage, pilferage, and damage also possibly caused by changes in climate. Many common problems are avoidable by taking simple precaution, such as packing tightly to avoid movement inside boxes, and punching holes in plastic bags to allow ventilation. One is to pack with consideration for the cost of transportation, and the handling of the boxes by the importer. There is a system of marking packages and export invoices in order to further identify and support international cargo.

Remember that a host of regulations govern trade and the distribution of goods within markets and across borders, so one should first approach the country's trade service institutions and organisations for assistance. Do not forget that these days many countries take care of the ecological aspect of marketing thanks to a variety of directives. The exporter is therefore strongly advised to seek necessary guidance before simply packaging his company's products.



Business Opportunities

20130211034

Macedonian company specialized for international transport and logistics of different kinds of goods is offering transport and logistics services to partners from Europe.

20130131005

Russian logistics company specialized in transport -forwarding services is looking for partners for Subcontracting and also offers logistic services.

20130129023

A French SME, specialized in support activities for transportation as a customs agent, is looking for foreign custom partners inside and outside Europe. The company is looking for foreign custom partners who want to be involved/become a part of the network. It offers logistic and subcontracting services. It requests trade and outsourcing opportunities linked to its own business.

20121227026

A leading southern Italian company specialised in Global Supply Chain Management solutions with door-to-door service, forwarding, groupage, airfreight, warehousing and distribution, is looking for mutual cooperation in transport/logistic and trade intermediary services.

20130213025

Russian company, specialized in fish production, is offering trade intermediary services as distributor. The company is interested in finding partners for joint venture in EU countries.

20121112044

Italian company specialized in production and trade of dairy products, is looking for reciprocal trade intermediary services (agents, representatives).

20120913021

An Austrian company active in the field of steel wholesale is looking for and offering trade intermediary services (agents, distributors) and partners in manufacturing for purchasing cooperation.

20120801001

A UK life sciences company, with expertise in manufacturing hospital injectable products offers itself as a trade intermediary for companies with pharmaceutical products looking to sell into the UK market and is also interested to co-develop hospital products on a joint venture basis.

20120702050

A Serbian company specializing in distributing and assembling electronic components, instruments, tools and components for automation. The company covers all market segments, from catalogue sales to project support and referencing designs for many applications. The company is offering distribution services, joint venture collaboration or subcontracting activities. Distribution partners are also requested.

20130225045

Bosnian company dealing with furnishing of interiors, furniture assembly services, furniture manufacturing offers Trade Intermediary

services (agent, representative, distributor) and Subcontracting/ Outsourcing activities.

20120508011

Turkish company specialized in producing frozen fruits and vegetables is interested in being trade agent, representative and distributor of a potential partner and is also interested in collaboration based on reciprocal production.

20110519026

A Serbian producer and distributor of canned food offers/requests trade intermediary services.

20091127003

A Polish company which specialises in packing foodstuff is looking for trade intermediaries that would represent them in other countries and is also offering trade intermediary services.

20091105010

French company specialised in distribution and commercialization of French wines and spirits, food, is looking for commercial, technical cooperation, reciprocal distribution, in Europe and other countries.

20130104005

Bulgarian company is specialized in manufacturing of high quality plastic products using a rotational moulding for production of hollow and voluminous plastic parts. The company is looking for trade intermediary services - agent, representative or distributor, offers subcontracting, outsourcing activities and reciprocal production.

Technology Requests

MICROBIOLOGY

Seeking solution to quickly measure the level of bacterial contamination in aqueous samples containing living cells

13 FR 34K2 3S4D

A French SME seeks a solution to quickly measure the level of bacterial contamination in aqueous samples containing living cells. The goal is to quickly detect the presence or absence of germs and have a quantitative estimation of bacteria. The solution should be specific enough to differentiate bacterial contaminants from living cells, to analyze samples and obtain results in real time. A Commercial Agreement with Technical Assistance is sought.

COSMETICS

Bee Venom Based Cosmetic Products - Providers of Innovative Solutions to Aid Further Development and Testing Facilities Sought

13 GB 403U 3S5N

A South East UK SME supplying natural products globally has developed a product that contains a new bee venom based active agent. The product has been found to be beneficial in the treatment of a number of skin conditions including pre-cancerous blemishes, psoriasis and also for wrinkle reduction. The SME seeks cosmetics industry and research institutes with innovative solutions to co-develop, test/help certify and commercialise such products.



MARINE DESIGN

Cooperation for designing a new variable buoyancy system for submarine Remotely Operated Vehicles

12 DE 76DY 30F9

A German SME, with main activity in scientific-technical services for research and shipping has developed a variable, all-purpose, low-cost buoyancy system for submarine Remotely Operated Vehicles (ROV). The company is looking for technical cooperation to improve the buoyancy system in size and design and develop a marketable system.

RENEWABLE ENERGY

Photovoltaic farms and installations

13 PL 62AS 3S0W

A consortium of Polish companies is preparing a proposal for the financing of photovoltaic farms. They are searching for partners to enter collaboration regarding the design, installation and future servicing of the plants. The companies are considering signing a commercial agreement with technological support.

Technology Offers



METAL MANUFACTURING

Structural Adjustable Modular Stairways

11 TR 97NA 3L33

A Turkish firm active in sheet metal forming industrial sector has developed a steel constructed type spiral rotating stairways having an adjustable, modular structural system. This invention is related with the structural static stairways having stair steps, with or without safety railing barriers, providing going and coming between at least two floors or platforms which have vertical height difference between each other. The firm seeks partners whose work area is sheet metal to set up a manufacturing agreement with technical assistance.

PACKAGING

Printed paper electronics and displays for smart packaging and labels

12 SE 67BY 3Q4L

A Swedish R&D institute has developed a technology for printing electrochromic display elements on flexible substrates, using novel printing inks in conventional printing equipment. Reel-to-reel manufacturing enables a very low cost that opens for new applications e.g. smart labels/packages and other printed matters. The offer includes evaluation kits, prototypes and volume series, as well as transfer of know-how. The institute is seeking industrial partners for technical cooperation, as well as licensing and subcontracting agreements.

VIDEO PROCESSING

Distribution, processing and editing open source system of real-time video for Android devices

11 ES 28F9 3L3P

Spanish private company has developed a platform for distribution, processing and editing real-time video for Android systems, based on open source software. The real-time video captured from Android, can be processed edited and distributed,

converting mobile devices in video prosumers. It opens a huge range of possibilities for companies as content distribution, advertising... Technology is ready for demonstration and Spanish company is looking for technical cooperation and commercial agreements.

LED TECHNOLOGY

Method and equipment to produce visual effects and artistic living lights

08 FI 30I3 0JBP

A Small Finnish company has developed a method and equipment to produce visual effects and artistic living lights. The lighting process enables the creation of illumination effects in different sizes and forms. Changing the light pattern rapidly produces a moving effect, which can be designed to look like three-dimensional picture. For example: a moving flame that looks realistic decorates houses like an electric fireplace. This effect can be fitted even in the fireplace of the doll's house. An example of the three-dimensional effect could be a mobile phone that burst into "flames" while it rings. Advantages are scalability and energy efficiency. Use of a modern LED-technology gives freedom to design very ambitious effects in different kind of decorations. The company is seeking licensors for this technology. Co-operation in technology provider based model is also considered.

Erasmus for Young Entrepreneurs:

EU EXCHANGE PROGRAMME FOR ENTREPRENEURS



Are you thinking of starting your own business, or have you recently done so?



Or perhaps you are already running a successful business and would like to expand it to new markets, or get fresh ideas?

The Erasmus for Young Entrepreneurs programme is beneficial for those individuals who are thinking of starting or have just set up their own business. They will be given the opportunity to acquire relevant skills whilst working with experienced entrepreneurs of small and medium enterprises across Europe.

On their part, the experienced entrepreneurs participating in the programme and hosting the budding entrepreneurs would benefit from fresh perspectives on their own business whilst also getting the opportunity to cooperate with foreign partners or learn about new markets.

The programme seeks to help new entrepreneurs acquire the relevant soft skills, whilst both new and experienced entrepreneurs would be expanding their European outreach. Erasmus for Young Entrepreneurs is a win-win collaboration, whereby both new and experienced entrepreneurs can discover new European markets or business partners, can explore different ways of doing business, as well as explore new opportunities

for networking. The entrepreneurs may also decide to pursue their collaboration on a longer term by becoming business partners after the end of the exchange period.

In this manner, the programme stimulates entrepreneurship, competitiveness, internationalisation and growth of start-ups and established SMEs in the EU. It also contributes to the transfer of know-how and building of management skills essential for the running of an SME.

Malta Enterprise will provide financial support, to partly cover travel and subsistence, to aspiring or new local entrepreneurs participating in the programme, and will assist with the application of interested new and host entrepreneurs.

For more information about the programme you may contact Pedro Alvarez on pedro.alvarez@maltaenterprise.com.

ICT PSP 2013 Call for Proposals now open

The European Unions Information and Communication Technologies Policy Support Programme (ICT PSP) is one of the main financial instruments of the EU's i2010 initiative.

The ICT PSP aims at stimulating innovation and competitiveness through the wider uptake and best use of ICT by citizens, governments and businesses, particularly Small and Medium-sized Enterprises. The approach is based on leveraging innovation in response to growing societal demands.

Despite progress in the uptake of ICT in Europe, Europe can and must exploit these technologies better. Businesses, in particular SMEs, can make more and better use of ICT to innovate in products, services and processes. Public organisations can

take further advantage of advances in ICT to provide more efficient and higher quality services. Disparities across Europe are also wide. The ICT policy support programme will help overcome the hurdles hindering the wider and better use of ICT in high growth sectors of public interest like health, inclusion or public administrations. Hurdles include the unavailability of innovative ICT-based services, the lack of interoperability of solutions across the Member States, as well as the fragmentation of relevant ICT-based products and services markets.

The programme facilitates the development of lead markets for innovative ICT-based solutions notably in areas of public interest and will open a wide range of new business opportunities in particular for innovative SMEs. It does so by creating wider market

opportunities and better services for SMEs rather than providing them with direct subsidies. The aim is to optimise the use of the resources available for the programme and to build on and complement national, regional and other EU initiatives. Its support is one of the key enablers to develop cross border interoperable high impact service through the implementation of large scale pilot projects.

The 2013 Call for Proposals is open. For more information kindly contact Pedro Alvarez at pedro.alvarez@maltaenterprise.com.

