



AdPack
ADVANCED SMART PACKAGING

D 4.1 Report on established collaborations and cooperation agreements



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1. Executive summary

This document presents the deliverable D 4.1 “*AdPack2 Report on established collaborations and cooperation agreements*”, of the project AdPack2 - European Strategic Cluster Partnership for Advanced Smart Packaging, funded by the action COS-CLUSINT-2016-03-01 – Cluster Go International of COSME. This document is the result of the work done at tasks 4.2; 4.3 & 4.5 with the goal of defining industry partners per target country and a concept note outlining the intended cooperation objective and activities among other things.

The three tasks mentioned above relate to the following topics

- 4.2 Identification and exploration of industry and research potential partners in target countries
- 4.3 Identification of relevant business and innovation organisations in target countries
- 4.5 Organisation of fact-finding missions

02.

Identification and exploration of industry and research potential partners in target countries

2. Identification and exploration of industry and research potential partners in target countries

Based on results of previous tasks (including AdPack Strand1), an important list of contacts in each target country has been established. When available, the website of the concerned contact was visited in order to check a real compatibility with AdPack2 goals for smart packaging. After an appropriate sorting, all email addresses were contacted with a brief presentation of the AdPack project and a request for cooperation. It was quickly noted that the responses were rare despite several reminders. After analysis, this situation would be due to the lack of knowledge of clustering in the target countries. So we went through cross-border organizations to access these contacts. It should be noted that the success of this task would have been much better if it had been scheduled during or after the fact-finding mission.

The most useful contacts are established thanks to the network EEN with which we exchanged a lot: several exchanges by email and telephone in Belgium, a web meeting with the USA and another with China is planned for July 04, 2018.

Other contacts with the Walloon Export Agency - AWEx were also useful; this agency has a large network of ambassadors around the world.

An appreciated help also came from ESCPs partners we have contacted to the same aim.

A cooperation agreement form was prepared and proposed to several contacts, here are the objectives it contains:

1. To share market intelligence information regarding the smart packaging sector;
2. To identify the most relevant potential partners in each of the target countries (China, Canada & USA);
3. To contribute to build connections and agreements between AdPack² SMEs and companies, R&D centres, etc. in their countries;
4. To gather relevant and specific information concerning entry barriers, requirements and opportunities;
5. To participate in knowledge sharing and training activities, such as webinars;
6. To identify and share potentially relevant funding opportunities;
7. To work together in good faith to coordinate within the scope of this Agreement.

Some cooperation agreements have been already signed, but we continue in this task looking for more contacts.

03.

**Identification of relevant business and
innovation organisations in target countries**

3. Identification of relevant business and innovation organisations in target countries

This task aimed to identify and interact with relevant institutional and business stakeholders in each of the target countries. In addition to the references mentioned in the work package, many others have been identified and contacted with more or less success.

Here again, the EEN network was an appreciable support except for the Canadian objective where the network is not present. We are in discussion with AWEx representatives to try to identify other organizations.

All these contacts will be part of our meetings agenda during fact-finding missions. Interacting with these contacts will continue throughout the duration of the project and attempts will be made to meet our industrial members in future trade missions.

Here is a list of identified contacts:

| USA | | | |
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| 1 | American Packaging Corporation | www.ampkcorp.com | American Packaging Corporation (APC) is one of the leading flexible packaging converters in North America. We specialize in supporting many industries, including dry foods, seasoning and mixes, coffee and tea, refrigerated dairy, fresh produce, frozen products, confectionery, medical, personal care, nutraceutical, hard-to-hold products, liquids, and other markets |
| 2 | AMERIPEN - American Institute for Packaging and the Environment | www.ameripen.org | AMERIPEN stands for the American Institution for Packaging and the Environment, and is modeled after similar organizations in Europe. Founded by industry leaders including Coca-Cola, Colgate-Palmolive, Procter & Gamble, Kellogg, ConAgra Foods and Dow Chemical, the new organization will represent and address the interests of suppliers, producers, retailers and others within the packaging value chain for enhanced environmental commitment and improved sustainability. |
| 3 | Du Pont | www.dupont.com | DuPont offers specialized, cost-effective solutions that help brand owners, converters, manufacturers, tradeshops, and printers meet branding, performance, and sustainability goals. With end-to-end design and application development expertise that cuts across industries, DuPont works with customers to create packaging innovations that support key business objectives. Our broad range of specialty resins and advanced materials let customers do more with less. They inspire eye-catching solutions and help reduce packaging's environmental footprint of products and processes. |

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| 4 | European American Enterprise Council | www.eaecouncil.com | The European American Enterprise Council (EAEC) is a private member-driven social enterprise and NETWORK. EAEC is part of the European Commission's Enterprise Europe Network (EEN: 600+ organizations in Europe, and a worldwide presence), and aims at promoting Transatlantic cooperation, collaboration, trade and investment between European and North-American companies, institutions and economic regions while fostering Innovation and Entrepreneurship. |
| 5 | FPI - Food Packaging Institute | www.fpi.org | Established in 1933, the Foodservice Packaging Institute is the trade association for the foodservice packaging industry in North America. FPI's members include raw material and machinery suppliers, packaging converters, foodservice distributors and operators/retailers. |
| 6 | PMMI - The Association for Packaging and Processing Technologies | www.pmmi.org | <p>MMI connects the makers of goods with the packaging and processing suppliers they rely on. Together we help provide people around the world with innovative, safe, convenient and cost-effective products that touch lives every day.</p> <p>We advance the industry through our world-class PACK EXPO portfolio of trade shows, PMMI Media Group and a wide range of Business Drivers to empower our members.</p> |
| 7 | Sealed Air | www.sealedair.com | At Sealed Air, our goal is to protect a growing world with sustainable solutions that improve food safety and security. Helping create a cleaner, healthier environment and safeguarding your business against damage and loss. We don't just sell products. Instead, we are a knowledge-based provider backed by thousands of scientists, engineers, equipment, application and industry experts, and state-of-the-art laboratories dedicated to delivering tailored solutions for our customers. |
| 8 | SDA Packaging | http://www.sdapackaging.com | Smart Degradable is dedicated to servicing its customers now more than ever before by having direct representation in the USA, Chile, the UK and Canada. All of our products are carefully evaluated to be produced in the factory with the expertise required to keep quality and delivery at the top of the list while still being able to produce products at a competitive price. Our mission is to offer Smart and Responsible packaging solutions and to maintain the highest levels of service and quality to which our customers have become accustomed. |
| 9 | Applied Materials, Inc. | http://www.appliedmaterials.com | We are the leader in materials engineering solutions used to produce virtually every new chip and advanced display in the world. Our expertise in modifying materials at atomic levels and on an industrial scale enables customers to transform possibilities into reality. At Applied Materials, our innovations make possible the technology shaping the future. |
| 10 | Smart Planet Technologies | http://smartplanettech.com/ | Smart Planet Technologies is a materials engineering company with innovative environmental composite materials for the packaging industry. |

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| | | | Our composite materials have been designed to provide environmental alternatives to the rigid, flexible, liner, label and corrugated box board industries. Ideal for hot/cold cups, folding cartons, food trays, liner papers, labels, corrugated box boards and more, EarthCoating uses up to 60% less plastic than traditional plastic coatings and is engineered to be repulped through existing paper recycling equipment. |
| 11 | Multisorb Technologies | http://www.multisorb.com/ | Multisorb Technologies offers a full range of sorbent products, including desiccants, moisture regulators, oxygen absorbers, volatile absorbers, and other specialty products designed to extend your product's shelf or service life and protect your product's quality. |
| 12 | Crown Holdings, Inc. | https://www.crowncork.com/ | Here at Crown, we are passionate about helping our customers build their brands and connect with consumers around the world. We do this by delivering innovative packaging that offers significant value for brand owners, retailers and consumers alike. This is no small achievement, since value means something different to each of these stakeholders. Crown's creative packaging solutions are well-suited to address each of these interpretations of "value" thanks to the inherent properties of metal and the innovation that has taken place throughout our company's history. |
| 13 | Sonic Packaging Industries | https://www.sonicpackaging.com/ | Custom Packaging & Filling Services With Sonic Packaging, you will always receive the custom and unique packaging solution that works best for you. We are an industry-leading packaging solutions provider serving medium to large manufacturing and brand marketing corporations from many industries, including diagnostic, pharmaceutical and medical devices. Our focus is on unit dose-single use packaging. The Sonic Standard is to exceed our customer's requirements and to work as your partner to help you discover the best process for you and your specific product. |
| 14 | Accutech Packaging | http://www.accutechpkg.com | Accutech is a manufacturer of thermoformed parts including blisters, clamshells and trays. We also produce paper and paperboard packaging, custom and stock kraft mailing bags, merchandise bags in addition to providing contract packaging and RF sealing services. |
| 15 | Bulk Bin Packaging LLC | http://bulkbin.com/ | Bulk Bin Packaging, LLC has been providing agricultural packaging for 19 years and we continue to add value to farmers coast to coast. From boxes to bags, Bulk Bin supplies products that will protect our customers' produce from field to market! Let our passion and experience help guide you in picking your next packaging supplier! |
| 16 | EPS – IA Expanded Polystyrene Industry Alliance | http://www.epspackaging.org | The EPS Industry Alliance (EPS-IA) was formed in March of 2012, uniting more than 60 companies in the expanded polystyrene (EPS) industry. Leading the industry through key performance and environmental issues, EPS-IA facilitates the development of recycling and awareness communications and programs. |

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| 17 | FPA – Flexible Packaging Association | https://www.flexpack.org | FPA's goals are connecting, advancing and leading the flexible packaging industry. FPA members are manufacturers of flexible packaging sold to users or distributors for packaging purposes, and material or equipment suppliers to the industry. |
| 18 | WPO – World Packaging Organisation | http://www.worldpackaging.org | <p>The World Packaging Organisation is a non-profit, non-governmental, international federation of national packaging institutes and associations, regional packaging federations and other interested parties including corporations and trade associations.</p> <p>Encourage the development of packaging technology, science, access and engineering; Contribute to the development of international trade; and Stimulate education and training in packaging.</p> |
| 19 | IFT – Institute of Food Technologists | https://www.ift.org/ | <p>Our Vision A world where science and innovation are universally accepted as essential to a safe, nutritious, and sustainable food supply for everyone.</p> <p>Our Mission To advance the science of food and its application across the global food system.</p> |
| 20 | Landec Corporation | https://www.landec.com/ | Landec Corporation has a rich history of developing, designing, innovating and commercializing new products that advance health and wellness. Our roots are in technology innovation, focusing on leveraging our proprietary Intelimer® polymer technology in a variety of end markets such as packaged food, agriculture, and healthcare. |

CANADA

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| 1 | Alliance of Manufacturers & Exporters Canada | https://lobbycanada.gc.ca/app/secure/oc/lrs/do/clntAddr?cid=15791&sMdKy=1456346059395 | CME IS CANADA'S LEADING BUSINESS NETWORK COMMITTED TO STRENGTHENING THE COMPETITIVENESS OF CANADIAN INDUSTRY |
| 2 | Canadian Packaging | www.canadianpackaging.com | Packaging Magazine |
| 3 | Canadian printable Electronics Industry Association | https://cpeia-acei.ca | Website is not working |
| 4 | Cascades | www.cascades.com | Cascades produces, converts and markets packaging and tissue products that are composed mainly of recycled fibres |
| 5 | Éco entreprises Québec | http://www.ecoentreprises.qc.ca/ | We represent the companies that put containers, packaging and printed matter on the market in Québec and which finance their recovery |
| 6 | Enterprise Canada Network (ECN) | www.enterpriseacanadanetwork.ca | ECN Program has been suspended |
| 7 | Flexible Packaging Corp. | www.fpcfexible.com | industry leader in the production and conversion of flexible packaging including |

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| | | | laminated and printed multi-layered substrates of paper, film and foil |
| 8 | Packaging Consortium | www.pac.ca | Packaging Consortium is a not-for-profit corporation that includes over 2,500 members throughout the packaging value chain. |
| 9 | Pack Smart Inc. | www.packsmartinc.com | Active & Intelligent Packaging Technologies, On-product anti-counterfeit solutions, Online brand monitoring solutions, Consumer-enabled brand protection via smart phone, Tamper evidence solutions. |
| 10 | PRIMA Québec | https://www.prima.ca/fr | Prima – Advanced material research and innovation hub, merger of NanoQuébec and Consortium Innovation Polymères, focus is not on packaging |
| 11 | Richard's Packaging | www.richardspackaging.com | offer perhaps the widest range of plastic and glass containers originating from Canada, the United States, Europe. We are also a major North American source for metal and plastic closures and a leading distributor of various injection molded containers and packaging systems. |
| 12 | Enterprise Canada Network | http://www.cme-mec.ca/ | Enterprise Canada Network (“ECN”) is an industry-led single window platform that connects Canadian small to medium sized businesses and researchers to qualified global opportunities, facilitates international partnerships and creates trade through access to public and private sector resources |

| CHINA | | |
|-------|---|---|
| 1 | China WLCSP | www.wlcsp.com |
| 2 | China Packaging Research and Test Centre | www.packagetest.net |
| 3 | China Packaging Federation (CPF) | http://www.cpta.org.cn |
| 4 | Plastic Products Packaging Commission of China packaging federation | http://chinappack.com/ |
| 5 | China Food and Packaging Machinery Association | www.chinafpma.org |
| 6 | China Plastics Processing Industry Association – CPPIA | http://www.cppia.com.cn |
| 7 | Guangdong Packaging Technology Association | http://www.gdpack.cn |
| 8 | Guangdong Plastic Association Household Products Committee | http://www.cphhx.com/ |
| 9 | AWEX AMBASSADOR CHINA | www.awex.be |

04.

Organisation of fact-finding missions

4. Organisation of fact-finding missions

Organisation of fact finding missions needed to set up some rules in order to respect the European to respect the general principles of EU law. To this aim, Inovcluster (Portugal), in charge of organisation of fact-finding missions to Canada and USA, and Cluster Packaging (Spain), in charge of organisation of China fact-finding mission, have prepared a common draft for public call; all partners commented and amended the draft and Plastiwin (Leader of the task) approved it.

The services asked to possible candidates include the support for the development of the following tasks:

1. The identification of the above mentioned entities;
2. Contacts and dissemination of the Adpack2 project to the identified entities;
3. Visits and meetings appointments with the above mentioned entities, with the objective and general topics to be discussed in each meeting;
4. The preparation of agendas for the fact-finding missions;
5. Support during the meetings (translation, and others);
6. The preparation of MoUs and/or Cooperation agreements to be signed with the entities to meet at the above mentioned markets (at least 2 per market);

With specific requirements such as:

1. Knowledge and experience in supporting EU organisations in going international to the target country;
2. Experience in organising international business missions in the target country;
3. Good contact networks with business and STI stakeholders in the target country;
4. Native language skills, as well as fluent English skills.

The call was launched to different potential candidate in the target countries and in Europe, it was decided to compare 3 offers for each target country. An evaluation grid was also set up in order to separate the candidates and evaluate the relevance of their offer, it is composed of the following criteria:

| Evaluation criteria | Points | Candidates | | | | | |
|--|---|------------|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 |
| Year of establishment of the office in target country | 1-2 years = 1 Point 3-4 years = 2 Points 5 and more years = 3 Points | | | | | | |
| Knowledge and experience in supporting EU organisations in going international to target country (years) | 1-2 years = 1 Point 3-4 years = 2 Points 5 and more years = 3 Points | | | | | | |
| Good contact networks with business and STI stakeholders in target country (number of contacts) | Highest = 3 Point More than lowest and less than highest = 2 Points Lowest = 1 Points | | | | | | |
| Number of organising training for SMEs to go international | 1-2 trainings = 1 Point 3-4 trainings = 2 Points 5 and more trainings = 3 Points | | | | | | |
| Number of EU projects for internationalisation support (H2020, COSME etc.) | 1-2 projects = 1 Point 3-4 projects = 2 Points 5 and more projects = 3 Points | | | | | | |
| Experiences in business partnership agreements and cooperation agreements (number of agreements) | 1-5 agreements = 1 Point 6-10 agreements = 2 Points 11 and more agreements = 3 Points | | | | | | |
| Number of organised internationalization missions | 1-5 mission = 1 Point 6-10 missions = 2 Points 11 and more missions = 3 Points | | | | | | |
| Experiences in the area of internationalisation of the expert (CV) | 1-2 years = 1 Point 3-4 years = 2 Points 5 and more years = 3 Points | | | | | | |
| Experiences of the expert in the Canadian market (years) | 1-2 years = 1 Point 3-4 years = 2 Points 5 and more years = 3 Points | | | | | | |
| Price | Highest = 1 Point More than lowest and less than highest = 2 Points Lowest = 3 Points | | | | | | |
| Total points | | | | | | | |

To date, applications that meet the required criteria are:

1. ACCIO, the Catalonia Agency for Business Competitiveness, which will organize the fact-finding mission in China
2. SPI ESPAÑA, the consulting company, will organise the fact-finding missions in Canada and USA.

05.

Conclusion

Conclusion

The tasks related to this report are essential for the success of the next steps of the AdPack2 project. Identifying the possible partners, succeeding in contacting them and convincing them of the mutual benefit of collaborating with AdPack and the companies it represents was not easy. A cultural difference separates Europe from the target countries, a miss knowledge of clustering policy in these countries formed solid obstacles to overcome; thanks to the various contacts made with different bodies, the collaboration of different cross-border organizations such as the EEN network, the AWEx agency and ESCP colleagues, other contacts have been established. The entire AdPack2 consortium partners will make every effort to ensure that these contacts are materialized during fact-finding missions and especially during next year's trade missions and that they will continue throughout the project and beyond.