

connect
develop
innovate

Innovation Hub Euregio Meuse-Rhine

HYPEREGIO

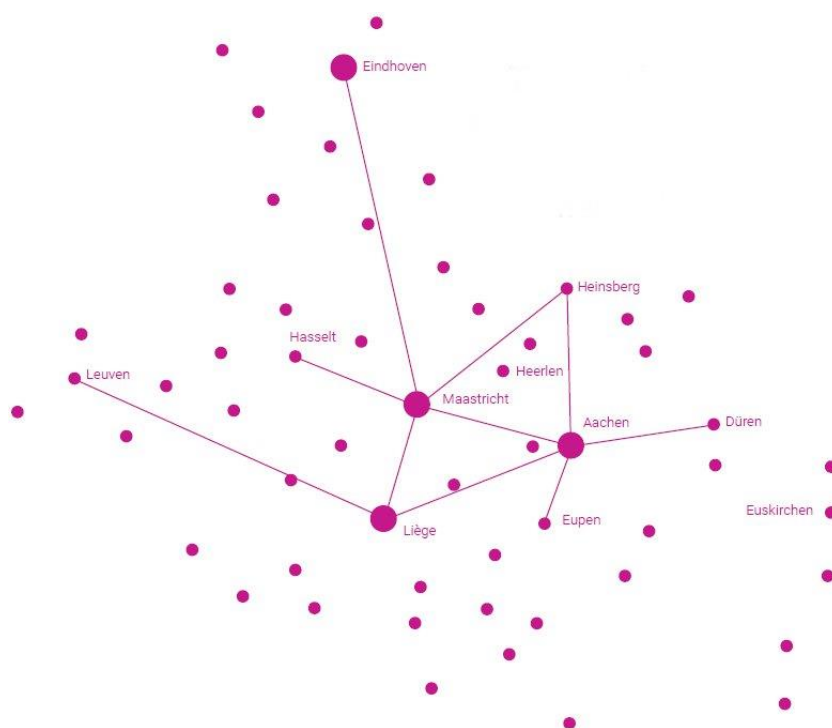
EarlyTech

BuSyBee

Innovation
2Market

Start at hyperegio.eu

HYPEREGIO – Innovation Hub Euregio Meuse-Rhine



HYPEREGIO - Turn Your Innovation into Application

Combining the strengths of regions like North Rhine-Westphalia, Rhineland-Palatinate, the provinces of Liege, Flanders, Belgian- and Dutch-Limburg and south-eastern North-Brabant in one strong cross-border cooperation makes this a top region in Europe. A region strong in innovation and education, with 265,000 students, 9 universities.

The cross-border technology hot spot HYPEREGIO is the gateway for innovative small and medium-sized enterprises to excellent support in technology and knowledge transfer.

The three-border region of Belgium, Germany and the Netherlands is right on the pulse of Europe. The cross-border region enjoys international reputation as an innovation pipeline for smart and high-tech businesses...

Challenges and Opportunities

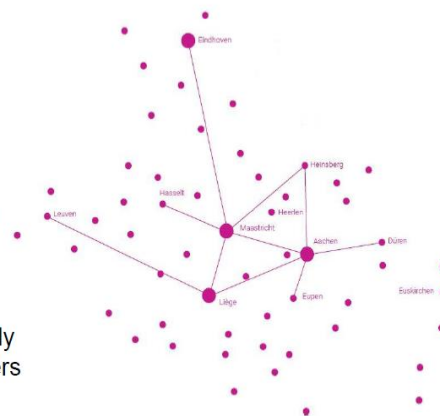
HYPEREGIO – The area

- Borders hamper
- Knowledge about „the other side“ is lacking
- SMEs only maintain few innovation & business activities in neighbouring regions
- National / regional innovation schemes poorly coordinated across borders

Challenges

- „The Heartbeat of Europe“ (100 mln population within 4 hours!)
- Extraordinary scientific and technological excellence at its knowledge institutes
- Area ranks top amongst European regions in various smart businesses
- Proximity & complementarity!

Opportunities



HYPEREGIO

connect
develop
innovate

Innovation Hub Euregio Meuse-Rhine HYPEREGIO

EarlyTech

BuSyBee

Innovation
2Market

Start at **hyperegio.eu**

HYPEREGIO
The innovation hub
Euregio Meuse-Rhine

CONTACT
Choose your way of joining us

BEELGIUM
Belgium Limburg
Hogeschool PXL
belgium-limburg@hyperegio.eu
phone +32 11 77 56 65

East Belgium
WFG Oostelgen V&G
east-belgium@hyperegio.eu
phone +32 87 56 82 20

Flemish-Brabant
DSP Valley VZW
flemish-brabant@hyperegio.eu
phone +32 16 24 14 42

Liège
Basée Meuse Développement Sprl
lege@hyperegio.eu
phone +32 4 26 43 180

GERMANY
Aachen region
AGIT mbH
aachen-region@hyperegio.eu
phone +49 241 963 10 20

Rhineland-Palatinate
WFG Vulkaneifel mbH
rhineland-palatinate@hyperegio.eu
phone +49 65 92 933 205

THE NETHERLANDS
Dutch-Limburg
NV Industriebank LIOF
dutch-limburg@hyperegio.eu
phone +31 43 3 280 280

Northern Brabant
Stichting DSP Valley
northern-brabant@hyperegio.eu
phone +32 16 24 14 44

During the last years HYPEREGIO, the greater area of Euregio Meuse-Rhine, has advanced to rank top among European regions in various fields of smart business, such as

- Hightech Systems (e.g. Automotive, ICT)
- Life Sciences
- New Energies
- Advanced Materials
- Agrofood
- Logistics

The success of HYPEREGIO is closely connected to the extraordinary scientific and technological excellence represented by its knowledge institutes, e.g. the universities RWTH Aachen, K.U. Leuven, TU Eindhoven, Maastricht University, Université de Liège and UHasselt. But also various R&D centres (such as Fraunhofer Gesellschaft, TNO ...) as well as universities of applied sciences (FH Aachen, Zuyd, PXL ...) have to be mentioned.

Turn Your Innovation into Application

3 Options
1 Goal
Your Project

Or just start at
hyperegio.eu

EarlyTech BuSyBee Innovation 2Market Start at hyperegio.eu

The success of HYPEREGIO is closely connected to the extraordinary scientific and technological excellence represented by its knowledge institutes, e.g. the universities RWTH Aachen, K.U. Leuven, TU Eindhoven, Maastricht University, Université de Liège and UHasselt. But also various R&D centres (such as Fraunhofer Gesellschaft, TNO ...) as well as universities of applied sciences (FH Aachen, Zuyd, PXL ...) have to be mentioned.

During the last years HYPEREGIO, the Greater Euregio Meuse-Rhine (EMR) area, has advanced to rank top among European regions in various fields of smart business. HYPEREGIO is a cooperation of around 30 partners in the Greater EMR area: Universities, RDAs, business networks, counties / municipalities are working together for your advantage.

connect
develop
innovate

Innovation Hub Euregio Meuse-Rhine
HYPEREGIO



Start at **hyperegio.eu**

Three Options one GOAL...

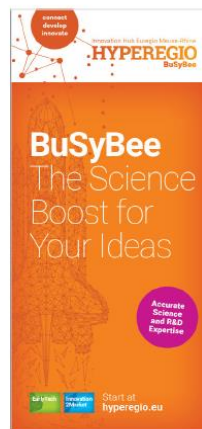
HYPEREGIO fosters its potential as a cross-border technology hot spot to exploit its forces in technology and knowledge transfer between science and business as well as to stimulate more B2B-collaboration across borders!

Comprehensive objective of HYPEREGIO was to realise, in particular for SMEs, a cross-border value chain for innovation and economy in the Greater EMR area. This value chain should be achieved through a close coordination and cooperation between the three projects "EarlyTech", "BuSyBee" and "Innovation2Market+".

HYPEREGIO – Your solution!



Early stage technology & knowledge transfer
for SMEs (TRL 1-3)



Advanced BSB-collaboration
for technology-oriented SMEs
(TRL 2-5)

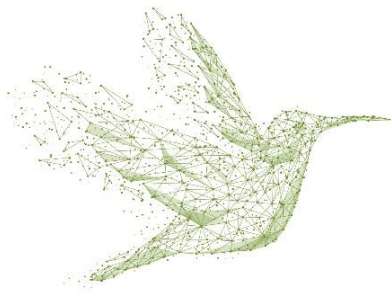


Market-driven precompetitive B2B-cooperation
of SMEs (TRL 5-8)

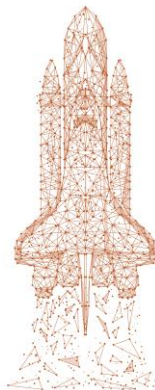
HYPEREGIO

* TRL: Technology Readiness Level

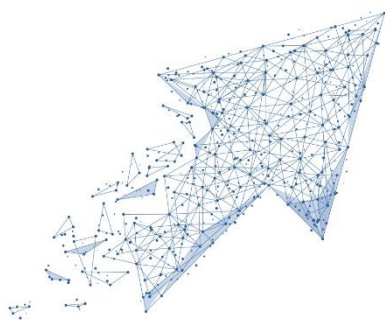
The HYPEREGIO projects – in a nutshell



EarlyTech: Basic idea is to provide businesses, esp. SMEs, substantial support in the very early stage of technology and knowledge transfer. Project focus is on problem-solving for SMEs on the one hand via connecting an SME with a knowledge institution (1:1 technology transfer) and on the other hand via offering them new opportunities for recruiting human resources (knowledge transfer).



BuSyBee: Often esp. technology-oriented SMEs are in need of a broader, more complex support of technology transfer, which need knowledge providers (universities, R&D-institutions) and a more structured and detailed approach. The universities / R&D organised in BuSyBee provide this support by offering S2B-relations, building S2B-oriented project partnerships on various scales, leading to an increased TRL-level, to laboratory prototypes (proof-of-concept), which could be developed further to market-oriented projects.



I2M EMR+: Recent experiences within INTERREG IVA have proved, that innovation is not only based on S2B, but very often on B2B-driven relations. SMEs obtain a very specialised and unique know-how, so that the combination of the right, complementary business partners (B2B) is advised, leading to concrete market-oriented innovations.

HYPERREGIO – The innovation umbrella

HYPERREGIO answers almost all cross-border cooperation needs of SMEs, creating a true value chain for innovation and economy in EMR+ and beyond. By implementing such a **cross-border value chain for SMEs** the Euregio Meuse-Rhine will be able to maintain her leading role amongst the cross-border regions in Europe. In order to guarantee coordination and practical cooperation between the three projects EarlyTech, BuSyBee and Innovation2Market the following measures have been taken:

- **CPSC - The joint „Cross-Projects Steering Committee“:** One representative from each leadpartner and up to two more representatives from each project (in total nine persons!) met 18 times throughout the period 2016 – 2019 on a regular basis in order to coordinate and align their project activities. They focussed on the measures mentioned below.

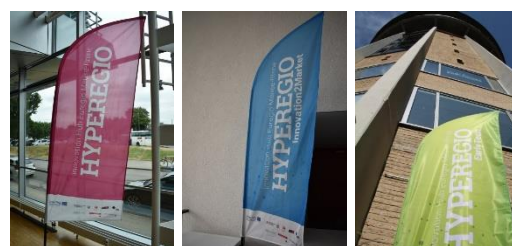
www.hyperegio.eu



Newsletter *HYPERnews*



Roll-ups, booth, flags, flyer / folder



- **Coordinated communication „towards the customer“:** SMEs are the main target group of the three projects. Therefore, it was of utmost importance to focus on branding the total cross-border value chain (the whole range of services & added values!) for SMEs created via INTERREG and not to concentrate primarily on the marketing of single projects. In order to achieve this, the three projects established a joint corporate design (CD) and a common website hyperegio.eu, functioning on the one hand as a common umbrella and allowing on the other hand individual project-related distinctions. Additionally, partners arranged their HYPEREGIO kick-off-event (March 2018) and also their HYPEREGIO Project Showroom (final project event for EarlyTech and I2M EMR+ in December 2019) together in order to join forces.
- **Aligned cross-border event scheme:** Based on the individual opportunities of each project the partners developed an aligned cross-border event scheme: B2S-events (preferably at companies) in EarlyTech, S2B-events (preferably at universities / R&D-institutions) in BuSyBee and B2B-events in I2M EMR+ were a conceptual starting point. Target was to develop an event scheme, which avoids overlaps in terms of thematic scopes, approaches, dates and locations.
- **Implementation of a joint HYPEREGIO voucher scheme:** Vouchers as a stimulation tool for more cross-border cooperation could only be provided within EarlyTech (B2S vouchers) and I2M EMR+ (B2B vouchers). Nevertheless, the voucher schemes were open for companies and research institutions supported or being part of all three projects. Necessary exchanges and assessments of B2S- and B2B-voucher applications were arranged via ad hoc meetings of TT- and BDS-managers in order to speed-up decision- and voucher-provision procedures!



- **Cooperation within personal support of SMEs:** Technology transfer- (TT) managers in EarlyTech, Business2Science2Business- (BSB) managers in BuSyBee and Business Development Support- (BDS) managers in I2M EMR+ functioned as main links to the businesses; they were the real catalysts for enabling SMEs to cross-border cooperation! A close cooperation between TT-, BSB- and BDS-managers was crucial for success and effectiveness in cross-border cooperation. In order to allow fruitful exchanges of com-

connect
develop
innovate

Innovation Hub Euregio Meuse-Rhine
HYPEREGIO

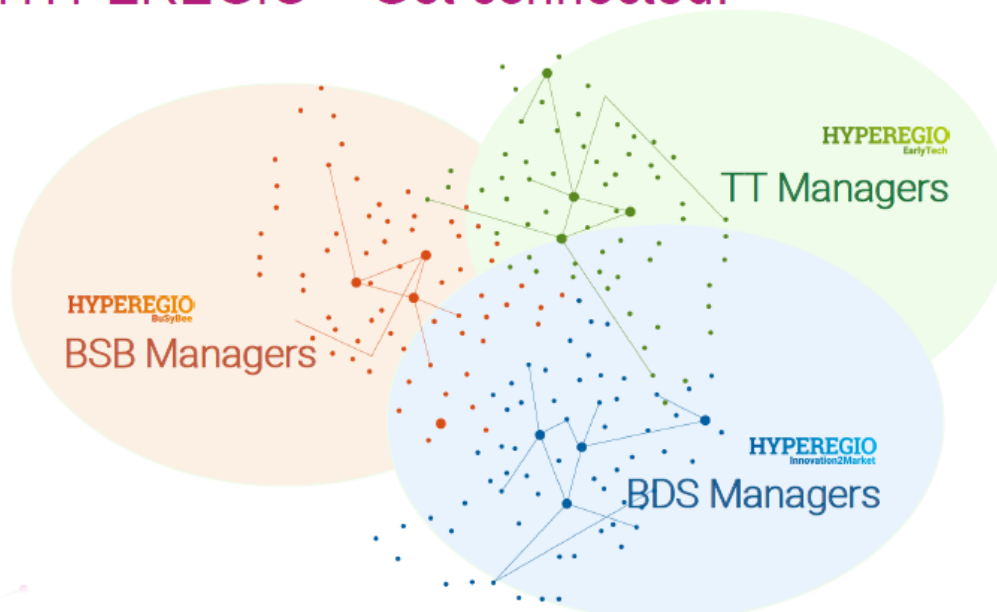


Start at **hyperegio.eu**

panies' needs and opportunities regular exchange meetings between these groups were organised, often combined with visits of interesting research locations.

Network of TT-, BSB- and BDS-managers

HYPEREGIO – Get connected!



HYPERREGIO Project partners



Flanders

Wallonia

NRW / RLP

South Netherlands

Funded by:

The Interreg V-A Euregio Meuse-Rhine (EMR) programme invests almost EUR 100 mln. in the development of the Interreg-region until 2020. This area stretches out from Leuven in the west to the borders of Cologne in the east, and runs from Eindhoven in the north all the way down to the border of Luxembourg. Over 5.5 mln. people live in this cross-border region, where the best of three countries merges into a truly European culture

With the investment of EU funds in Interreg projects, the European Union directly invests in the economic development, innovation, territorial development and social inclusion and education of this region.

Interreg 2021 - 2027: Working together, across borders

The next period of Interreg is around the corner: 2021-2027. New opportunities will open for initiatives that contribute to competitive and sustainable regions in Europe. Interreg Euregio Meuse-Rhine will support projects that are ambitious, innovative and above all: cross-border.