

# The Network in action

## Finding business partners

### Turning old tyres to good use

Jacek Orzeł, of Orzeł SA tyre manufacturers, met Polish regulations on used tyre disposal by sending his clients' old tyres off to be burned at cement factories. But he knew there had to be a greener and more cost effective solution. The question was, how to go about finding it?

Orzeł, whose business is based in the eastern city of Lublin, turned to the Enterprise Europe Network for help. Based at the Lublin University of Technology, Network consultant Paweł Chrapowicki entered Orzeł's request into the Network's technology transfer and business cooperation database – the world's largest with more than 23 000 profiles.

It didn't take long for the Network's branch based at Austria's FFG National Research Support Institute to find Orzeł a contact. WIL AG, a Viennese firm building turn-key recycling plants all over the world, was keen to get in touch.

The companies signed a deal and now WIL AG is helping Orzeł set up a recycling line in Poland. Later, WIL AG will sell the recycled rubber to its European clients, which include makers of safety mats and sports arenas.

## Entering new markets

### Building a virtual playground

Online platform Polar Heroes contains more than 50 games and adventures where children aged from four to eight can create their own heroes and brush up on learning skills like maths and reading while helping their characters improve.

The edutainment adventure is the creation of Finnish entrepreneur and education specialist Juha Väisänen, who founded SME Fantastec Oy in 2009.

For help finding a partner to develop the game, Väisänen turned to the Enterprise Europe Network, based in the northern city of Oulu at Technopolis Oyj. "With 3,000 experts in more than 50 countries, we can make targeted partner searches worldwide," notes Network project manager Milja Rautiainen.

The Network put Fantastec in touch with Remode Studios, a Plymouth, England-based interactive production and game development SME and a client of innovation expert Jim Payton with Enterprise Europe Network South West.

After hooking up via Skype, the companies agreed to work together. "Thanks to the Network, we found our first European partner," says Remode Studios CEO Ella Romanos, whose firm has already doubled its staff amid the increased workload. The companies released Polar Heroes in 2012 in English, with versions planned in German, French and Chinese. "It's a global market with huge potential," notes Fantastec's Väisänen.

# The Network and you

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» **"The Enterprise Europe Network has helped us reach new environmentally-aware customers across borders."**

*Ken Sjö, owner of Swedish company Kenpo Sandwich, was helped by SWEREA IVF*

» **"With the Enterprise Europe Network as a worthy co-captain, we are at the beginning of an exciting voyage."**

*Antonio Kondis, Icarus Sailing Media co founder, Greece, was helped by ACSMI Athens*

» **"I have been a musician all my life so the business world was like black magic to me, until the Enterprise Europe Network came along and showed me the ropes."**

*Andrzej Miciuła, a professional percussionist and now an official dealer for two top European instrument manufacturers. He was helped by Network partner organisation Lublin Development Foundation*

Contact the Network now:  
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# All your business needs



**Business Support on Your Doorstep**



# Enterprise Europe Network: Your business partner

## Want to enter new markets?

"I could sell this in another European market, all I need to know is how." The Network can help find you business partners and markets.



The Enterprise Europe Network is made up of 600 business support organisations in the EU and beyond. So it's well placed to help you find suppliers, distributors, trustworthy export partners and ways to source or sell technology. Expert advice and practical support from local experts, in your language, are just a phone call away.

## Not sure how to improve your business?

"We're almost there, but something is not quite right." The Network can give you tailor-made advice to suit your particular business.



If you feel that you could be doing better but you just can't put your finger on what you need to change – call the Network. Its experts can visit you to work out exactly what your needs are and how you can make the most of the opportunities on offer. Expert advice can shine a new light – and it is all free.

## Looking for help with technology?

"I need to find a market for this brand new technology we have developed." The Network puts you in contact with other SMEs who can provide you with an application for your technology or with the missing element you need.



If you need a certain technology to improve your business or a way to profit from your innovation, the Network can help you find it. Using the world's largest database of technology offers and requests, containing around 7,000 profiles, the Network brings research and commercial applications together.

## Lost in EU laws?

"Working out how to export my product is so complicated and time-consuming." Let the Network guide you through the maze of EU legislation and break down the barriers.



Interpreting European legislation and directives can be hard. The Network will strip out the jargon and tell you how it affects your business. If you have a question on EU law or policies, the Network can offer a direct interpretation for the specific needs of your company.

## Need funding?

"The concept is really sound, now I have to research it. But that'll take time and money!" The Network has a proven track record in helping people like you increase their chances of winning a tender or getting EU funding.



Talk to our experts about how you can access European finance and funding for research & development, innovation, investment, consulting services, employment, training or exporting. Winning public sector contracts is no easy task, but we can help and support you along the way.

## Don't know where to begin?

"I have to find a lawyer, and a distributor, possibly a partner and I have to lay my hands on that missing bit of technology. Where am I going to start?" Call the Enterprise Europe Network, your one-stop shop for everything your SME needs to really take off.



The Network is a one-stop shop for all your needs. If we can't answer your question directly, we will find the person who can. We have strong links with the EU institutions and act as an intermediary between them and local actors like regional authorities, tax authorities, or customs and excise. If you just don't know where to begin, a call to us will put you on the right road.

