ACC1Ó International Network:

7th World Conference of TPOs
The Hague, October 13th 2008
ACC1Ó is the new Agency to support the competitiveness of Catalan companies

ACC1Ó (2008) PPP

Result of the merging of two governmental agencies

COPCA
Catalan TPO (1987-2008)

CIDEM
Agency for innovation and technology transfer (1986-2008)

Participation of:
- Catalan government
- Catalan private sector (CCIs, business associations, trade-unions, financial and academic institutions...)

• HQ: Barcelona
• Staff: 367
• Offices abroad: 38

www.acc10.cat
To face the challenges of the new global world, ACC1Ó provides support to companies through the **interrelation of 3 key elements**…

\[
\text{Internationalisation} \\
+ \\
\text{Innovation} \\
+ \\
\text{Enterprise investment and growth}
\]

…and by using following approaches

- **Proximity**
- **Talent**
- **Innovation and creativity**
- **Human capital**
- **Financial support**
- **Foreign capital**
- **Technology**
- **Pro-activity**
- **Cooperation**
- **International projection**
A network of 38 offices in the world economic capitals:

1. Business Promotion Centres (BPC)
2. Business Platforms (BP)
3. Landing Areas

Some figures

- **Staff**: 105 people (38 directors, 37 markets analysts, 28 administrative support)
- **Cultural richness**: 33 nationalities
- **Logistics (average)**: BPC ($75m^2$) / BP ($14$ to $250m^2$)
- Fully equipped offices
- Services provided to more than 3,000 companies
- 9,000 internationalisation projects implemented
Services provided are…

- **Customised projects** (adapted to specific company needs)
- **Temporary** (3-6 months)
- **Confidential projects**
- **Complementary to other bodies' services** (i.e. Spanish TPO)

and there is a…

- **Financial commitment** by companies (paid cost)
- **Incentive for companies** to use it in new markets (subsidised cost)
Business Promotion Centres

**Individual Plans:**
- Joint strategy in targeted markets
- Specific actions to implement

**Services provided:** Market research; Feasibility studies; Distribution channels search: agents, dealers, suppliers and final customers; Search for business partners; Selection of qualified personnel; Organization, follow-up, management and monitoring of investment plans; Preparation and organization of trade agendas, meetings, etc.; Advice on negotiations.

Landing Areas

Optimisation of the productive model overseas by taking advantage of the multi-location of processes. **Romania** and **China**. Facilitation of the right environment and required services. Information and advise previous to the settlement; Support during the settlement process; Industrial space equipped; Advising post – settlement; Access to financial support.
## Expansion Phases

### Initial Stages (1987-1989)

<table>
<thead>
<tr>
<th>N# Offices</th>
<th>EU 15</th>
<th>Enlarged EU + Russia</th>
<th>NAFTA/Caribbean</th>
<th>South America</th>
<th>MEDA</th>
<th>Asia/Pacific</th>
<th>Sub-Saharan Africa</th>
<th>Multilateral Organisations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Brussels, Lisbon, London</td>
<td>-</td>
<td>Mexico DF, New York</td>
<td>Buenos Aires</td>
<td>Casablanca, Istanbul</td>
<td>Hong Kong, Sidney (ACI)</td>
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<td>-</td>
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<tr>
<td>INITIAL STAGES (1987-1989)</td>
<td>11</td>
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### Expansion (1990-1994)

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td></td>
<td>Berlin, Paris, Stuttgart, Stuttgart (automotive)</td>
<td>Budapest, Moscow, Prague, Warsaw</td>
<td>Los Angeles</td>
<td>Montevideo, Santiago de Chile</td>
<td>Dubai, Teheran</td>
<td>Beijing, New Delhi, Singapore, Taipei, Tokyo</td>
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<tr>
<td>EXPANSION (1990-1994)</td>
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### Consolidation (1995-2008)

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<td>-</td>
<td>Sao Paulo</td>
<td>Cairo</td>
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<td>Johannesburg</td>
<td>Brussels (EU) Washington (WB, IADB…)</td>
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<tr>
<td>CONSOLIDATION (1995-2008)</td>
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### TOTAL

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<td>5</td>
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**Note:** The table is structured to show the expansion phases of ACC1Ó's offices from 1987 to 2008, categorized by geographical regions and distinct periods of development.
The role of ACC1Ó’s overseas representation must go beyond the traditional services provided until now:

<table>
<thead>
<tr>
<th>Service</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exports</td>
<td>Search of customers and distributors, market studies, legal advise, etc…</td>
</tr>
<tr>
<td>Investments</td>
<td>Facilities, legalisation, partners, lobby, etc…</td>
</tr>
<tr>
<td>Talent</td>
<td>Search of staff, agreements with universities, attraction of talent to Catalonia, etc…</td>
</tr>
<tr>
<td>Technology</td>
<td>Technology transfer (licenses, patents), technological cooperation’s partners, Technological Centres commercialisation, etc…</td>
</tr>
<tr>
<td>Knowledge</td>
<td>Business and investments opportunities, technological observatory, etc…</td>
</tr>
<tr>
<td>Investment attraction</td>
<td>Organisation of events, company visiting, follow-up, etc…</td>
</tr>
<tr>
<td>Finances</td>
<td>Investment partners, attraction of funds to Catalonia, etc…</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Business Platforms, Virtual Platforms, etc…</td>
</tr>
<tr>
<td>Lobby</td>
<td>In front of Governments, big companies, multilateral organisations, etc…</td>
</tr>
</tbody>
</table>
Moltes gràcies!
Thank you very much!

Sergi Mata
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