



# Leveraging the Partnership Opportunity Database (POD) to drive international growth and technological innovation.



# What is the "POD"?



# A service of the European Commission

- Public platform with more than 5500 profiles from more than 200 countries
- Different types of profiles (Business Offer, Business Request, Research & Development Request, Technology Offer & Technology Request)
- Different types of partnerships (Commercial agreement, Investment agreement, Outsourcing agreement, Supplier agreement, etc.)
- Different sectors represented

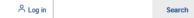


#### Platform Benefits

- Centralisation of profiles
- Quality through EEN advisors
- Quantity
- Wide network
- Precise guidelines







#### **Enterprise Europe Network** Home About us V Partnering opportunities Local contact points News Events Blog Success stories Home > Partnering opportunities Partnering opportunities Filter by Partnering opportunities (5648) Showing results 1 to 10 Keywords Business request | BRSE20250303007 Swedish company specialized in high quality hotel furniture is looking for a long term contract with a furniture manufacturer Type of profile Are you a reliable furniture manufacturer looking to partner with a company known for its high-Select quality, self-designed hotel interior products? With a good reputation and well-known self-designed hotel interior products, the Swedish company is seeking a long-term contract with a reliable furniture manufacturer. Contacts with hotel textile manufacturers or other hotel interior suppliers are a big Type of partner Select ## 1 hour 13 minutes ago Sweden Type of partnership Type of partnership Select Commercial agreement · Supplier agreement Stage of development Technology keywords 02001 - Design and Modelling / Prototypes · 02006002 - Construction methods and equipment · Select 02006001 - Materials, components and systems for construction Market keywords Technology keywords 07004005 - Furnishing and Furniture Select Market keywords Business Offer | BOMT20250310009 Maltese 3D printing company is looking for franchisees willing to enter into a factory as a Select service franchising agreement. The Maltese company has years of a proven 3D printing and digital manufacturing business model Target countries and offers a turnkey solution for entrepreneurs looking to enter the high-growth 3D printing industry. Franchisees will gain access to the expertise, resources, and network that have made the company Select a leader in this field. The company will offer everything that is needed to launch and operate a fully functional print farm...

Clear filters

1 hour 15 minutes ago
Malta

Public version of the platform



# New client onboarding process



#### First contact

Take stock of the needs following this process:

- Introducing the POD
- The client presents his needs
- If the POD is adapted, the advisor provides the required forms to be completed for the creation of the profile.



# Profile development

- The client offers a first version of the profile
- The advisor reviews the profile, and modifies it according to the EEN guidelines
- The final version validated by the client is published on the EEN website.



# Follow-up

- Client informed of any expressions of interest received
- Follow-up in the event of a match between the two clients
- Search for profiles on the platform and send expressions of interest
- Dissemination of the profile according to strategic criteria (country, sector, etc.).



# Target clients

How do I know if I could benefit from the service?



# Target Client

- Seeks new international partners
- Has a specific/well-developed project
- Knows exactly what kind of partnership and potential partners they are looking for.



# Types of profiles

What kind of partner can I find thanks to the POD?



#### **Business profiles**

- For clients who need partners to expand their business abroad
- For mainstream technologies or existing products
- Establishing a franchise in other countries of the Network
- Finding trade intermediaries or suppliers abroad or
- Establishing partnerships, which do not involve technology transfer.

Example of agreements sought: commercial agreement, outsourcing, supplier, investment



# Technology profiles

- For clients who offer or request an innovative technology or know-how
- For innovative technologies where a "Technology transfer" takes place
- Adapt a technology developed in one organisation into another organisation.

**Example of agreements sought**: commercial agreement with technical assistance, R&D cooperation, investment



# Research & Development profiles

- For clients who search partners for a particular EU research project
- To find partners abroad, to complete a consortium led by the client
- The aim is writing a common proposal and answer EU calls for projects.



# Dos and don'ts

How to make the most of the POD?



DOS	DON'TS
Be <b>specific</b> in your partner search: targeted profiles lead to <b>better EOI's</b>	Publish a broad profile ("message in a bottle")
Identify target markets beforehand: proactive search	Use the POD to find new customers
Be specific on the <b>type of partner</b> you are looking for	Be too broad in the type of partner sought neither in the cooperation agreements
as well as on the cooperation agreement sought	Add highly technical terms, acronyms, etc.
Write your profile with simple terms	Publish a profile to test the waters
Be <b>responsive</b> in handling EOIs	

#### #EENCanHelp

# Thank you for your attention

















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