



Mobility, all inclusive

## Urban Mobility Brokerage Event Outcomes

15<sup>th</sup> and 16<sup>th</sup> November 2011 - Belfort, France



*Business Support on Your Doorstep*



International Encounters

# Mobilis 2011

Belfort - France  
15<sup>th</sup> and 16<sup>th</sup> november



**Pôle Véhicule du Futur®**  
Solutions pour véhicules & mobilités du futur

[www.mobilisconference.com](http://www.mobilisconference.com)

## Mobilis 2011

Mobilis has been organized by “Pôle Véhicule du Futur” National Competitiveness cluster for 8 years. It takes place every year, either in Franche-Comté or in Alsace (East of France). The event is dedicated to urban mobility.

The 8<sup>th</sup> edition was held in Belfort on 15<sup>th</sup> and 16<sup>th</sup> of November 2011. It consisted in 3 plenary conferences, 3 round table talks, 6 workshops and an exhibition area showcasing the latest developments in urban mobility, a techno-buzz open to Pole Véhicule du Futur member companies to present their projects and developments, a research seminar, a brokerage event organized by Enterprise Europe Network.



Georges Lammoglia – President – Pôle Véhicule du Futur

Mobilis 2011 gathered 571 participants (15 % out of France):

- 45 % companies
- 28 % academic
- 27 % actors of economic development
- 40 speakers (as for instance Robin Chase, specialist of eco-mobility)
- 20 companies presenting their industrial competences on the exhibition show



Overview of the exhibition – photo P. Stirnweiss



Plenary Session – photo P. Stirnweiss

For a complete overview of Mobilis 2011 edition (program, presentation of the speakers, podcasts, go to : [www.mobilisconference.com](http://www.mobilisconference.com)



## **Presentation of Pôle Véhicule du Futur**

Pole Vehicule du Futur is a European cluster based in France with a strategy focused on urban mobility: creating solutions for tomorrow's vehicles and mobility systems with a view to achieving sustainable development for the territories.

Covering Franche-Comté and Alsace areas (East of France), Pole Vehicule du Futur gathers 8 OEMs – 60 Tier one manufacturers – 350 suppliers – 100 000 employees – 72 public research terms – 20 private R&D centers. Since 2006, 88 projects have been funded for a total amount of 220 M€ involving 183 enterprises and 119 public research laboratories.

The International strategy of the cluster is to establish partnership agreements with clusters or foreign networks to initiate cooperative European R&D projects and organize missions with innovative SMEs to meet and present their technologies to potential customers.

The targeted countries are principally European countries as Germany, Italy, Austria and Switzerland. Three cooperation agreements have been signed with: Italy (From Concept to Car), Germany (Bayern Innovativ and Automotive Engineering Network Südwest).

Furthermore the cluster is involved in several European projects (17 at the end of 2011, several in preparation).

Since 2009, Pôle Véhicule du Futur has engaged with Enterprise Europe Network partner in Franche-Comté a partnership. CCIR de Franche-Comté (ARIST department) organizes the brokerage event when Mobilis takes place in Franche-Comté and every two year, the event moves to Alsace. The brokerage event is then organized by CCIR Alsace. CCIR Franche-Comté and CCIR Alsace are partners in the same Enterprise Europe Network consortium.

## European Meetings within Mobilis

Mobilis 2011 welcomed several delegations coming from Italy, Germany or Switzerland and hosted two European meetings of:

### - Enevate

Project aiming to facilitate and support the introduction of electric mobility in Europe : [www.enevate.eu](http://www.enevate.eu). A European network has been created to share experiences around electric vehicles. 10 European partners are working with Pôle Véhicule du Futur. The project is funded by Interreg IV.



### - E-light

Project on Advanced Structural Light-Weight Architectures for Electric Vehicles: <http://www.elight-project.eu>. The project aims to develop innovative structure enabling to decrease the weight of electric vehicles (30 %). Pôle Véhicule du Futur works with 7 European partners in this project, mostly Universities and companies from Spain, UK and Germany and with the Italian company Pininfarina, worldwide design reference. The project is funded by FP 7.

## Urban Mobility European brokerage event 3<sup>rd</sup> edition

The brokerage event has been launched in 2009 in Franche-Comté (Montbéliard) by CCIR de Franche-Comté and was organized in 2010 in Alsace by CCIR Alsace.

The brokerage event consists in the organization of bilateral pre-arranged meetings between companies or between companies and research centers. It is a good way to deepen the contacts made during conferences, workshops and round tables.



Photo P.Stirnweiss

The brokerage event was organized by **ARIST, the technological service of the Regional Chamber of Commerce and Industry of Franche-Comté** within its actions for the **Enterprise Europe Network** with the support of

- Enterprise Europe Network's partners in Switzerland, Germany, Italy, Netherlands, France...
- Enterprise Europe East of France partners (CCIR Alsace, CCIR Bourgogne).

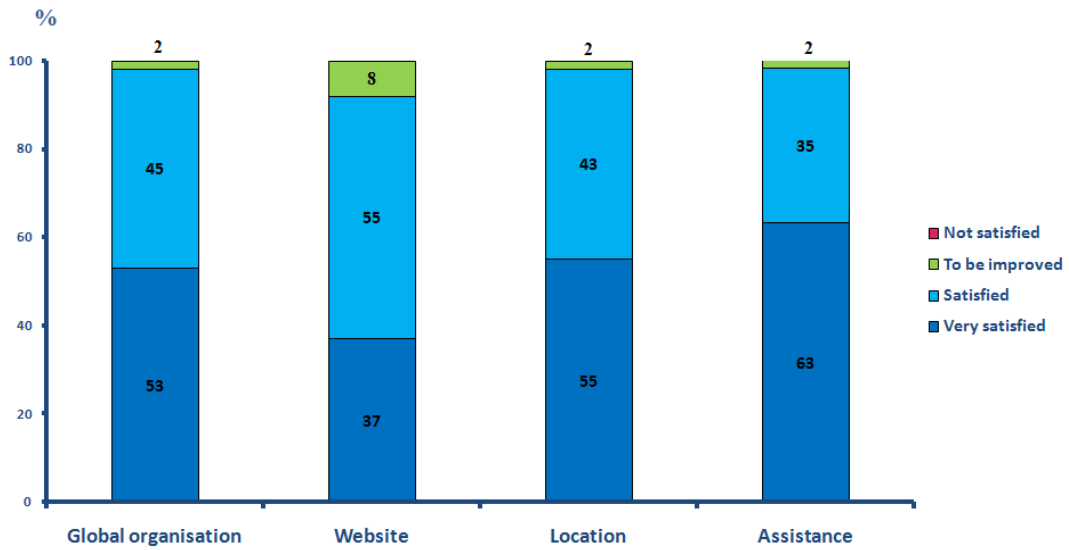
The event was also promoted by ATL (Automotive Transport Logistics) sector group.

### Outcomes of the brokerage event

170 B2B meetings were organized (143 in 2009), 79 transnational (108 in 2009). Compared to the first edition, the number of transnational appointments has decreased but continue to represent 46 % of the B2B meetings. 70 participants registered from 6 countries presented 76 profiles (technology or innovative services offers, technology requests, partner searches).

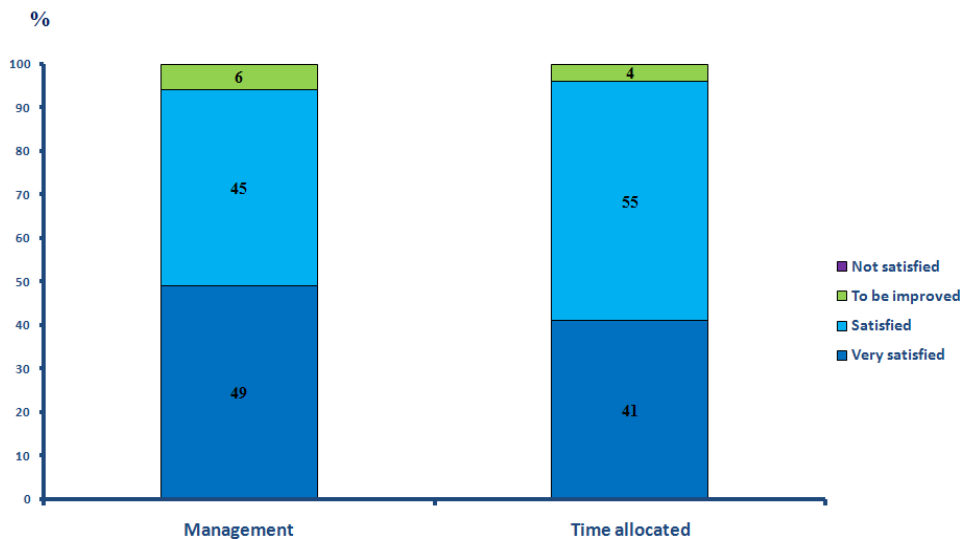
49 evaluation forms were collected during and after the event. 74 % of the organizations have answered to the questionnaire (66 organizations selecting or having selected BtoB meetings).

### Global organisation



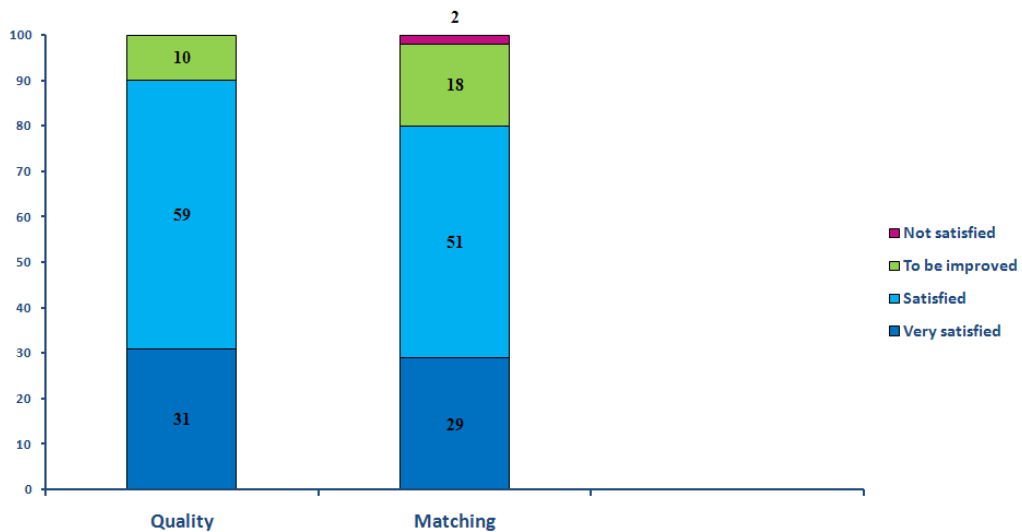
Participants are satisfied with the general organization (53 % very satisfied, 45 % satisfied), and particularly with the assistance offered by Enterprise Europe Network before and during the event (63 % very satisfied, 35 % satisfied), with the management of the appointments (49 % very satisfied, 45 % satisfied).

### One-on-one meetings organisation



Globally, the rate of satisfaction concerning the interest of the B2B meetings is really good.

### One-on-one meetings interest



Participants are ready to participate again (94 %, 6% maybe).

### Feedbacks

“Thanks for the perfect organization – 3 positive meetings among 5 - a good score.” new French Enterprise Europe Network client

“Very satisfied – more than I would have imagined” French new innovative company

“All the meetings and contacts were very good and I hope useful” Big French company

“Very good event” cluster Italy


“The event was very well organized and gave me the opportunity to make some excellent business contacts, which will lead to some joint cooperation project” New participant – Germany

### Next event

Mobilis 2012 will take place in Mulhouse on 13 and 14 November 2012.

Pôle Véhicule du Futur has expressed the wish to continue to work with Enterprise Europe Network (CCIR de Franche-Comté and CCIR Alsace) and to host the brokerage event in Mobilis future editions.

“The brokerage event was really appreciated by the participants and enhances the attractiveness of Mobilis. We want to develop it and promote it more actively. The venue of foreign delegations has a positive impact on international partnerships for local companies located in Franche-Comté and Alsace” Eric GROSS Pôle Véhicule du Futur.



Services offered by Enterprise Europe Network are complementary to those proposed by the cluster to its members and the cooperation becomes stronger and stronger. The potentialities of urban mobility in terms of partnerships are huge and companies were very satisfied with the opportunity given to them to meet, discuss and explore new solutions for the future with other European companies. Mixing very new companies, small companies, big companies, research laboratories brings an added value to the event and is a good way to stimulate innovation. Some participants presented profiles for design services this year and it appears that design opens new way of cooperation.

Pole Véhicule Du Futur has a strong will to keep an international dimension to Mobilis and has decided to bring a stronger support for the development of the brokerage event. Working earlier on the program would allow to acquire more Enterprise Europe Network support and working with the Automotive Transport Logistic sector group would be crucial to develop the brokerage event.

### **Contact**

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<http://www.mobilisconference.com/en/brokerage-event.html>