



EU–Canada Matchmaking Event

Montreal

10–12 September 2024

Matchmaking Proceedings Report

February 2025



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1. Event Overview



Building on the success of the first edition of the EU-Canada matchmaking series, Montreal hosted the EU-Canada Matchmaking Event 2024 from 10 to 12 September 2024. Organised by the European Commission through the [European Cluster Collaboration Platform](#) (ECCP), in collaboration with [Innovation, Science and Economic Development Canada](#), [Government of Canada](#), [Scale AI](#), and [Enterprise Europe Network](#) (EEN), the event coincided with [ALL IN 2024](#), the most important event dedicated to Canadian artificial intelligence.

The EU and Canada have long shared a strong economic and trade relationship, further enhanced by the Comprehensive Economic and Trade Agreement (CETA), which has reduced barriers and improved market access since 2017. In July 2024, Canada's association with Horizon Europe Pillar 2 further unlocked opportunities for collaboration in transformative sectors like AI, advanced technologies, and sustainability. These developments set the stage for the EU-Canada ECCP Matchmaking Event 2024, designed to foster business ties and partnerships in AI, digital technologies, and advanced manufacturing.

The three-day event promoted knowledge exchange and partnership-building, critical for the future competitiveness and economic security of both regions, underlining the importance of AI and digitalisation in driving innovation and sustainability.

The event encompassed the following activities:

- an inspirational webinar held on 6 June 2024, where all attendees received more information about the overall concept of the EU-Canada Matchmaking Event 2024 and why to attend;
- a technical webinar held on 20 August 2024, helping future participants to make the most of their profiling in the b2match, and explain the procedures to optimise the booking of meetings;
- pitching and matchmaking sessions organised on 10 September 2024, between cluster organisations and SMEs from EU and Canadian organisations;
- participation in the ALL IN 2024 event, 11-12 September 2024;
- site visits, 10 September 2024;
- a debriefing session to collect feedback and testimonials from participants;
- a post-event survey.

The European delegation in the event consisted of 28 participants, representing 21 clusters and 3 SMEs, spanning across 13 countries, while **the Canadian delegation consisted of 20 participants**, representing 8 clusters and 6 SMEs, **leading to a total of 48 participants in the matchmaking.**



The EU–Canada Matchmaking Event 2024 itself took place on-site, on 10 September 2024. The 48 participants were able to schedule their own meetings through the b2match platform. During the booking period (26 July 2024 – 9 September 2024), the participants made 218 meeting requests, where 100 were accepted and scheduled, 50 remained pending and 68 were cancelled. In the end, **the total number of meetings that took place during the event was 131** (98 scheduled meetings – 98% success rate – and 33 ad-hoc meetings).

In addition to the **131 formal meetings** that took place in the matchmaking event, the participants also reported a total of **322 informal meetings**, leading to a total of **86 reported cooperation cases**, initiated or already established.

1.1 Inspirational webinar

An inspirational webinar themed “Explore EU-Canada Matchmaking Event: Forge Cooperation in Technology” was held on 6 June 2024. The scope of the webinar was to offer the participants more information about the overall concept of the EU-Canada Matchmaking Event 2024 and why to attend.

The webinar agenda included the following:

- Overview of past EU-Canada matchmaking events;
- Overview of the EU-Canada Matchmaking Event 2024;
- Programme for the EU Clusters;
- The Call for Expression of Interest;
- Q & A session.

The presentation of the webinar has been shared with all participants and has been displayed on the event page on the [European Cluster Collaboration Platform](#). The webinar was attended by 23 participants, outside speakers, European Commission and European Cluster Collaboration Platform staff.

1.2 Technical webinar

Following the inspirational webinar, a technical webinar was held on 20 August 2024. The scope of the webinar was to help future participants in the matchmaking event to make the most of their profiling in the b2match tool, and to explain the procedures of optimising the booking of meetings.

The webinar agenda included the following:

- Welcome remarks;
- Market access information session (presentation of the Input Papers for Canada);
- Presentation of the EU-Canada Matchmaking Event 2024 and ALL IN 2024;
- Presentation of b2match platform and how to fully utilise the tool to achieve successful meetings;
- Q & A session and next steps.

The presentations of the webinar have been shared with all participants and have been displayed on the event page on the [European Cluster Collaboration Platform](#). The webinar was attended by 40 participants, outside speakers, European Commission and European Cluster Collaboration Platform staff.



1.3 Agenda of the on-site mission

The event began with site visits to some of Montréal's top innovation hubs, offering the EU delegation an in-depth look at Canada's advanced AI ecosystem:

- SCALE AI, Canada's AI Global Innovation Cluster, demonstrated how AI is boosting productivity in key sectors like manufacturing and healthcare;
- Mila, the Quebec Artificial Intelligence Institute, showcased its cutting-edge research in deep learning and its commitment to developing responsible AI solutions that benefit society;
- Centech, a tech incubator, displayed its role in commercialising high-tech solutions and helping startups scale their innovations.

These visits provided EU participants with valuable insights into Canada's AI landscape and how it supports the development and adoption of AI technologies across industries.

In the afternoon, opening remarks focused on the role of EU-Canada cooperation in advancing global AI innovation. Andrea Johnston, Assistant Deputy Minister of Innovation Canada, Government of Canada, emphasised, "Both Canada and the EU see clusters as critical for economic development and competitiveness. Our collaboration with the EU is particularly important in sectors like AI, which has the potential to transform many industries." In a video message, Jakub Boratynski, Director for Networks and Governance at DG GROW, European Commission, remarked, "With AI and digital technologies, we are deciding our competitiveness and economic security. To succeed in the green and digital transition, especially in this uncertain world of geopolitical tension, this partnership offers great potential."

The afternoon continued with testimonials from key European and Canadian organizations with existing transatlantic collaborations, followed by the pitching session featuring presentations from various sectors and organisations involved in the matchmaking event. These testimonials and pitches set the stage for a productive matchmaking session, where over 130 one-to-one business meetings facilitated new partnerships between EU Clusters, SMEs, and their Canadian counterparts.

The second day was dedicated to the ALL IN Canada conference, a premier platform for AI innovation. Participants explored global AI best practices and developed strategies to strengthen their AI ecosystems. Panel discussions in the morning focused on responsible AI development and scaling AI technologies across sectors. EU clusters and SMEs gained valuable insights into Canada's long-term investments in technical and policy research, supporting responsible AI growth in industries such as retail, energy, and customer operations.

In the afternoon, guided tours featured key AI projects:

- IVADO and IVADO Labs, highlighting collaborative research in AI and machine learning;
- CEIMIA, which focuses on responsible AI development;
- CIFAR, a global research organisation advancing innovation in AI and its ethical implications.

These visits showcased how collaborative ecosystems between research institutes and industry are accelerating AI's transformational impact in both the EU and Canada.

The day ended with a debriefing session led by Zoran Stamencic from EISMEA (European Commission), during which participants shared feedback and emphasised the importance of these matchmaking events in helping their clusters expand internationally.

The final day featured panel discussions and ad-hoc meetings at ALL IN. One highlight was the panel on "Empowering Growth: Fostering AI Excellence in Canada," where experts discussed Canada's leadership in AI and the importance of nurturing and retaining top talent to drive future innovations.



A full run-down of the event is available in the [summary article](#). The detailed agenda of the on-site mission is presented below and available [here](#):

Day 1 – 10 September 2024	
08:00 – 09:15	Gathering and transfer for the site visits
09:15 – 12:10	Site visits and presentations <ul style="list-style-type: none"> • Scale AI - as a world-renowned innovation cluster specializing in artificial intelligence (AI), SCALE AI acts as a hub of AI investment and expertise to support projects that accelerate AI adoption and contribute to developing a world-class Canadian AI ecosystem • Mila - a driver of development for industry partners here and abroad thanks to applied research and its large talent pool • IVADO - an interdisciplinary, cross-sectoral research, training and knowledge mobilization consortium whose mission is to develop and promote a robust, reasoning and responsible AI • CEIMIA - An international leader and catalyst for innovative, socially responsible and high-impact projects in applied artificial intelligence • Centech - A non-profit organisation that supports high-tech companies and projects with high growth potential, from conceptualization to commercialization, thanks to a bold, collaborative and passionate ecosystem
12:10 – 12:30	Transfer back to Double Tree by Hilton
12:30 – 13:30	Registration and networking lunch
13:30 – 13:45	Opening remarks and speeches <ul style="list-style-type: none"> • Andrea Johnston, Assistant Deputy Minister of Innovation Canada at Innovation, Science & Economic Development Canada (ISED), Government of Canada • Jakub Boratynski, Director for Networks & Governance, DG GROW, European Commission (video) • André Von Walter, Head of Trade Section at EU Delegation to Canada • Sean Duckett, Senior Investment Director, Scale AI Moderator: Teodora Jilkova, ECCP Team Member
13:45 – 14:15	Testimonial from European and Canadian organisation with existing collaboration <ul style="list-style-type: none"> • Gisela Sanchez, Finnance Innovation, France • Nancy Andrews, Canada's Ocean Supercluster • Maryam Ajorloo, Scale AI, Canada • Pedro Rocha, PRODUTECH Cluster, Portugal Moderator: Teodora Jilkova, ECCP Team Member
14:15 – 15:15	Pitching session <ul style="list-style-type: none"> • Marie-Elaine Roy, Vooban, Canada • Mohamed Sabri, Rocket Science, Canada • Kristina Eskenazi, AI Cluster, Bulgaria



	<ul style="list-style-type: none"> • Anthony Kez, ArchEnergy Renewable Energy Cluster, Hungary • Anne Sormunen, Biocluster, Finland • Quentin Fabre, Digital 113, France • Dimitar Dimitrov, Health & Life Science Cluster, Bulgaria • Kristina Ananiciene, LITEK Cluster, Lithuania • Leonardo Marcheti, Tuscany Fashion Cluster, Italy • Balasz Csirke, Southwest Hungarian Cluster, Hungary • Bianca Muntean, Transilvania IT Cluster, Romania <p>Moderator: Teodora Jilkova, ECCP Team Member</p>
15:15 – 15:30	Networking coffee break
15:30 – 17:50	Matchmaking session
17:50 – 18:00	Closing remarks and practical information
18:00 – 21:00	Networking cocktail

Day 2 – 11 September 2024

08:00 – 08:15	Registration at ALL IN event
08:15 – 16:30	<p>Programme at ALL IN event:</p> <ul style="list-style-type: none"> • 8:15 - Opening of ALL IN • 8:45 - Canada at the forefront of AI Innovation • 10:15 - Accelerating industry AI adoption • 11:15 - AI transforming retail and customer operations • 12:15 - Lunch break • 13:30 - Guided Tour • 15:45 - AI powering the energy and natural resources sector
16:30 – 17:00	<p>Debriefing session: feedback harvesting from EU Participants</p> <ul style="list-style-type: none"> • Performed by Zoran Stamencic, Project Adviser at European Innovation Council and SMEs Executive Agency (EISMEA)
17:00 – 19:00	Official ALL IN cocktail

Day 3 – 12 September 2024

08:45 – 19:00	<p>Programme at ALL IN event:</p> <ul style="list-style-type: none"> • 08:45 - Opening of ALL IN • 09:15 - Scaling responsible AI solutions • 11:15 - Inspiring the Canadian ecosystem: What to learn from AI initiatives in Africa • 14:00 - Empowering growth: Fostering AI excellence in Canada • 16:00 - The next generation of AI leaders • 17:00 - Closing cocktail • 19:00 - End of ALL IN
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Table 1 On-site mission agenda



1.4 Participants

The European delegation in the mission consisted of 24 organisations, representing 21 clusters and 3 SMEs from 13 European countries: Belgium, Bulgaria, Czech Republic, Finland, France, Germany, Hungary, Italy, Lithuania, Poland, Portugal, Romania and Spain.

The European clusters and SMEs were selected based on a Call of Expressions of Interest published on the European Cluster Collaboration Platform (open from 30.04.2024 until 18.06.2024). Following the selection process, out of the 31 clusters and 11 SMEs applications, 27 clusters and 9 SMEs were selected, out of which 21 clusters and 3 SMEs participated in the event. The European participants represented organisations active in advanced manufacturing, digital tech, green tech, healthcare and biomedical tech and smart cities and urban solutions. Aggregated European participants' data is presented in the Tables and Figures below:

Country	Organisations		Total delegates ¹
	Cluster	SME	
Belgium	1	1	2
Bulgaria	3		4
Czech Republic	1		1
Finland	1		1
France	3	1	5
Germany	1		1
Hungary	2		4
Italy	1		1
Lithuania	2		2
Poland	1		1
Portugal	1		1
Romania	1		1
Spain	3	1	4
Total	21	3	28

Table 2 Distribution of European participant organisations per country of origin and type

¹ Some organisations sent more than one representative

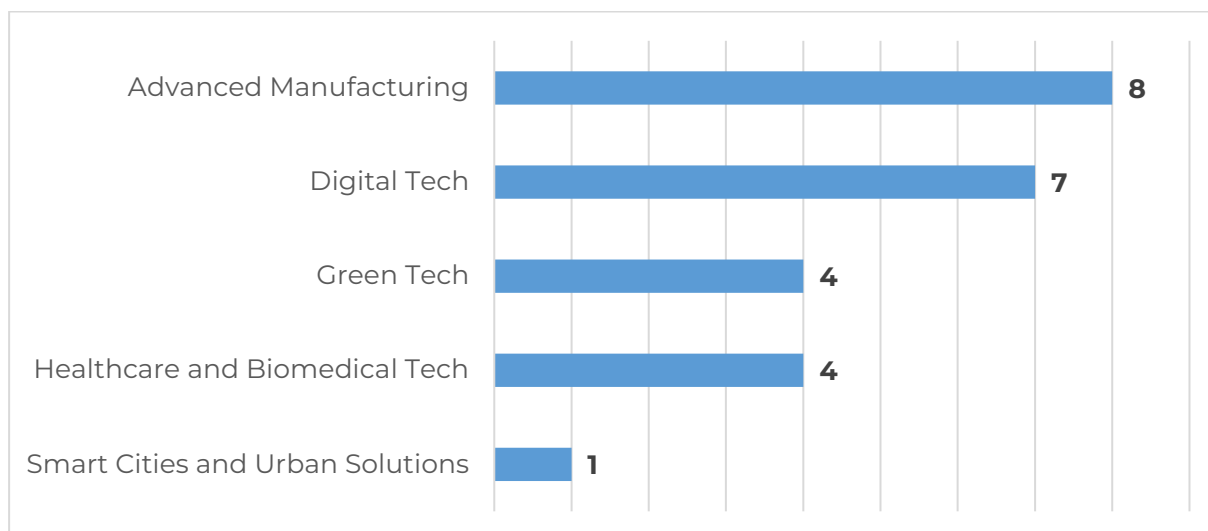


Figure 1 European delegation organisations by sector



Figure 2 Geographical coverage of the European organisations



On the other side, **the Canadian delegation consisted of 14 organisations, representing 8 clusters and 6 SMEs**. The sectors covered by the Canadian delegation were advanced manufacturing, digital tech, green tech and smart cities and urban solutions

The Figures below provide a short side-by-side comparison between the two delegations in the event:

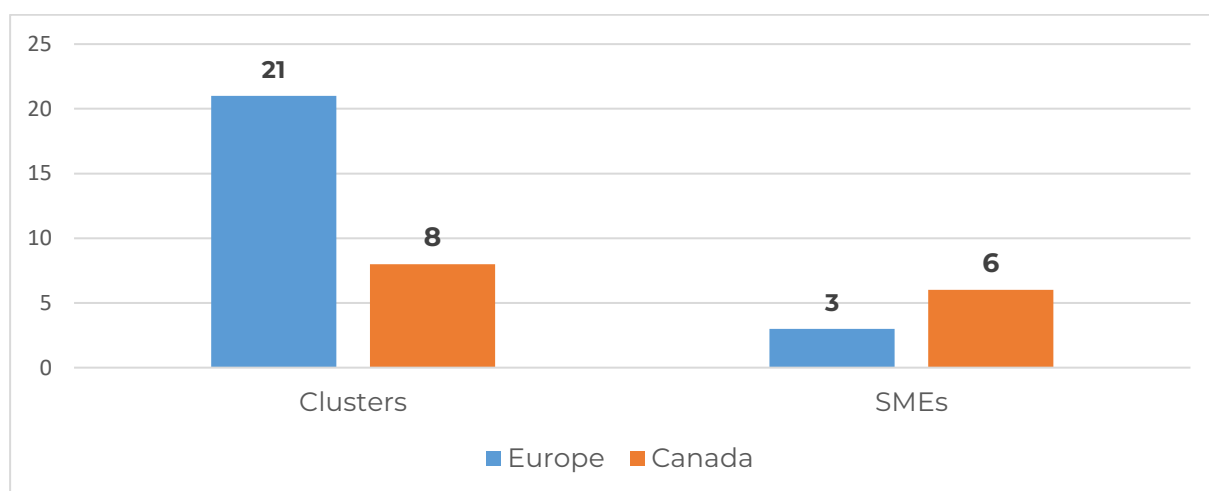


Figure 3 European and Canadian delegations by type of organisations

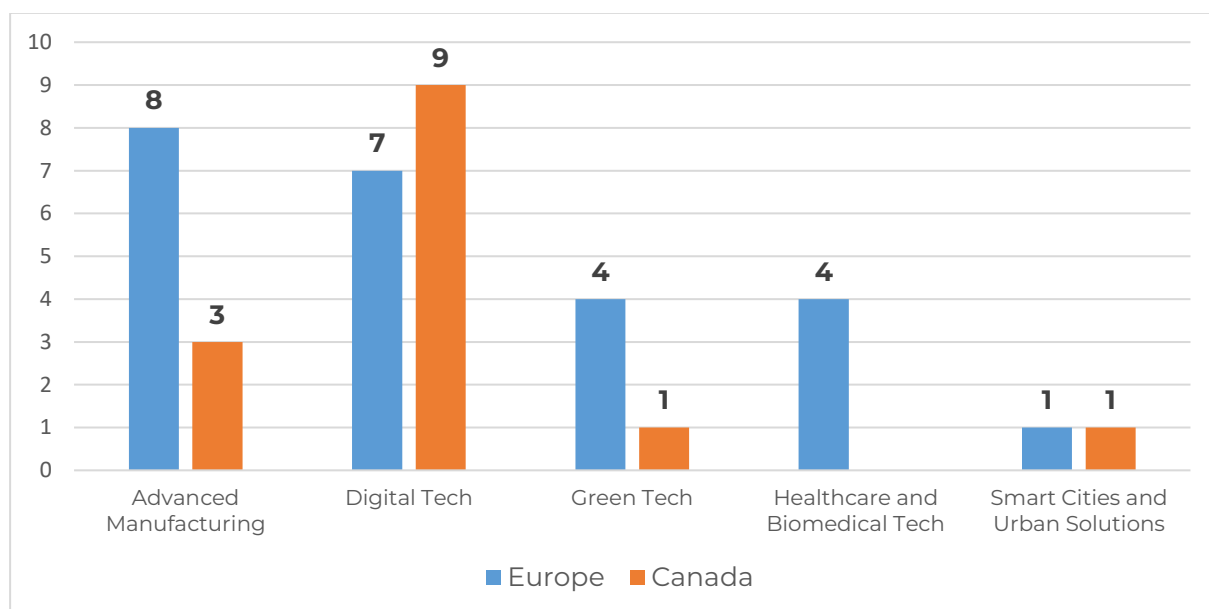


Figure 4 European and Canadian delegations by sectoral coverage



1.5 Meetings

During the booking period (26 July 2024 – 9 September 2024), the participants made 218 meeting requests, where 100 were accepted and scheduled, 50 remained pending and 68 were cancelled.

On the day of the event, **a total number of 131 formal meetings took place** with 98 out of 100 scheduled meetings – 98% success rate – and 33 ad-hoc meetings.

The time slot for each meeting was 20 minutes. In addition to the formal meetings in the matchmaking, the European participants also reported **a total of 322 informal meetings** (i.e. networking during breaks, lunches, etc.).

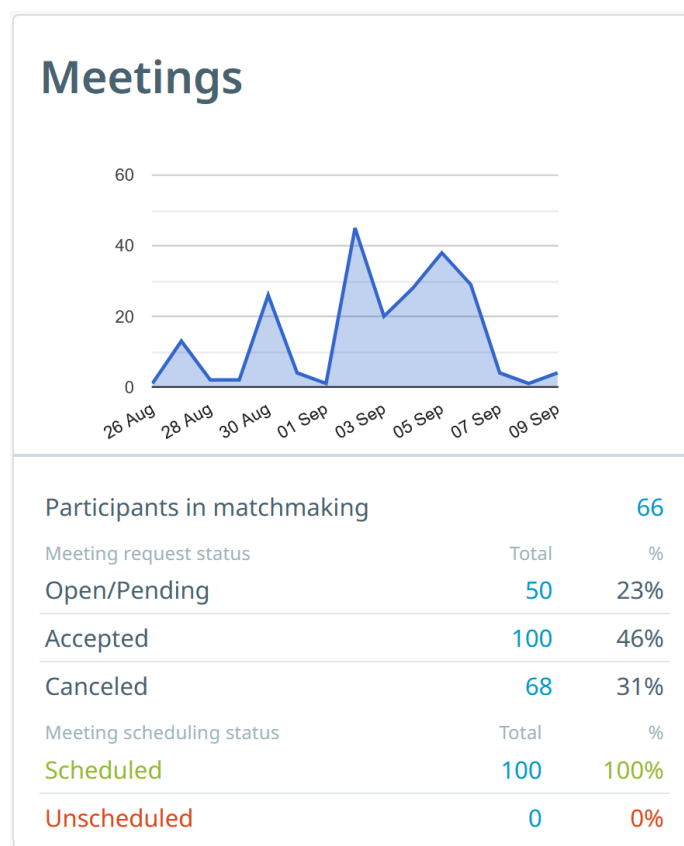


Figure 5 b2match meetings extract



02

Event feedback



2. Event Feedback

The feedback of the event was collected using the EU Survey platform. The survey was open from 16 September 2024 until 8 November 2024, and it was divided in three main sections: impact of the event (cooperation opportunities), relevance of the event towards individual objectives and overall quality of the event content and structure.

The survey also included participants' suggestions and general comments on the event and collected testimonials. The feedback received highlighted the clusters strong interest in the matchmaking events organised by the ECCP, especially with partners outside Europe. Furthermore, the survey collected the results of the event in terms of future perspectives and initiated cooperation activities.

Out of the European delegation, 20 clusters and 1 SME responded to the survey, leading to an 87% response rate. The survey results are presented in detail in the following sections.

2.1 Event feedback: cooperation opportunities

For 6 organisations (29%), this was their first participation in a matchmaking event organised by the ECCP, while the other 15 organisations (71%) were returning to an ECCP event.

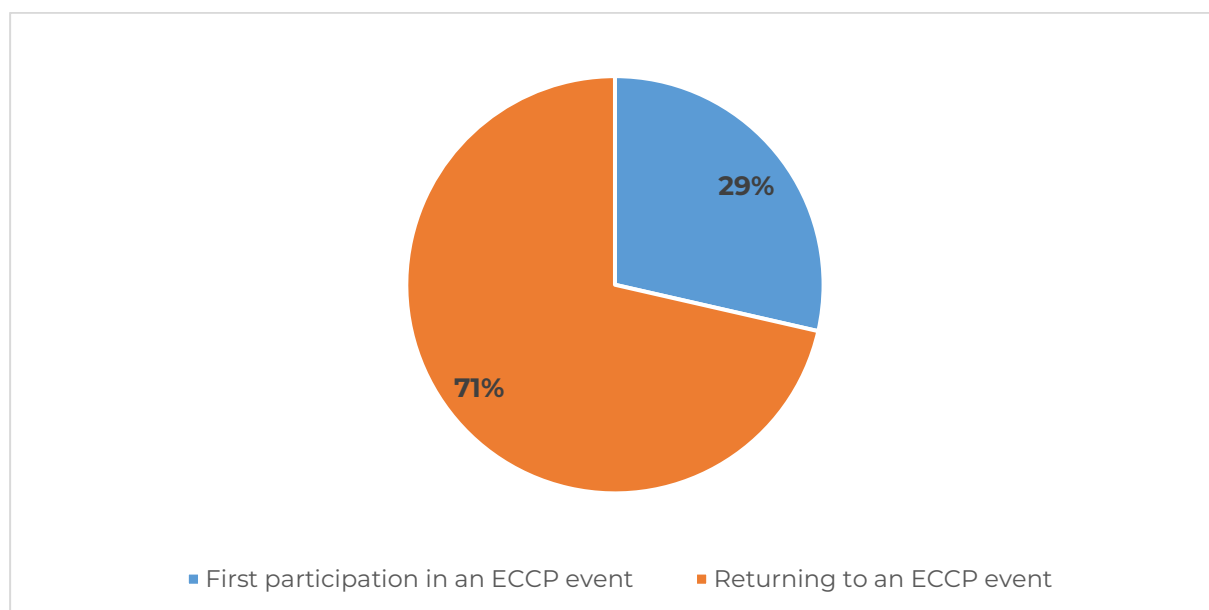


Figure 6 Previous participation of the respondents in ECCP events

In addition to the **131 formal meetings** taking place in the event, the 21 respondents also reported a total of **322 informal meetings** (i.e., networking during breaks, lunches, etc). As a result of all partnering activities that took place with the occasion of the event, the 21 respondents in the survey stated that they already have initiated or established cooperation activities during or following the matchmaking, leading to a total of **86 cooperation cases initiated or established** (total result based on the figures provided by the respondents in the feedback survey).



Several aggregated statistics of the cooperation cases are summarised and described in the section below.

On average, each organisation from the EU delegation was involved in 10 formal meetings and 15 informal meetings, with a result of around 4 cooperation cases initiated or established.

The figure below provides a detailed distribution of the number of cooperation cases initiated or established per organisation:

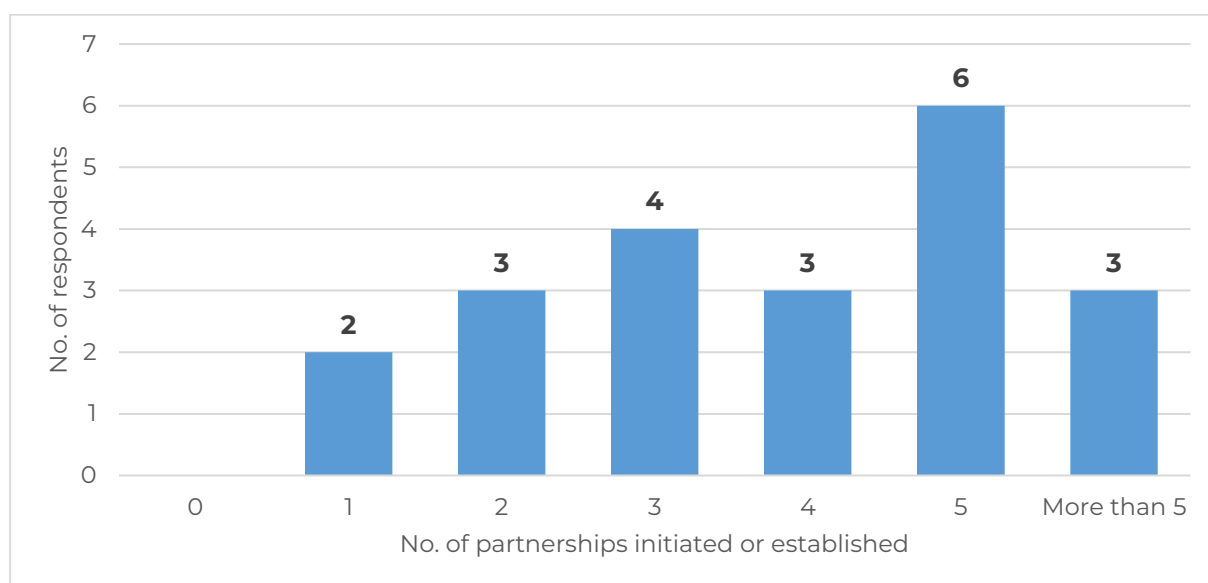


Figure 7 Number of cooperation cases initiated or established (0 to more than 5) per organisation

59% of the total cooperation cases reported by the 21 organisations of the EU delegation were established with Canadian organisations (31% clusters and 28% SMEs), while the other 41% of the cooperation cases were established with European organisations (33%, clusters and 8% SMEs). The figure below shows the distribution of partner organisations by origin and type:

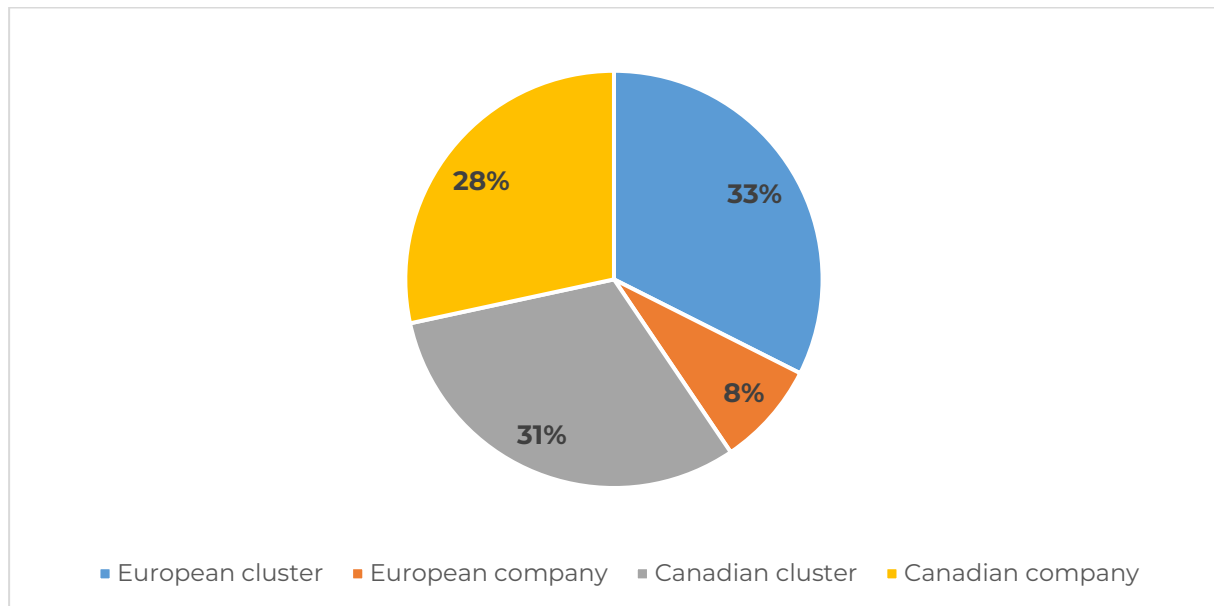


Figure 8 Distribution of cooperation cases by origin and type of partner organisations

The next figure captures the distribution of cooperation cases by sector:

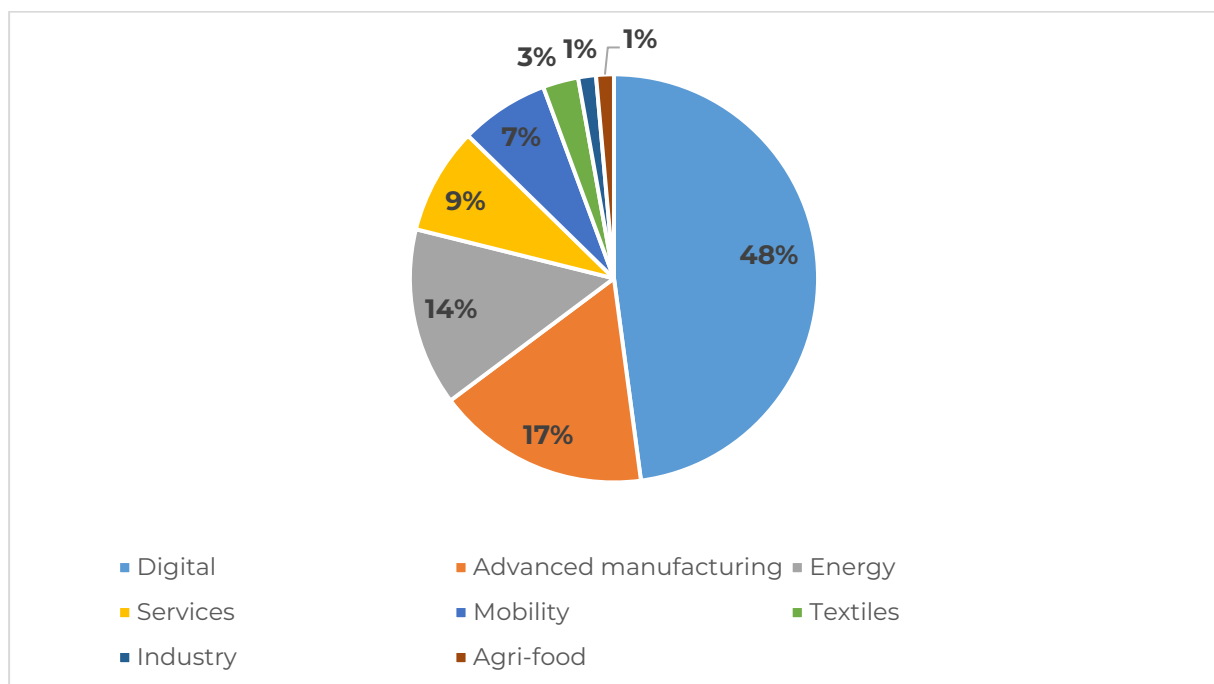


Figure 9 Distribution of cooperation cases by sector

Considering the type of cooperation cases established, the following distribution was identified based on the feedback survey:

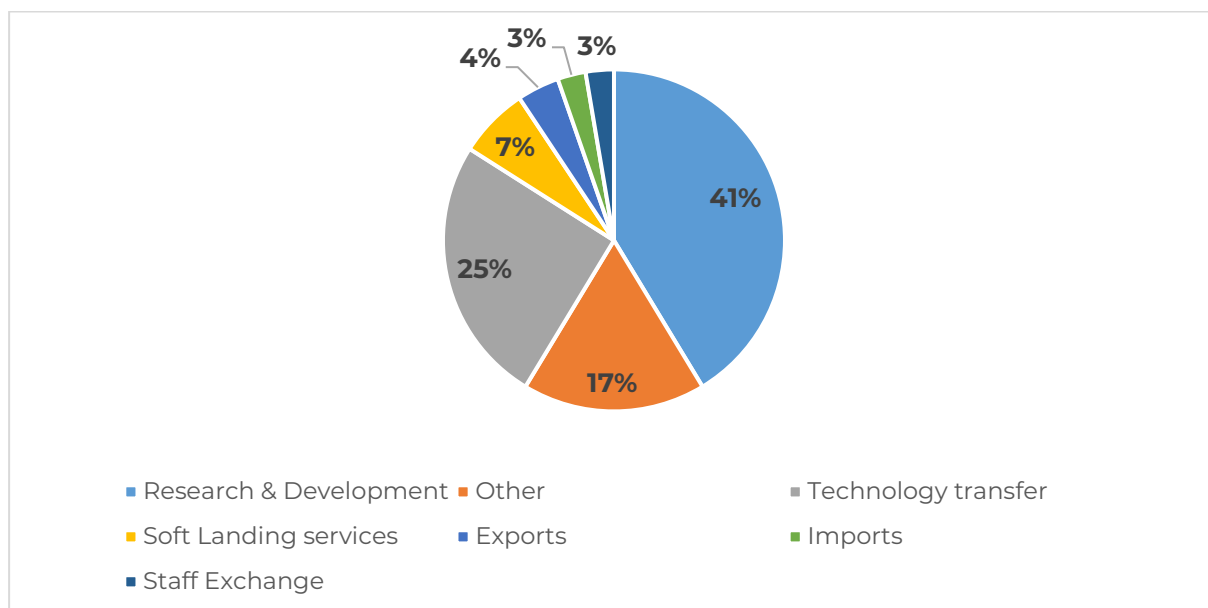


Figure 10 Distribution of cooperation cases by their type

Last but not least, by mapping the answers provided in the feedback survey, the figure below summarises the distribution of cooperation cases achieved per participating countries, on average (cooperation cases / number of organisations involved in the matchmaking), with Poland leading the statistics.

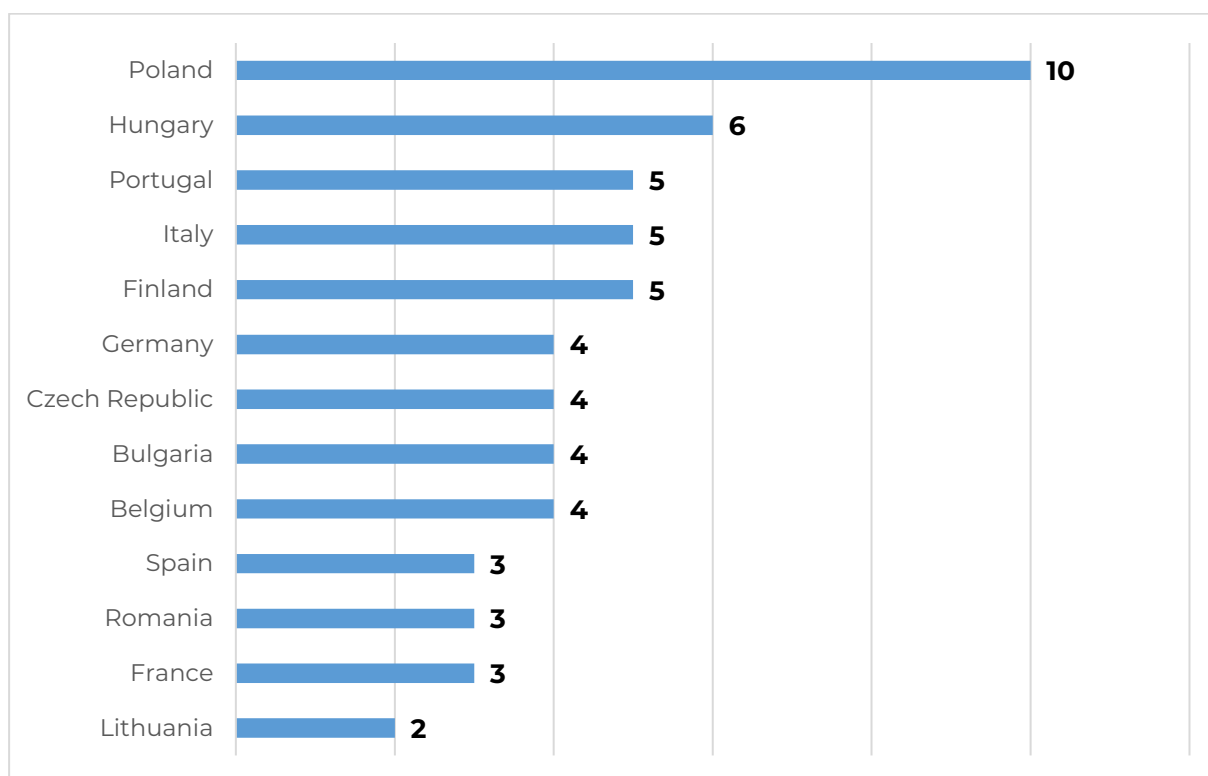


Figure 11 Distribution of reported cooperation cases by participating European countries



2.2 Event feedback: relevance of the event towards individual objectives

The respondents were asked to rate the event's relevance to the achievement of their own goals on a scale of 0 to 5, with 0 being the lowest value and 5 being the highest value. In this regard, they scored the following: vision and knowledge they acquired regarding new markets and technology trends; the knowledge acquired regarding the geographical market for cluster organisation/ members; the signature of cooperation agreements between companies and/or laboratories within participating clusters and the development of new business activities. Finally, they rated the opportunity of increased visibility and market penetration, focusing on how the event facilitated the search for strategic alliances/ partners and the access to new research and innovation competences and the development of concrete projects. The figure below provides an overview of each objective's rating:

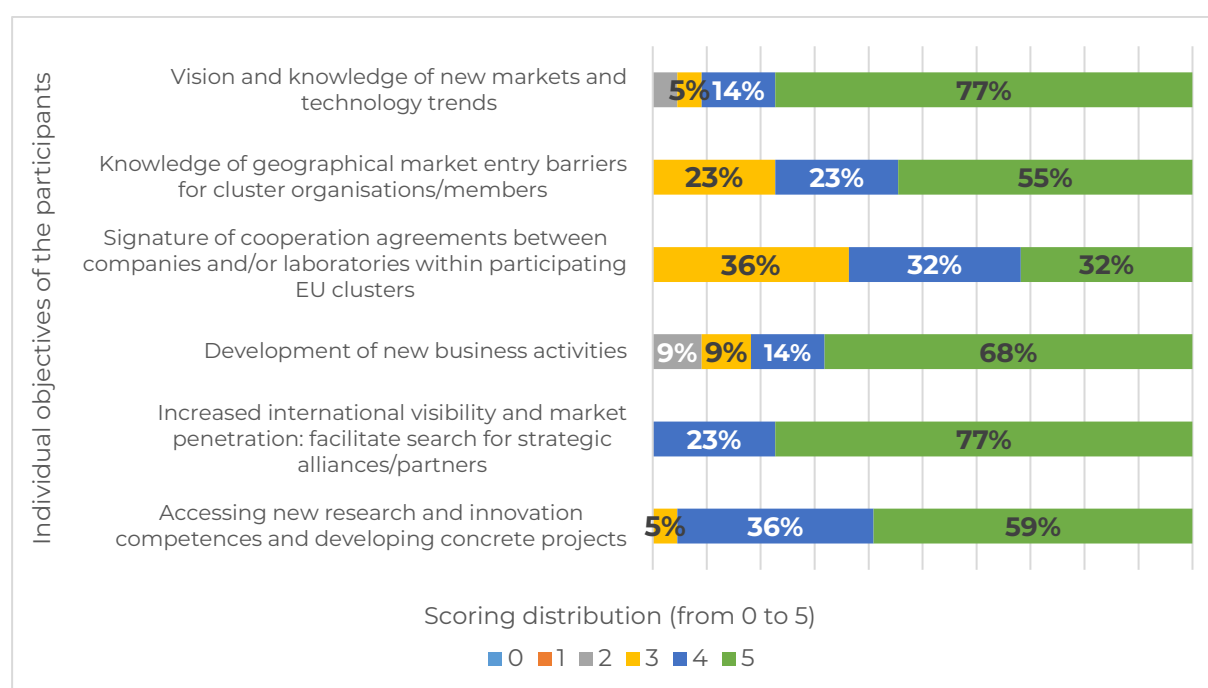


Figure 12 Relevance of the event towards individual objectives (scoring distribution)

From the answers provided, the event seems to have been especially relevant for participants regarding the achievement of the following goals:

- Increased international visibility and market penetration: facilitate search for strategic alliances / partners (100% respondents scored 4 or 5);
- Accessing new research and innovation competences and developing concrete projects (95% respondents scored 4 or 5);
- Vision and knowledge of new markets and technology trends (91% respondents scored 4 or 5);
- Development of new business activities (82% respondents scored 4 or 5);
- Knowledge of geographical market entry barriers for cluster organisations / members (78% respondents scored 4 or 5).



The lowest scored indicator was the signature of cooperation agreements but still having an overall satisfaction of 79%. The main reason for this was primarily due to limited participation by Canadian clusters in the matchmaking session, the ratio being 21 European clusters for 8 Canadian clusters.

Overall, the event is considered very relevant for the EU participants, who achieved, in their majority, the main goals of the event, with room for improvement in future events. The table below displays the average note scored by each objective:

Objective	Average score
Vision and knowledge of new markets and technology trends	4.64
Knowledge of geographical market entry barriers for cluster organisations / members	4.32
Signature of cooperation agreements between companies and/or laboratories within participating EU clusters	3.95
Development of new business activities	4.41
Increased international visibility and market penetration: facilitate search for strategic alliances/partners	4.77
Accessing new research and innovation competences and developing concrete projects	4.55

Table 3 Relevance of the event towards individual objectives (average score)

2.3 Event feedback: event content and structure

Participants were asked to rate several indicators related to the overall quality of the event through a 0 to 5 score (0 being the lowest quality and 5 being the highest quality). The participants were also asked to express feedback on several general aspects of the event. The questions were formulated in a "Yes/No" manner. All results are detailed in the section below.

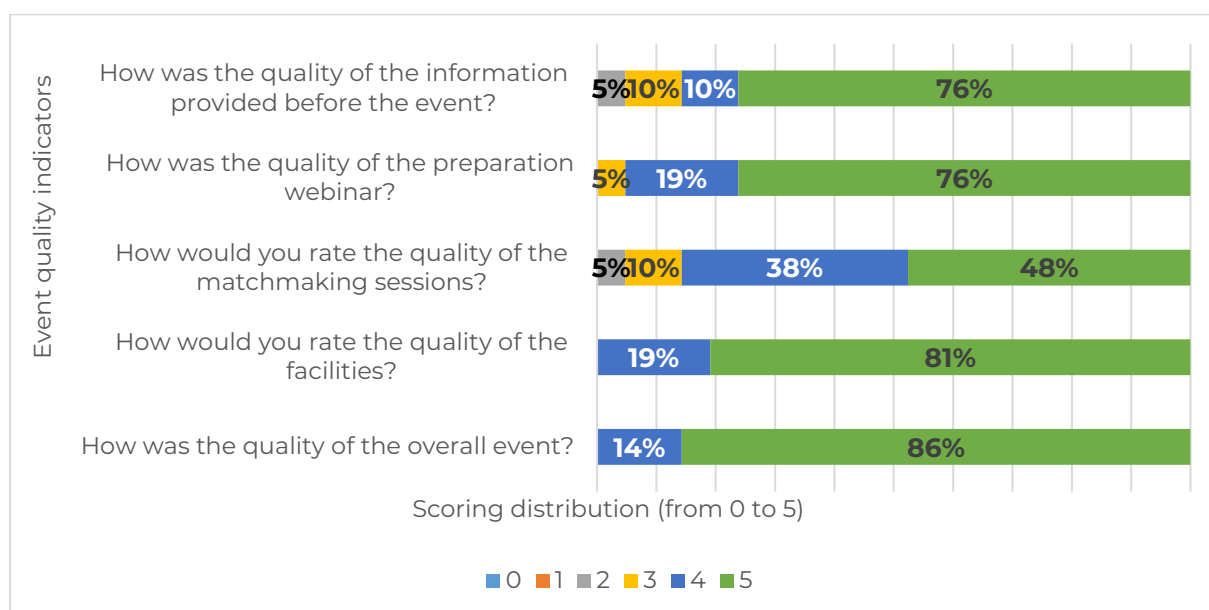


Figure 13 Overall event quality (scoring distribution)



The respondents expressed significant satisfaction with the overall quality of the event, with at least 86% of them scoring 4 or 5 in all categories. The lowest scored indicator was the quality of the matchmaking session. Many participants reported that scheduling meetings for the matchmaking sessions faced some challenges, which created uncertainty for participants.

The average satisfaction regarding the overall organisation of the event was 80%.

In summary, the table below displays the average note scored by each indicator:

Indicator	Average score
How was the quality of the information provided before the event?	4.57
How was the quality of the preparation webinar?	4.71
How would you rate the quality of the matchmaking sessions?	4.29
How would you rate the quality of the facilities?	4.81
How was the quality of the overall event?	4.86

Table 4 Overall event quality (average score)

Several other indicators were assessed in a “Yes/No” manner, resulting the following:

- **100% of the respondents considered that 20 minutes was a proper meeting time slot** in this matchmaking;
- **100% of the respondents found the topics of the event useful** and the presentations suitable for the event;
- **100% of the respondents confirmed that the event met their expectations.** Positive feedback and testimonials were collected from the European delegation, and presented in the sections below.

When asked in the survey with what countries are they interested in partnering with in the future, the respondents showed **strong interest in cooperating with non-European countries**. Also, the respondents expressed interest for remote regions with strong potential for business cooperation with EU, but which are difficult to reach by themselves, and where ECCP missions would be beneficial.

- the **most desired destination was North America**, with **USA being mentioned 10 times**, Canada 5 times and Mexico 3 times;
- the **second most desired destination was Asia**, with **Japan being mentioned 4 times**, South Korea, Singapore and India 3 times each, and UAE once;
- the **third preferred destination was Europe**, being mentioned 3 times in general, and the **Nordic countries 4 times**;
- the **fourth preferred destination was South America**, with **Chile being mentioned 2 times**, and Brazil, Peru and Colombia one time each;
- also, **Australia and North-Africa** (Egypt and Morocco) were mentioned 2 times each.

An overview of the countries of interest for the EU delegation is presented in the figure below:

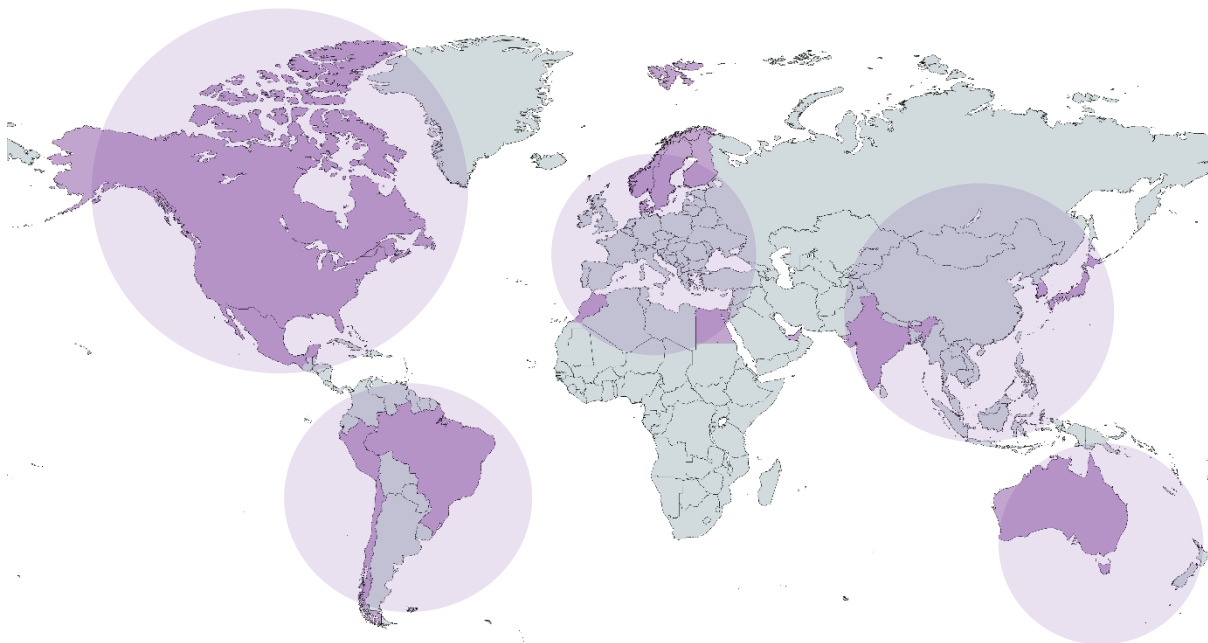


Figure 14 Areas of interest for the respondents

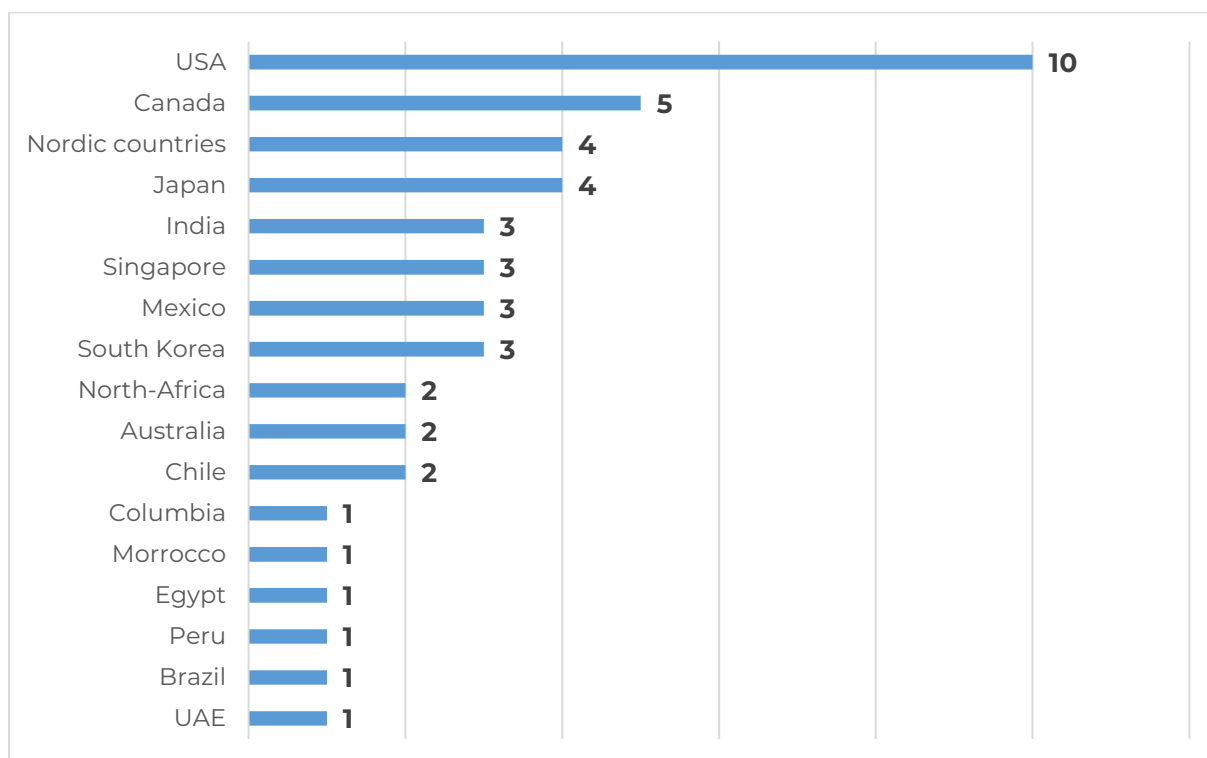


Figure 15 Ranking of preferred countries by the respondents (mentioning frequency)



2.4 Event feedback: testimonials

"The EU-Canada matchmaking experience has been incredibly beneficial for us. First, the ALL IN conference content was extremely valuable to understand the market, use cases and trends. The tour that was organised it was very interesting to have an overview of innovative places within the city. The matchmaking itself was very constructive to meet with the Canadian ecosystem but also to have an official discussion with other clusters attending the matchmaking event. "

Gisela Sanchez, FINANCE INNOVATION, France

"As a representative of AI Cluster Bulgaria at the EU-Canada delegation during the ALL IN AI Conference in Montreal, our participation yielded significant outcomes for Bulgaria's growing AI ecosystem. The event allowed us to establish valuable connections with Canadian AI experts and European counterparts, fostering opportunities for cross-border collaborations and knowledge exchange. We successfully showcased Bulgaria's talent and research capabilities, positioning AI Cluster Bulgaria as a key player in AI innovation within Europe. The insights gained from this conference will enable us to further support Bulgarian businesses in integrating AI technologies, enhancing their global competitiveness."

Kristina Eskenazi, AI Cluster Bulgaria, Bulgaria

"EU-Canada Matchmaking event in Montreal was truly insightful on AI development and usage scenarios of the future. For Biocluster Finland's cluster network the event opened many connections towards RDI-organisations in Canada and AI companies. It was a great opportunity to investigate potential joint-development collaboration projects for cluster network and get practical information for market entry for Finnish companies."

Anne Sormunen, Biocluster Finland, Finland

"Attending the AI event in Canada, funded by ECCP, has been a valuable experience. The most significant outcome was the opportunity to engage with companies and start-ups that are successfully applying AI systems in industrial settings. This provided real insights into how AI can be leveraged efficiently and effectively. The matchmaking activities were beneficial, fostering connections that could lead to future collaborations. Overall, the event helped broaden my understanding of AI's practical uses in the industry, and I expect these insights to enhance future projects in my field."

Leonardo Marchetti, Tuscany Fashion Cluster, Italy

"I am truly happy to have been a part of the ECCP Matchmaking event. It provided a fantastic opportunity for us to not only introduce our organization but also to gain valuable insights into the Canadian market. The event helped us better understand the opportunities and challenges within this market, which will be critical as we plan our future international activities. Moreover, the event was a great platform for connecting with numerous potential partners, and we are excited about the many possibilities for collaboration that have emerged. The relationships and knowledge gained during the event will certainly help us move forward with new partnerships and joint initiatives. Overall, it was an incredibly productive experience, and I look forward to building on the connections we made."

Anna Marytová, Nanoprogress Cluster, Czech Republic



"It was extremely valuable to get to know the AI environment in Canada – the ALL-IN event allowed me to gather information about the current state of AI on a global level. This knowledge will be shared with our Cluster members to expand their understanding of innovative solutions, such as optimization. During the event, I made contacts with numerous companies in the AI sector offering highly advanced applications that can be applied in industry. The opportunity to visit company booths and listen to important discussions in the field of AI reinforced my belief that this is one of the key topics currently being discussed in the world of advanced technologies."

Adrian Gorgosz, Silesian Nano Cluster, Poland

"We have gained knowledge about the cluster ecosystem in Canada, which works differently than in EU. We have gained knowledge on opportunities both for RTD collaboration and AI solutions from Canada implementation to businesses and their processes in EU. The best part is the Horizon Europe and spotting during event a possible future RTI partner for joint proposals. Not to mention it is a very vivid country, warm, positive and open community which creates a strong background for establishing business collaboration with. Thank you for this opportunity ECCP and organisers."

Skirmante Balezentiene, Photovoltaics Technology Cluster, Lithuania

"Exploring new markets is usually an expensive and time-consuming task for SMEs. As clusters, we are able to understand in big terms the needs and interests of the industry we represent, so the ECCP's international missions and matchmakings are very interesting tools to get to know the international markets, understand their offers and demands and come back to the country with useful information for specific members. In this specific case, we could learn from an advanced country on AI, how can we use this technology to improve the competitiveness of the packaging sector and maybe connect some Spanish companies with Canadians in the near future."

Monica Riera Gimeno, Packaging Cluster, Spain

"I am very happy that I attended the EU-Canada matchmaking event. I was able to make many new connections with relevant organizations and we intend to start joint initiatives with at least 5 of them. Apart from that, the program of the event was very well prepared and the visit of the ALLIN event enhanced my knowledge of AI. I attended the workshop of the Canadian company Zeta Forge and intend to start using their software to build our own AI projects..."

Silvia Kabaivanova, Bulgarian Digital Cluster, Bulgaria

"The matchmaking event enabled us to establish contacts for the exploration of opportunities for R&D and Innovation (leveraging the participation of Canada in Eureka and Horizon programmes), to identify key stakeholder for these purposes and to be more aware of the modus operandi of Canadian clusters, for identification of other complementary actions. Being organized in parallel to the ALL-IN event, it was also an Excellent opportunity to assess trends in terms of AI in Canada, to learn about their AI related priorities, and to establish additional contacts. The conferences were very interesting and with excellent quality. Additionally, and as a synergy of the event, the opportunity to interact with other European Clusters also furthered experience sharing and the identification of relevant opportunities to link value chains and to further projects and activities at EU level."

Pedro Rocha, PRODUTECH, Portugal



Annexes



Annex 1. List of participants

European delegation		
Organisation	Country	Type
The Silesian Nano Cluster	Poland	Cluster
ArchEnerg Renewable Energy Cluster	Hungary	Cluster
Bwcon Research	Germany	Cluster
Nanoprogress Cluster	Czech Republic	Cluster
Biocluster Finland	Finland	Cluster
ArchEnerg Renewable Energy Cluster	Hungary	Cluster
Cluster IDiA	Spain	Cluster
Southwest Hungarian Engineering Cluster	Hungary	Cluster
Transilvania IT Cluster	Romania	Cluster
Blue Room Innovation	Spain	SME
Health and Life Sciences Cluster Bulgaria	Bulgaria	Cluster
FINANCE INNOVATION	France	Cluster
Octogether	Belgium	SME
Laser & Engineering Technologies Cluster	Lithuania	Cluster
AI Cluster Bulgaria	Bulgaria	Cluster
AQM Normandy	France	Cluster
Tuscany Fashion Cluster	Italy	Cluster
ArchEnerg Renewable Energy Cluster	Hungary	Cluster
Packaging Cluster	Spain	Cluster
Bulgarian Digital Cluster	Bulgaria	Cluster
PRODUTECH Cluster	Portugal	Cluster
Flint	France	SME
Digital 113	France	Cluster
AMEC Spanish Industrial Association	Spain	Cluster



Bulgarian Digital Cluster	Bulgaria	Cluster
Photovoltaics Technology Cluster	Lithuania	Cluster
Pole Mecatech	Belgium	Cluster
AQM Normandy	France	Cluster
Canadian delegation		
Organisation	Country	Type
LexRock AI Technologies Inc.	Canada	SME
Quantolio	Canada	SME
Makila AI	Canada	SME
Tengiva	Canada	SME
DIGITAL	Canada	Cluster
NGen Canada	Canada	Cluster
Deep Tech Canada	Canada	Cluster
Canada's Ocean Supercluster	Canada	Cluster
NGen Canada	Canada	Cluster
NGen Canada	Canada	Cluster
Rocket Science Development	Canada	SME
Rocket Science Development	Canada	SME
Alberta Machine Intelligence Institute	Canada	Cluster
Vooban	Canada	SME
Scale AI	Canada	Cluster
Canada's Ocean Supercluster	Canada	Cluster
Mila - Quebec Artificial Intelligence Institute	Canada	Cluster
Makila AI	Canada	SME
Scale AI	Canada	Cluster
Vector Institute	Canada	Cluster

Table 5 Participants list



**EUROPEAN CLUSTER
COLLABORATION PLATFORM**

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