



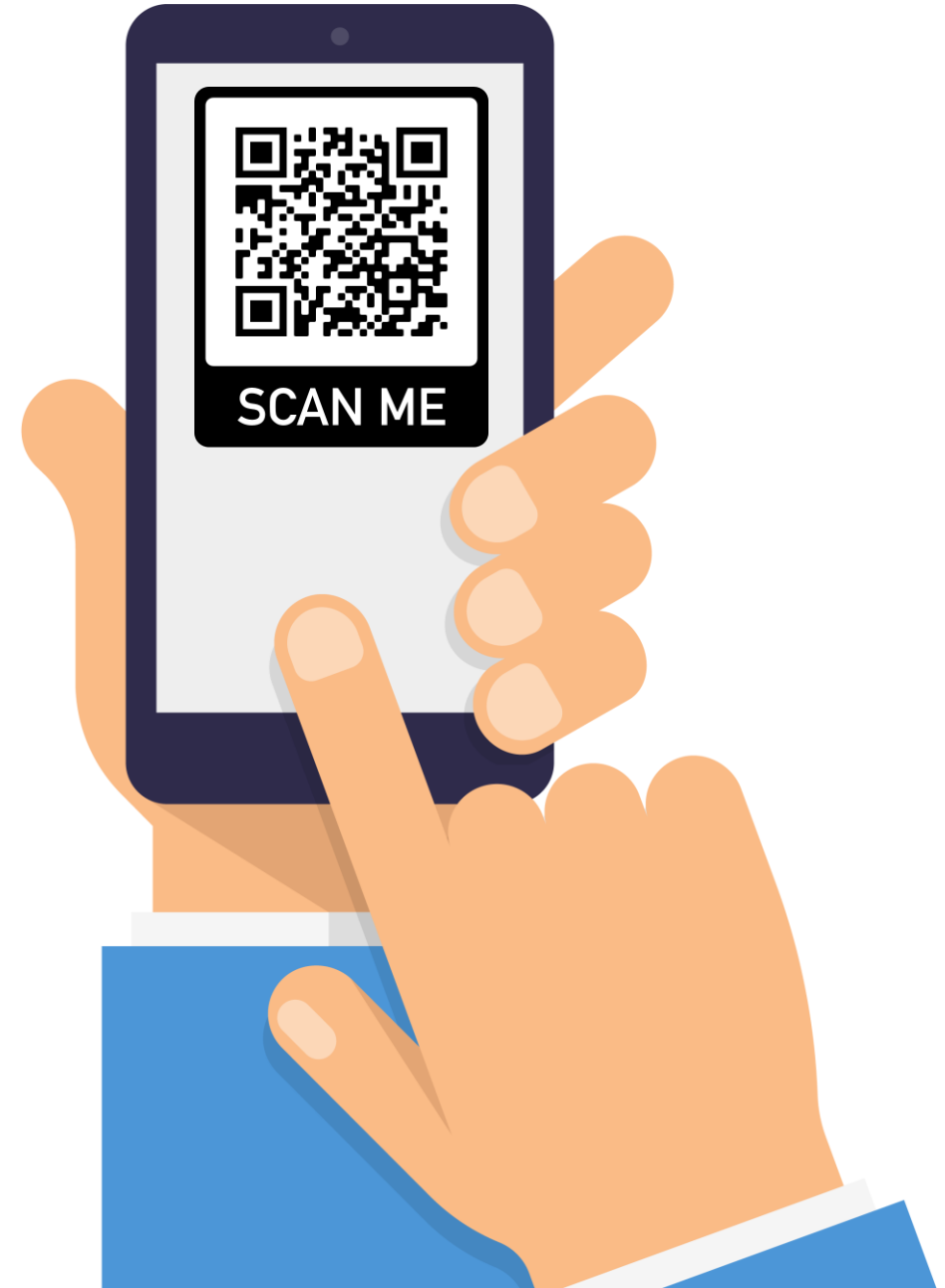
Internationalisation Workshop



(50 companies should participate)

For the start – how to join

Web or smartphone

- 1 Go to **Pollev.com**
- 2 Enter **WIRTSCHAFTSF672**





Please tell us briefly about weather conditions at your place!

Total Results: 0

Metall | Kunststoff| DIALOG in a Nutshell

6. Please describe the composition of the cluster in terms of the participating actors:

a) Please indicate the current number of committed cluster participants¹ according to the following categories:

a) 75 industry, of which are:

a. 72 SME²

b. 3 Non-SME

b) 3 R&D institutions

c) 1 universities

d) 1 training and education providers
(others than universities, e. g. vocational schools or private service companies)

e) 4 others: intermediaries and political/administration stakeholders, other clusters

b) Please indicate the current number of non-committed cluster participants according to the following categories:

a) 300 industry

b) 5 R&D institutions, universities, training and education providers

c) 5 intermediaries and political/administration stakeholders, other clusters

Total number of committed cluster participants: 84

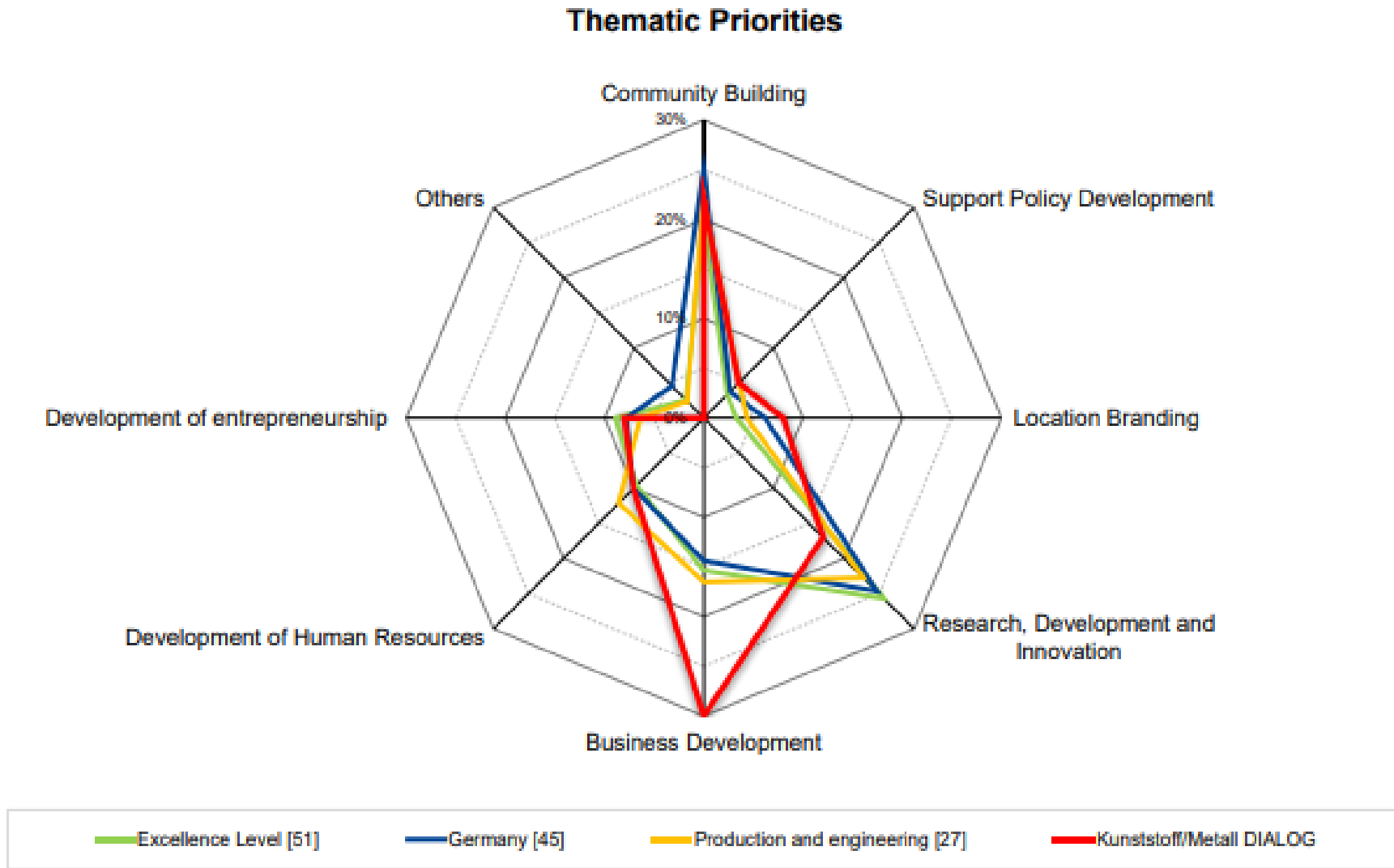


Figure 27: Thematic priorities of cluster's strategy within the comparative portfolios

Consortium

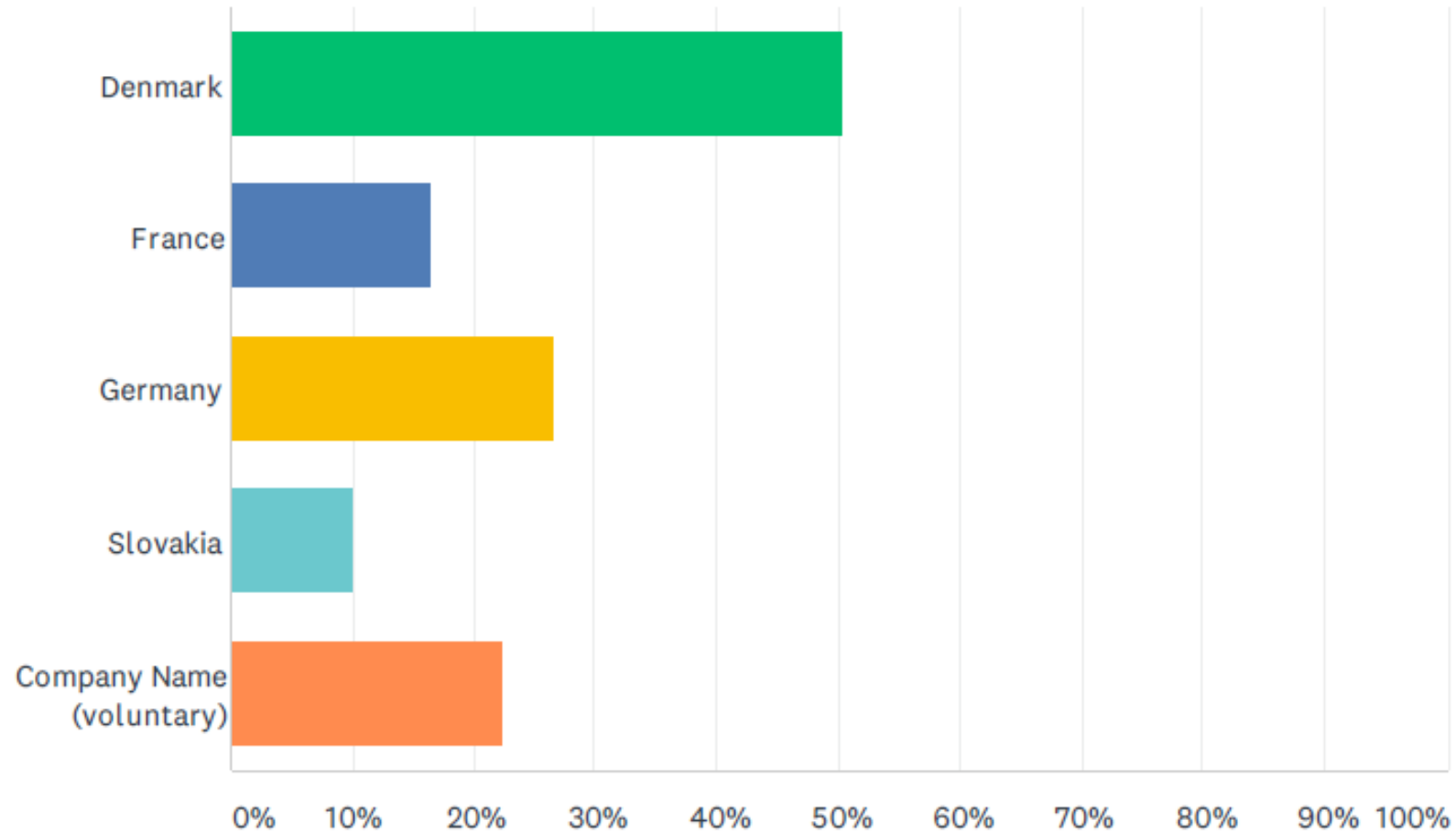
- » Information about the project „PERCY“ and the partners working on it
- » 4 european Cluster participating: DMN (Denmark), Polymeris (F), Slovensky Plastikarsky Klaster (SK) and WFG Raum Heilbronn
- » The cooperation of 4 European clusters focused on plastics in general (and recycling of materials and eco design in particular) in various industrial sectors.
- » Advanced materials are popular in use but difficult to recycle. The consortium partners have come together to explore how an intensified cluster and business network collaboration across borders can meet this and other challenges and exploit the international business opportunities related to the topic.
- » The consortium will meet the objective by development of a joint internationalization strategy towards countries outside Europe.
- » Project duration: 24 months



An online survey was carried out in January and February 2021

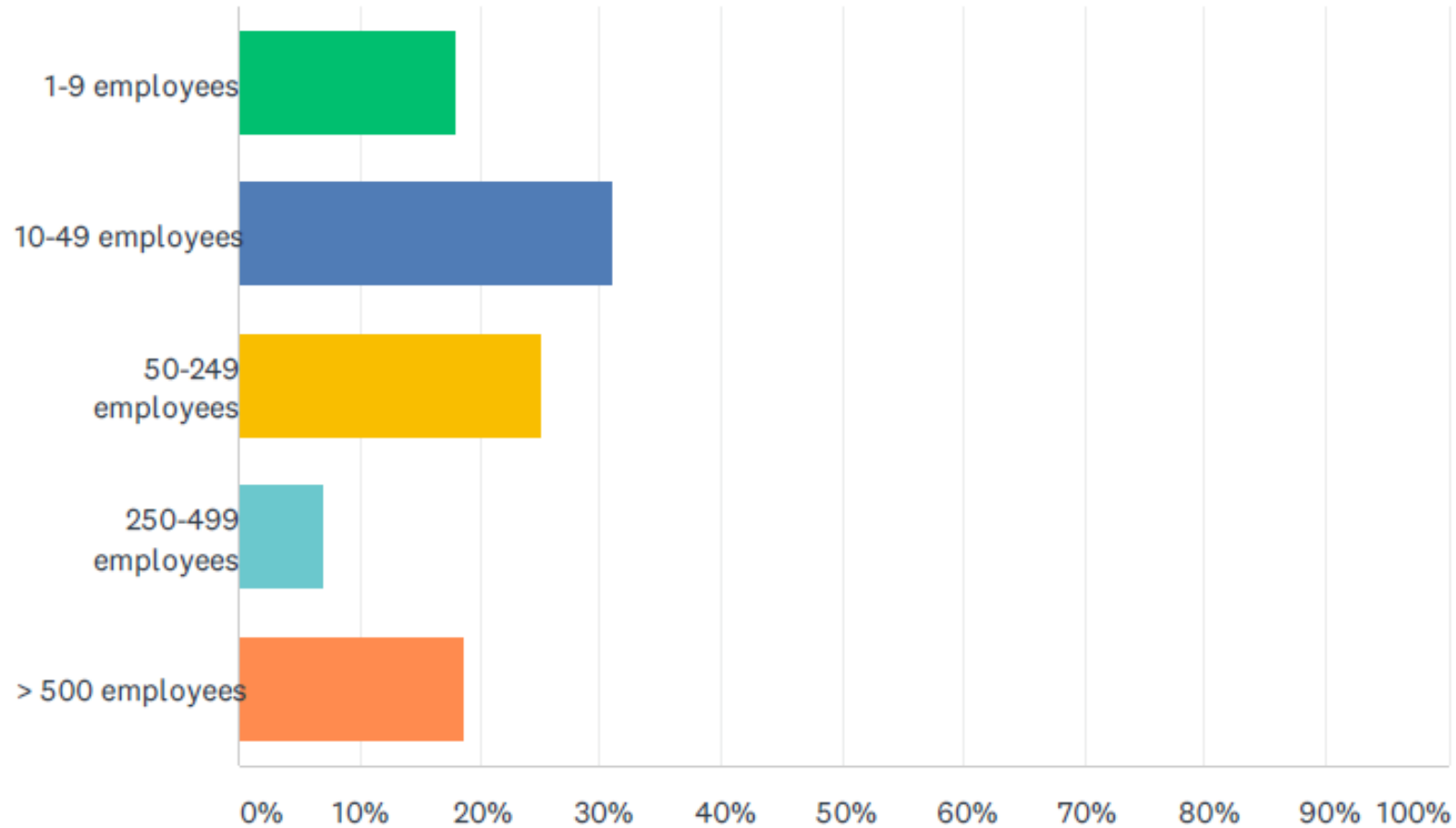
In which country is your company located?

Beantwortet: 139 Übersprungen: 0

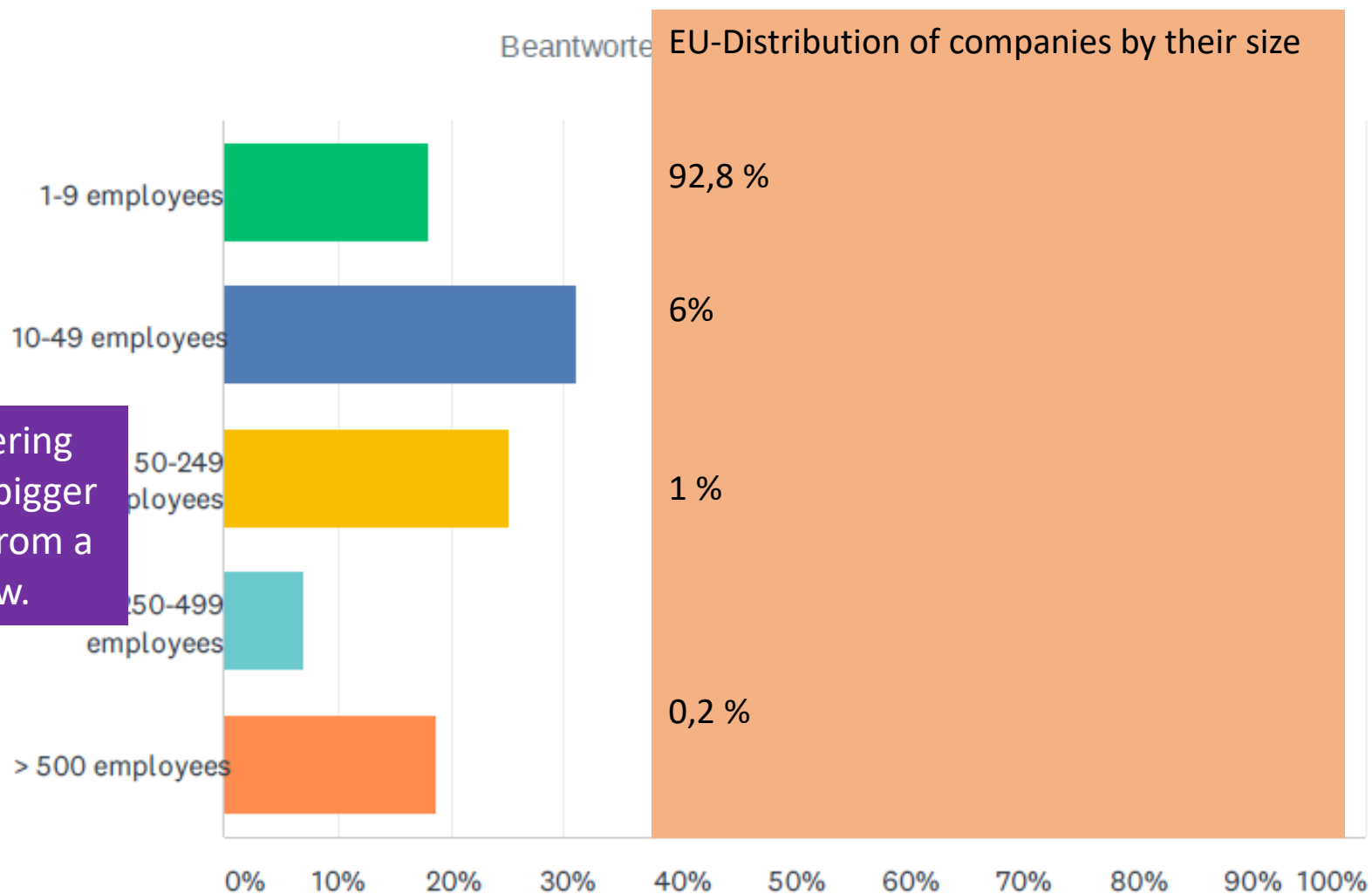


How many people are employed in your company?

Beantwortet: 139 Übersprungen: 0



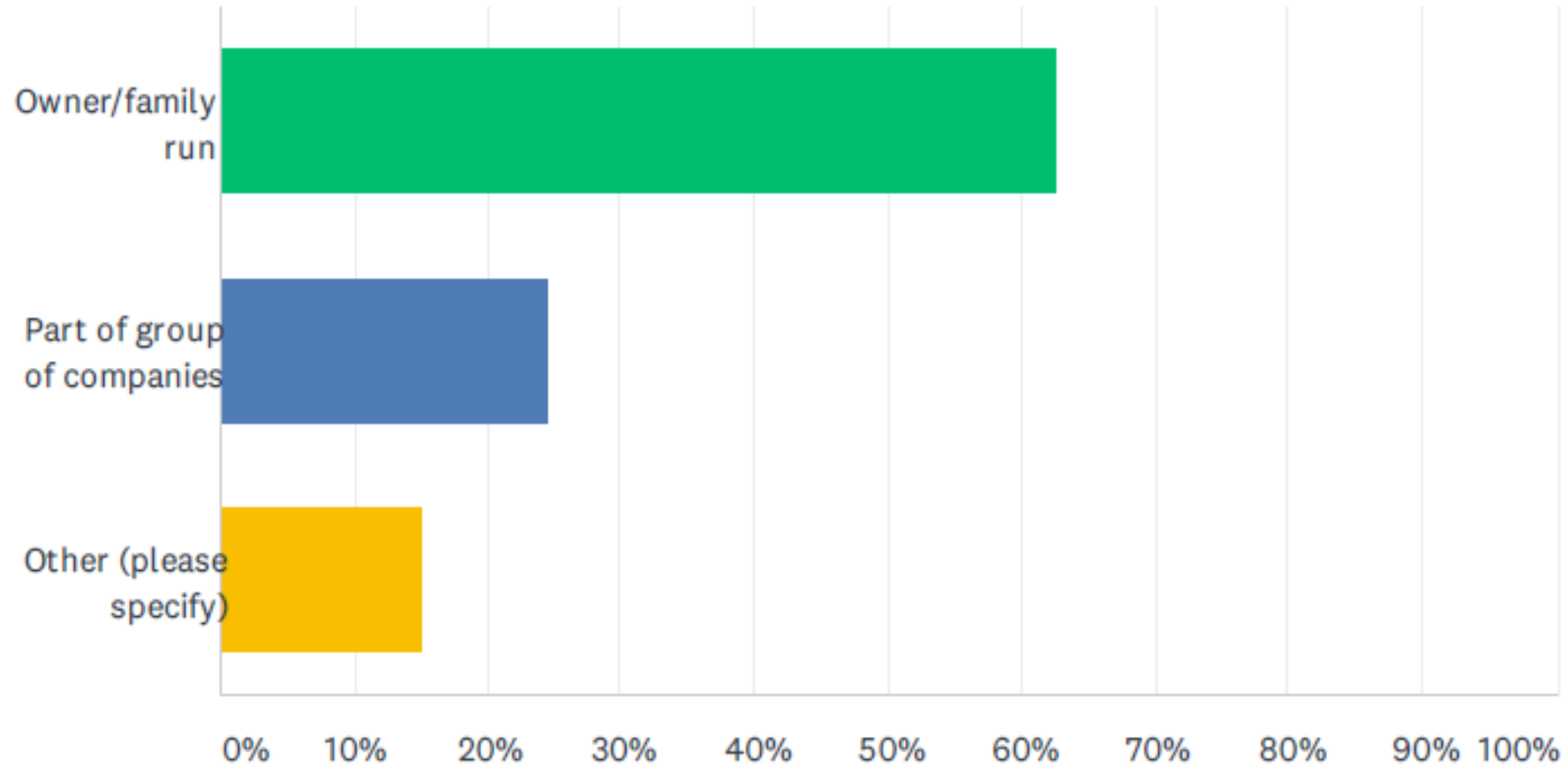
How many people are employed in your company?



The companies answering our survey are much bigger than they should be from a statistical point of view.

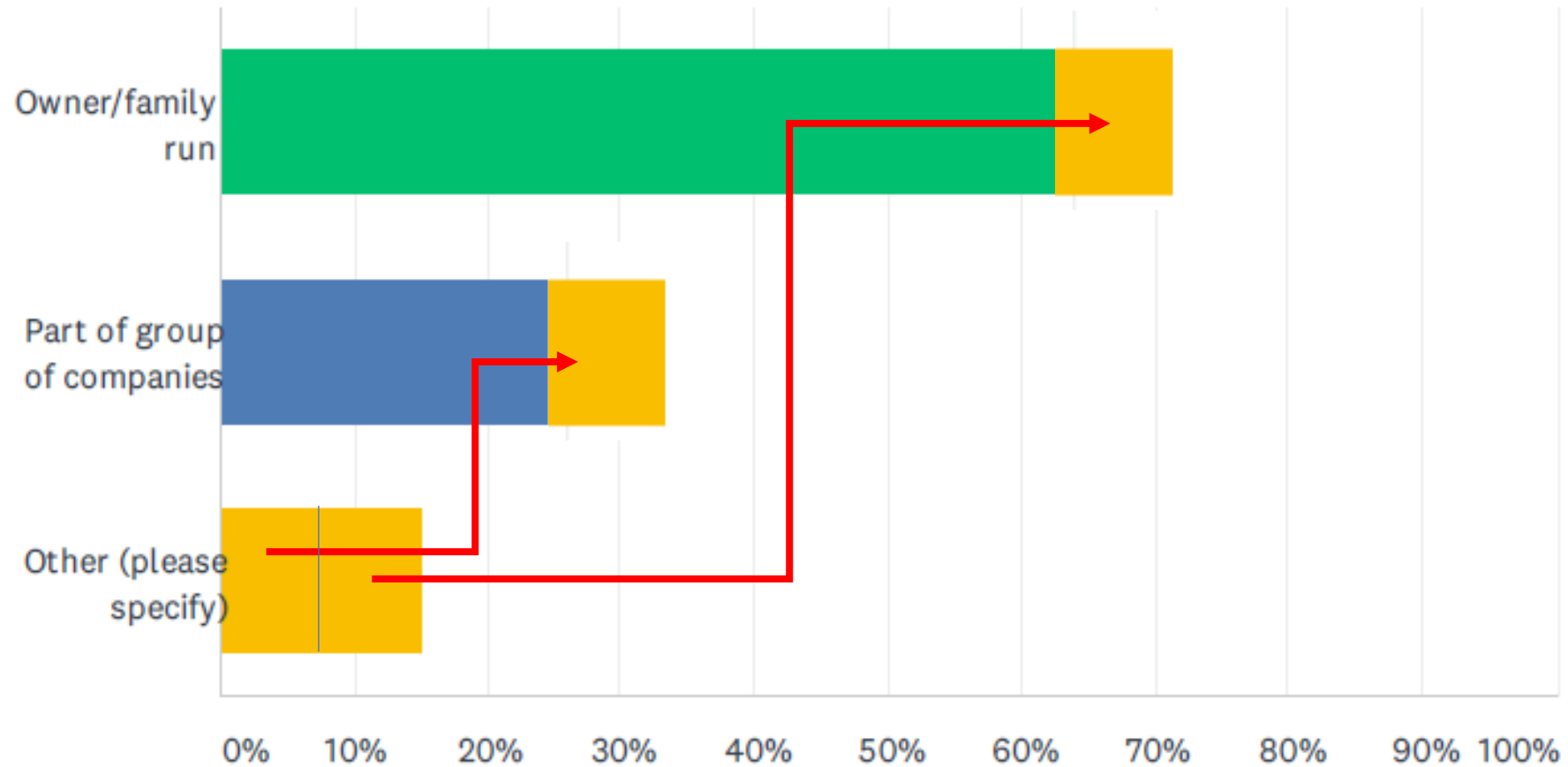
How is your company managed?

Beantwortet: 139 Übersprungen: 0



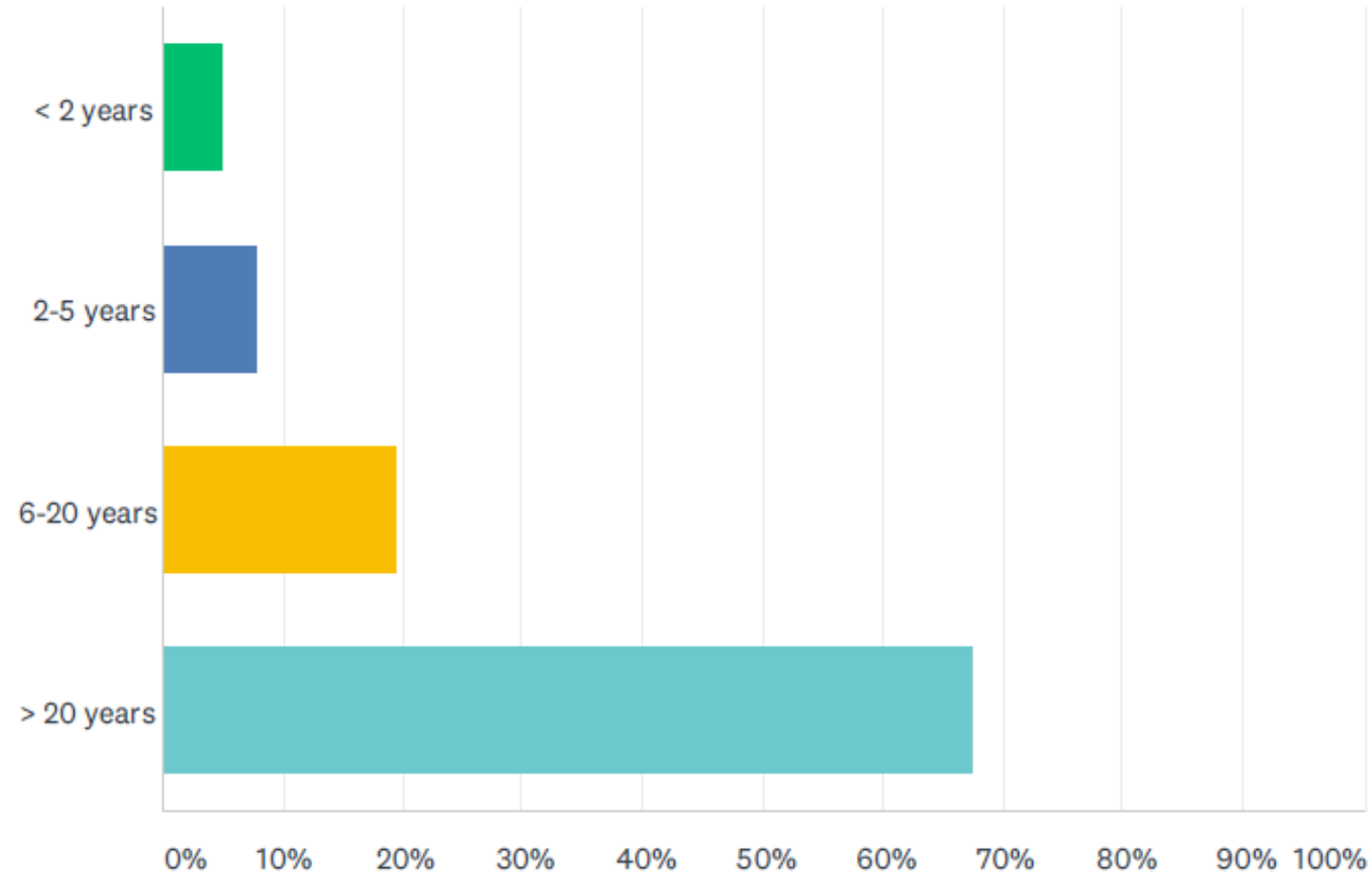
How is your company managed?

Beantwortet: 139 Übersprungen: 0



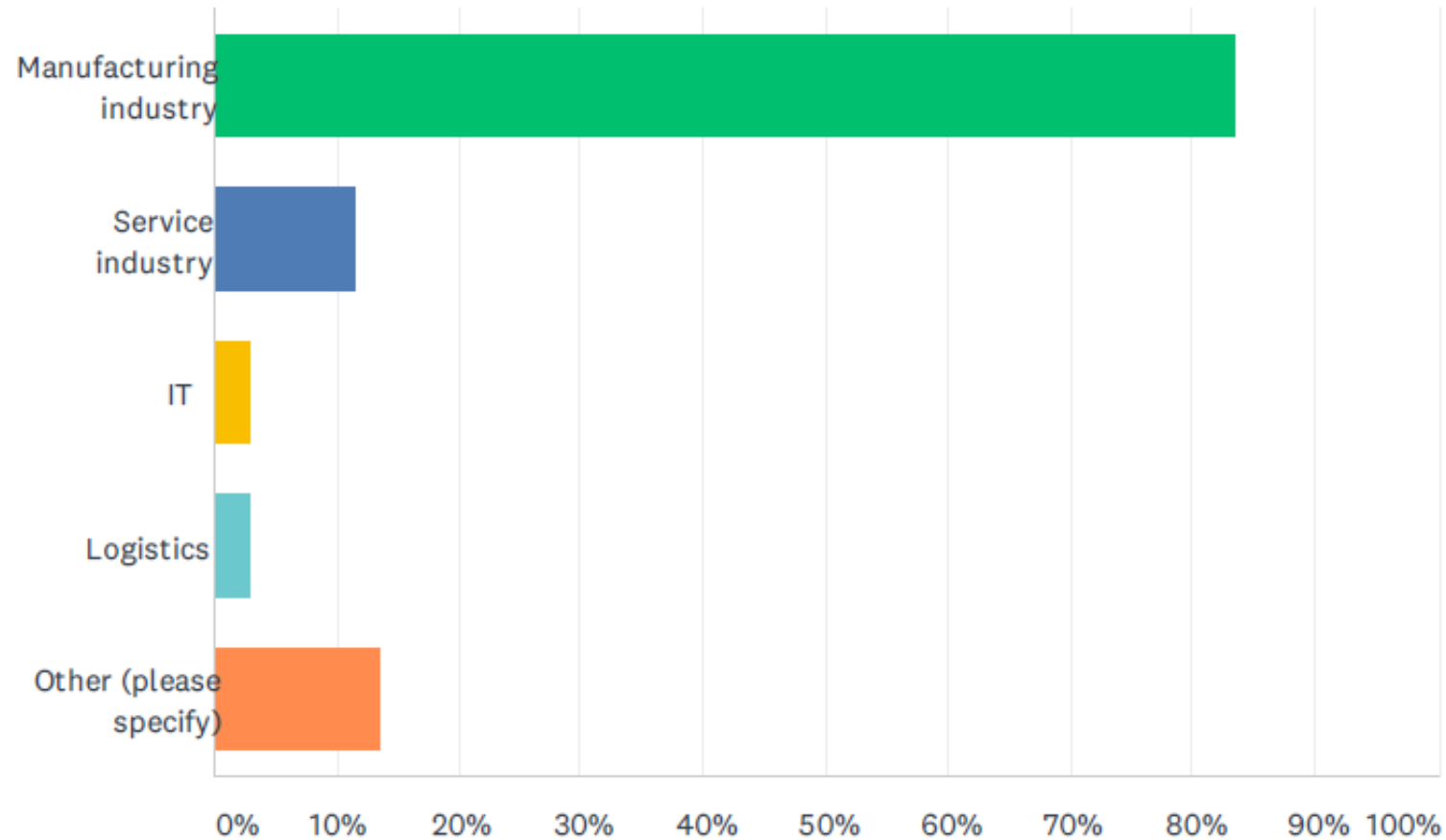
When was your company founded?

Beantwortet: 139 Übersprungen: 0



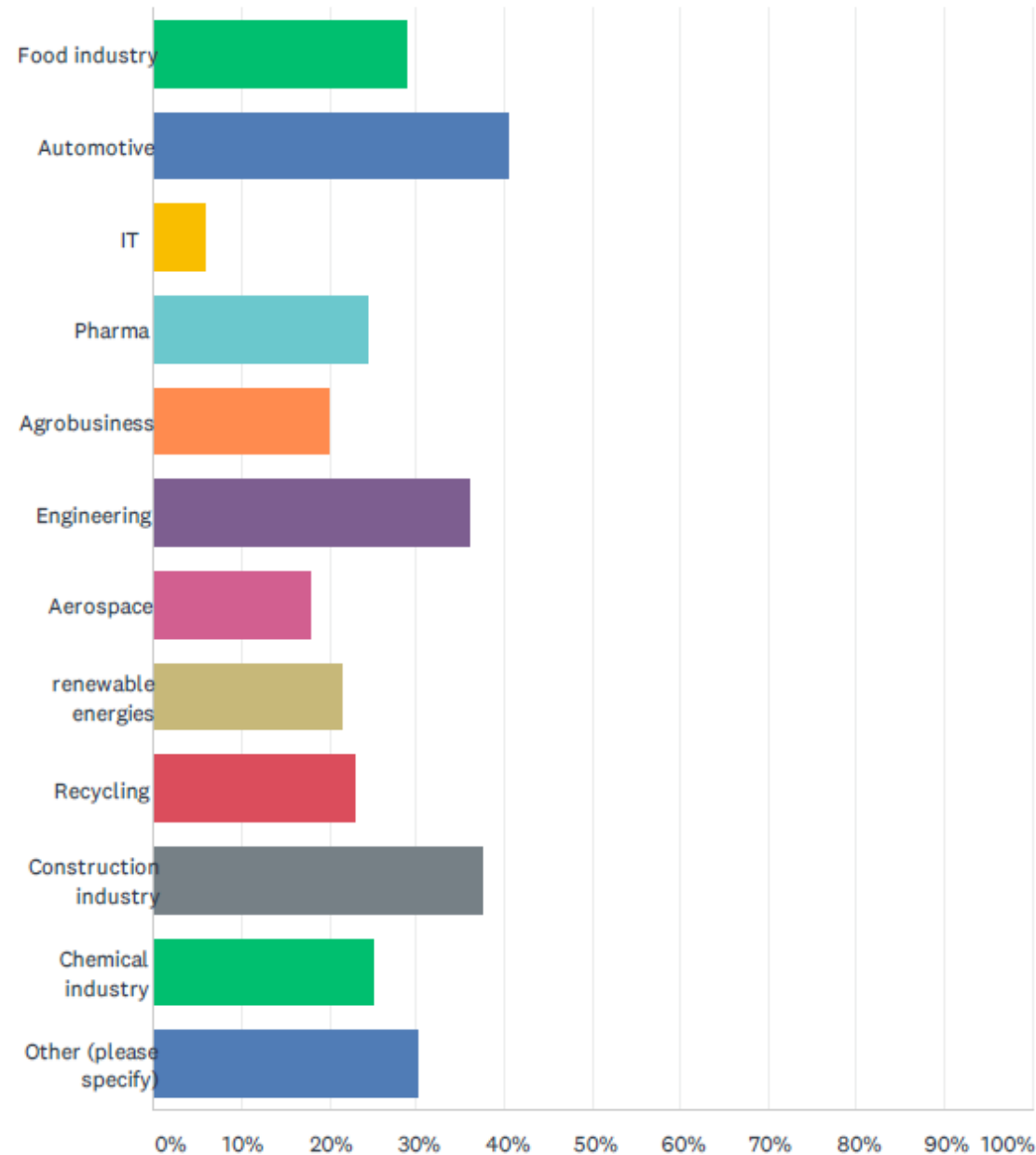
To which segment of the value chain would you classify your company?

Beantwortet: 139 Übersprungen: 0



In which sectors/areas are your products currently used?

Beantwortet: 139 Übersprungen: 0



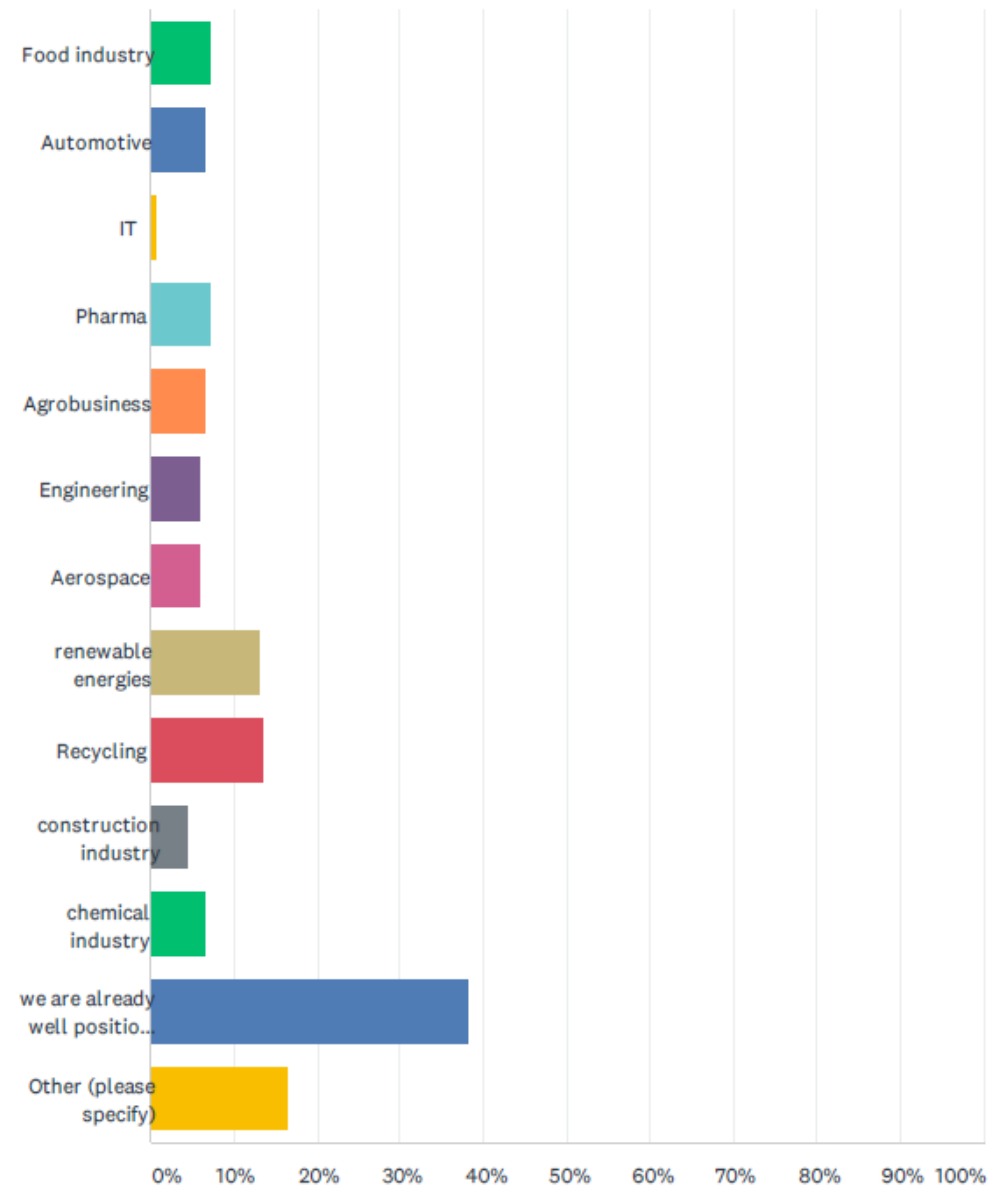
In which sectors/areas are your products currently used?

Beantwortet: 139 Übersprungen: 0

ANTWORTOPTIONEN	BEANTWORTUNGEN	
Food industry	28.78%	40
Automotive	40.29%	56
IT	5.76%	8
Pharma	24.46%	34
Agrobusiness	20.14%	28
Engineering	35.97%	50
Aerospace	17.99%	25
renewable energies	21.58%	30
Recycling	23.02%	32
Construction industry	37.41%	52
Chemical industry	25.18%	35
Other (please specify)	30.22%	42
Befragte insgesamt: 139		

Do you have plans to diversify your activities? If yes, in which sectors/areas?

Beantwortet: 139 Übersprungen: 0





Do you have plans to diversify your activities? If yes, in which sectors/areas?

Beantwortet: 139 Übersprungen: 0

ANTWORTOPTIONEN	BEANTWORTUNGEN	
Food industry	7.19%	10
Automotive	6.47%	9
IT	0.72%	1
Pharma	7.19%	10
Agrobusiness	6.47%	9
Engineering	5.76%	8
Aerospace	5.76%	8
renewable energies	12.95%	18
Recycling	13.67%	19
construction industry	4.32%	6
chemical industry	6.47%	9
we are already well positioned and see no need for action	38.13%	53
Other (please specify)	16.55%	23
Befragte insgesamt: 139		



**5 - 10 minutes
coffee break**



We are about to start with the crucial part of our workshop.
Before coming to this we are interested in one personal detail. Let's assume that we are all free to travel again.
What's your favourite holiday destination?

Total Results: 0



How do you decide about a geographical market?

opportunity
driven



strategic
approach

Total Results: 0



**You entered some markets when opportunities came up:
Please tell us, how market entry happened?**

Total Results: 0



**You entered some markets after strategic considerations:
Please tell us, how you proceeded to enter markets
strategically.**

Total Results: 0

We have to narrow down the number of markets to focus on from five down to three markets

Our online survey covered many markets:

- »Africa
- »Asia in general
- »Canada
- »China
- »Europe
- »India
- »Israel
- »Japan
- »Middle east
- »Russia
- »South America
- »United States

Before discussing the results of our online survey we'd like you to tell us your opinion on selected markets.

World and EU plastics production data

In 2018, global plastics production almost reached 360 million tonnes. In Europe, plastics production almost reached 62 million tonnes.

SOURCE: PlasticsEurope Market Research Group (PEMRG) and Conversio Market & Strategy GmbH

Europe (EU28+NO/CH)

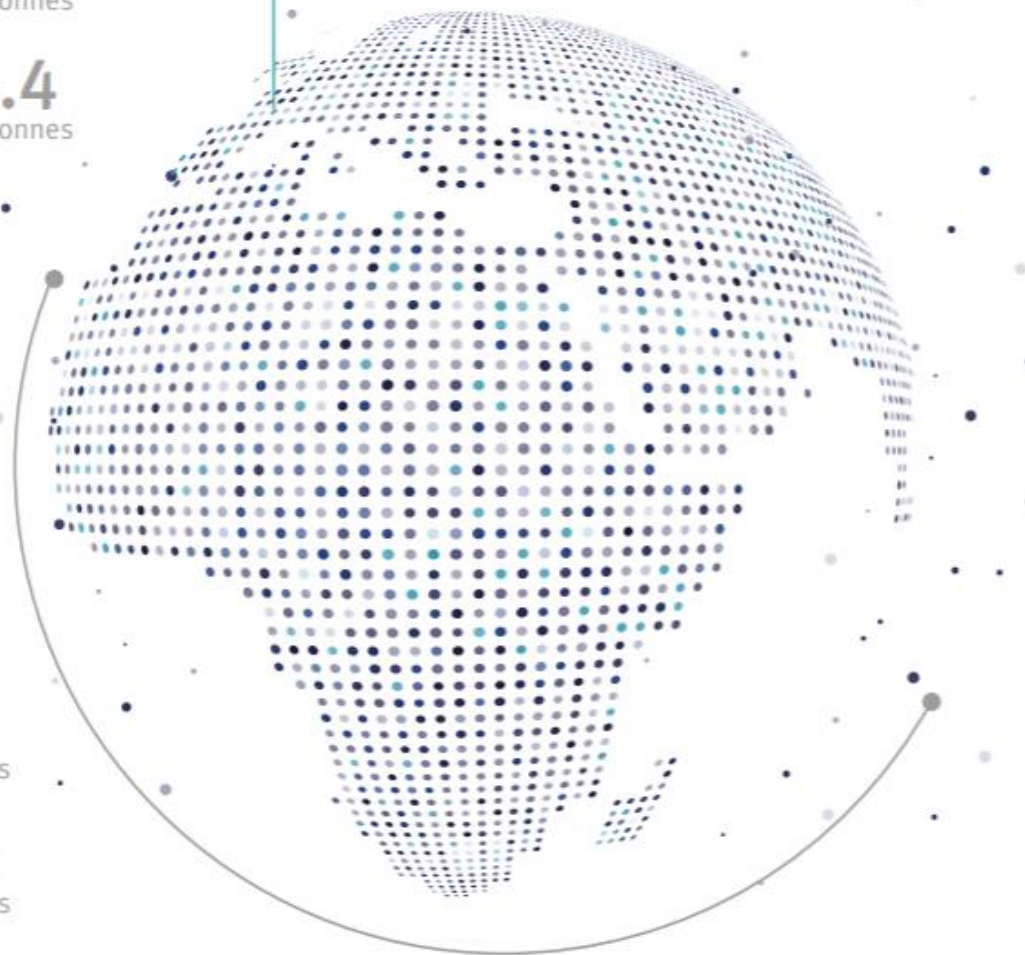
2018 **61.8**
million tonnes

2017 **64.4**
million tonnes

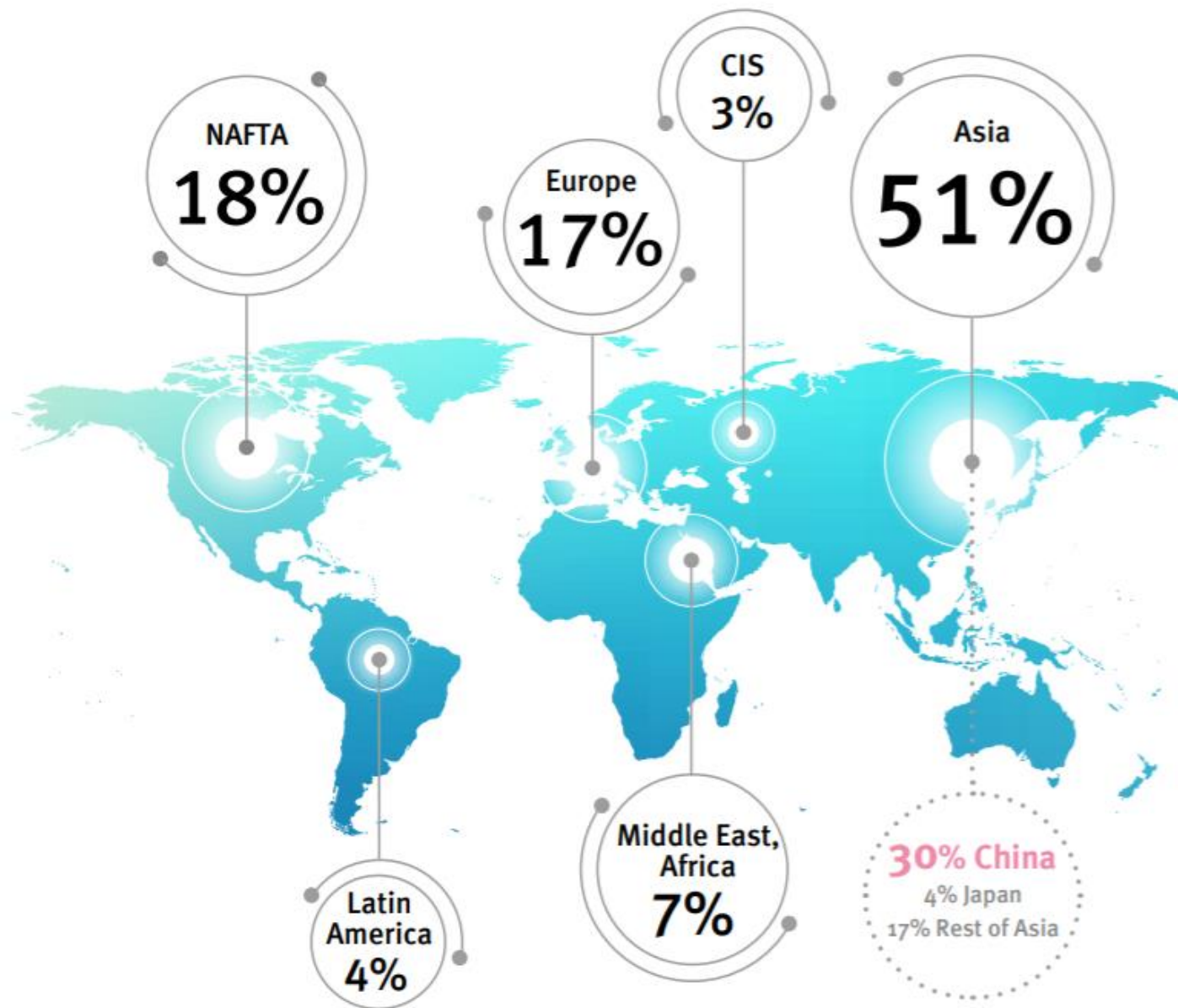
World

2018 **359**
million tonnes

2017 **348**
million tonnes



Includes Thermoplastics, Polyurethanes, Thermosets, Elastomers, Adhesives, Coatings and Sealants and PP-Fibers. Not included: PET-fibers, PA-fibers and Polyacryl-fibers.



Distribution of global plastics production

In 2018 China reached 30% of world's plastics production.

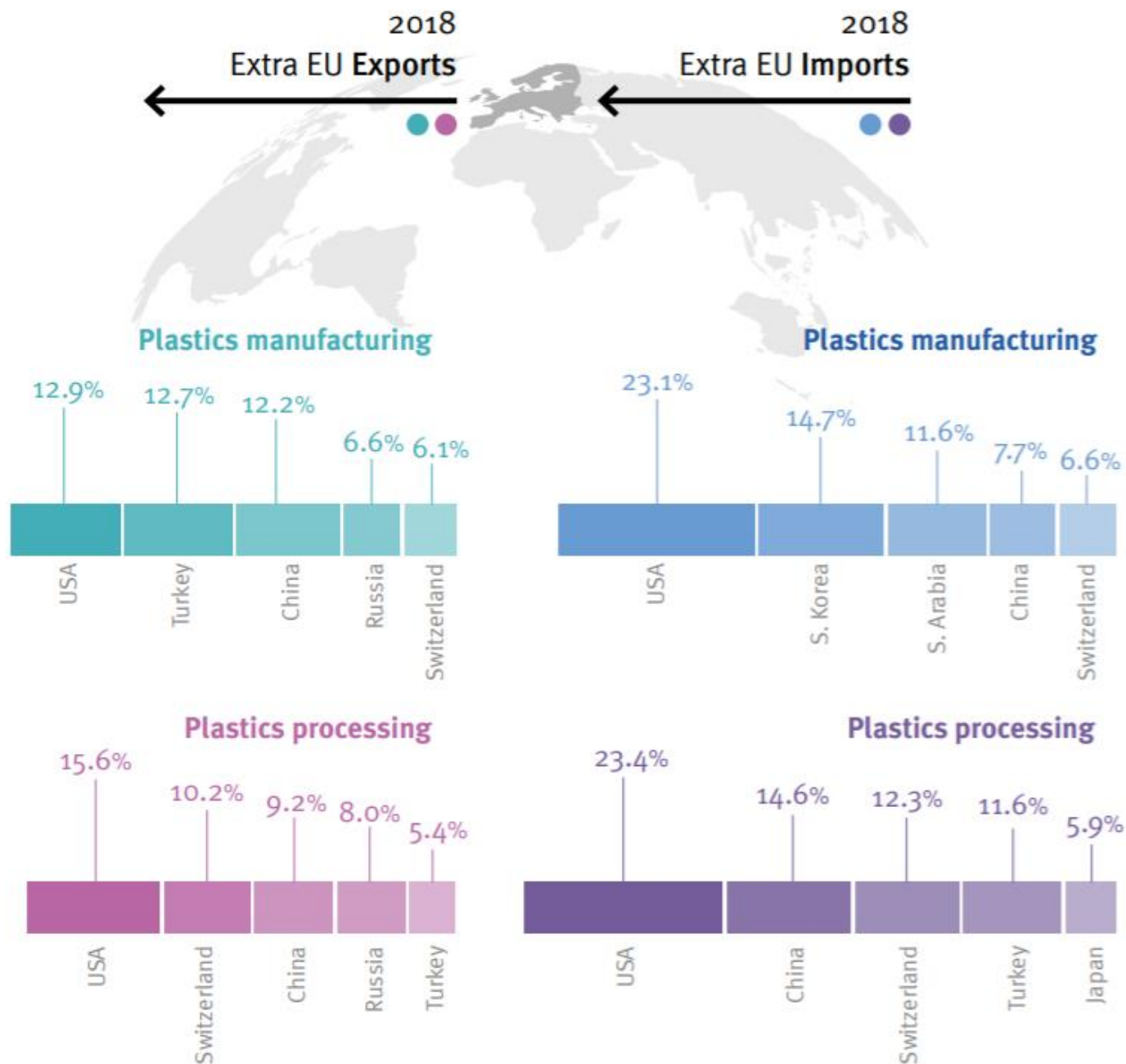
World plastics* production: 359 million tonnes.

* Includes Thermoplastics, Polyurethanes, Thermosets, Elastomers, Adhesives, Coatings and Sealants and PP-Fibers. Not included: PET-fibers, PA-fibers and Polyacryl-fibers.

SOURCE: PlasticsEurope Market Research Group (PEMRG) and Conversio Market & Strategy GmbH

Top Extra EU trade partners in value

In 2018, the USA was the first trade partner of the European Plastics Industry.



SOURCE: Eurostat

You all have five votes to distribute on the following markets.

»Canada

»China

»India

»Indonesia

»Israel

»Japan

»Russia

»United States

Our proposal focused on only five markets.

Therefore, we ask you to give us your opinion on the following markets from the next few slides

INDIA



PEOPLE & SOCIETY

Population

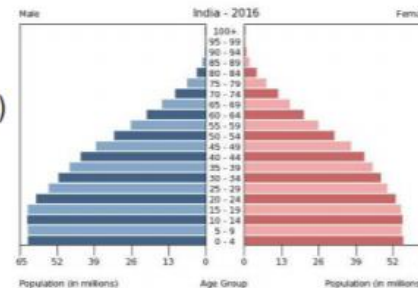
1.3 billion (July 2020 est.)

Population Growth

1.1% (2020 est.)

Ethnicity

Indo-Aryan 72%,
Dravidian 25%,
Mongoloid and other 3% (2000)



ECONOMY

Economic Overview

the diverse economy encompasses traditional village farming, modern agriculture, a wide range of modern industries, and a multitude of services fueled by a large percentage of English speakers

GDP (Purchasing Power Parity)

\$9.474 trillion (2017 est.)

GDP per capita (Purchasing Power Parity)

\$7,200 (2017 est.)

Exports

\$304.1 billion (2017 est.)

partners: US 15.6%, UAE 10.2%, Hong Kong 4.9%, China 4.3% (2017)

Imports

\$452.2 billion (2017 est.)

partners: China 16.3%, US 5.5%, UAE 5.2%, Saudi Arabia 4.8%, Switzerland 4.7% (2017)

India

I'd like the PERCY project to focus on India

I'd like the PERCY project NOT to focus on India

Total Results: 0

INDONESIA



PEOPLE & SOCIETY

Population

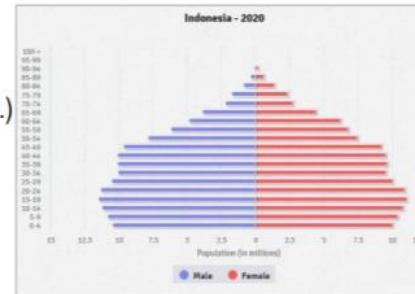
267 million (July 2020 est.)

Population Growth

0.79% (2020 est.)

Ethnicity

Javanese 40.1%,
Sundanese 15.5%, Malay
3.7%, Batak 3.6%, Madurese
3%, Betawi 2.9%, Minangkabau 2.7%, Buginese 2.7%, Bantenese
2%, other 23.8% (2010 est.)



ECONOMY

Economic Overview

largest economy in Southeast Asia but has seen a slowdown in growth since 2012; will continue to move towards participation in the ASEAN Economic Community

GDP (Purchasing Power Parity)

\$3.28 trillion (2019 est.)

GDP per capita (Purchasing Power Parity)

\$4,455 (2019 est.)

Exports

\$168.9 billion (2017 est.)

partners: China 13.6%, US 10.6%, Japan 10.5%, India 8.4%, Singapore 7.6%, Malaysia 5.1%, South Korea 4.8% (2017)

Imports

\$150.1 billion (2017 est.)

partners: China 23.2%, Singapore 10.9%, Japan 10%, Thailand 6%, Malaysia 5.6%, South Korea 5.3%, US 5.2% (2017)

Indonesia

I'd like the PERCY project
to focus on Indonesia

I'd like the PERCY project
NOT to focus on Indonesia

Total Results: 0

ISRAEL



PEOPLE & SOCIETY

Population

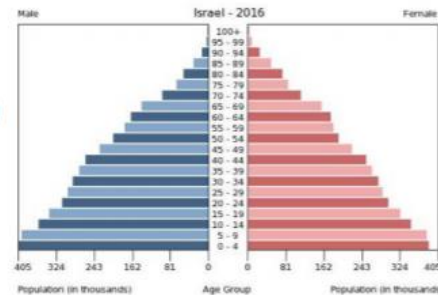
8.7 million (July 2020 est.)

Population Growth

1.46% (2020 est.)

Ethnicity

Jewish 74.4% (of which
Israel-born 76.9%,
Europe/America/Oceania-born 15.9%, Africa-born 4.6%, Asia-born
2.6%), Arab 20.9%, other 4.7% (2018 est.)



ECONOMY

Economic Overview

technologically advanced free-market economy somewhat limited by income inequality and high housing and commodity prices

GDP (Purchasing Power Parity)

\$317.1 billion (2017 est.)

GDP per capita (Purchasing Power Parity)

\$36,400 (2017 est.)

Exports

\$58.67 billion (2017 est.)

partners: US 28.8%, UK 8.2%, Hong Kong 7%, China 5.4%, Belgium 4.5% (2017)

Imports

\$68.61 billion (2017 est.)

partners: US 11.7%, China 9.5%, Switzerland 8%, Germany 6.8%, UK 6.2%, Belgium 5.9%, Netherlands 4.2%, Turkey 4.2%, Italy 4% (2017)

Israel

I'd like the PERCY project to focus on Israel

I'd like the PERCY project NOT to focus on Israel

Total Results: 0

CANADA



PEOPLE & SOCIETY

Population

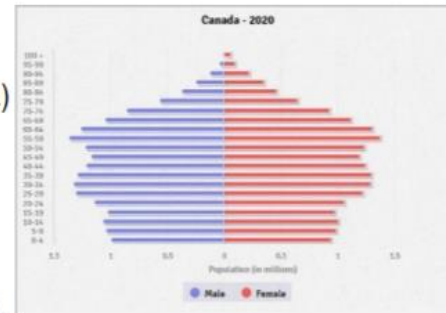
37.7 million (July 2020 est.)

Population Growth

0.81% (2020 est.)

Ethnicity

Canadian 32.3%, English 18.3%, Scottish 13.9%, French 13.6%, Irish 13.4%, German 9.6%, Italian 4.6%, Chinese 5.1%, North American Indian 4.4%, East Indian 4%, other 51.6%¹ (2016 est.)



ECONOMY

Economic Overview

achieved strong growth since World War II by combining abundant natural resources, a highly skilled labor force, and modern capital stock with close economic ties to the US

GDP (Purchasing Power Parity)

\$1.774 trillion (2017 est.)

GDP per capita (Purchasing Power Parity)

\$48,400 (2017 est.)

Exports

\$423.5 billion (2017 est.)

partners: US 76.4%, China 4.3% (2017)

Imports

\$442.1 billion (2017 est.)

partners: US 51.5%, China 12.6%, Mexico 6.3% (2017)

Canada

I'd like the PERCY
project to focus on
Canada

I'd like the PERCY
project NOT to focus on
Canada

Total Results: 0

UNITED STATES



PEOPLE & SOCIETY

Population

332.6 million (July 2020 est.)

Population Growth

0.72% (2020 est.)

Ethnicity

white 72.4%, black 12.6%, Asian 4.8%, Amerindian and Alaska native 0.9%, native Hawaiian and other Pacific islander 0.2%, other 6.2%, two or more races 2.9% (2010 est.)



ECONOMY

Economic Overview

remains the most technologically powerful economy in the world – at the forefront in computers, pharmaceuticals, aerospace and military equipment – but its advantages have narrowed since WWII, with output now falling behind China's, as investment in infrastructure, science, industry, and human capital have lagged

GDP (Purchasing Power Parity)

\$19.49 trillion (2017 est.)

GDP per capita (Purchasing Power Parity)

\$59,800 (2017 est.)

Exports

\$1.553 trillion (2017 est.)

partners: Canada 18.3%, Mexico 15.7%, China 8.4%, Japan 4.4% (2017)

Imports

\$2.361 trillion (2017 est.)

partners: China 21.6%, Mexico 13.4%, Canada 12.8%, Japan 5.8%, Germany 5% (2017)



United States

I'd like the PERCY
project to focus on
United States

I'd like the PERCY
project NOT to focus
on United States

Total Results: 0

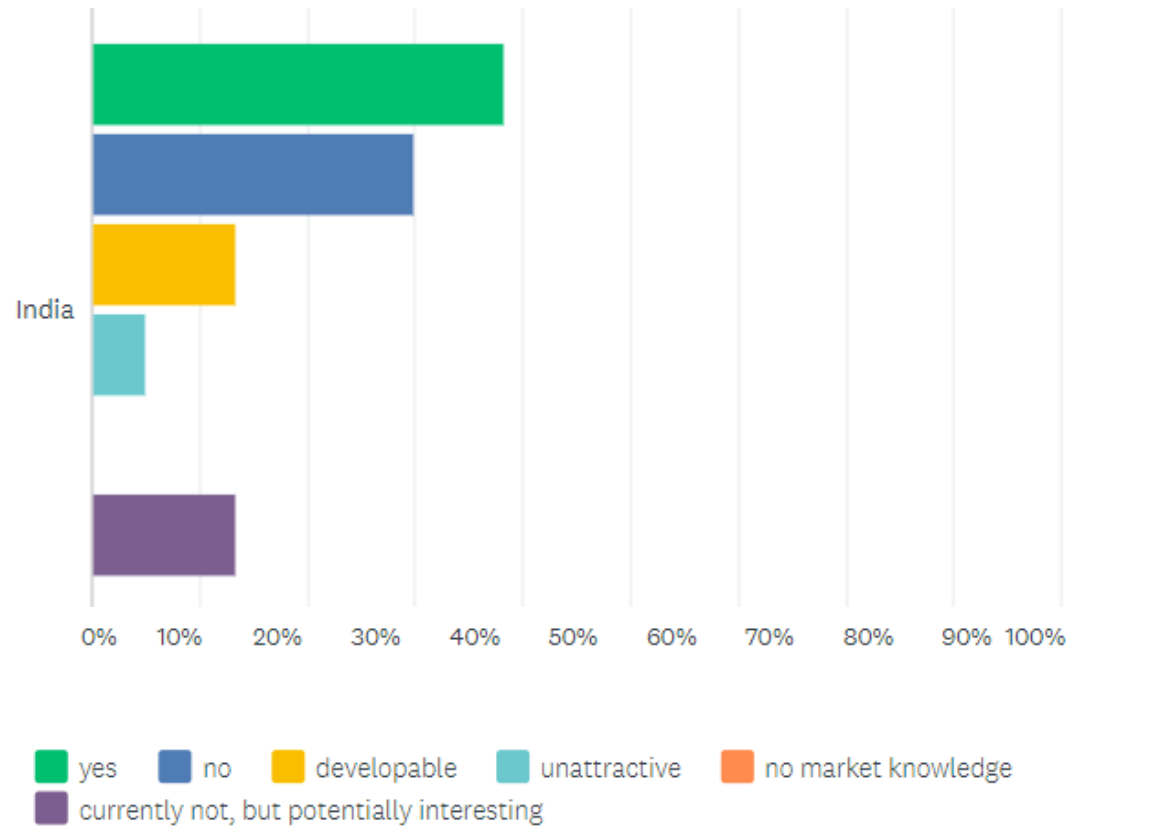


**5 - 10 minutes
coffee break**

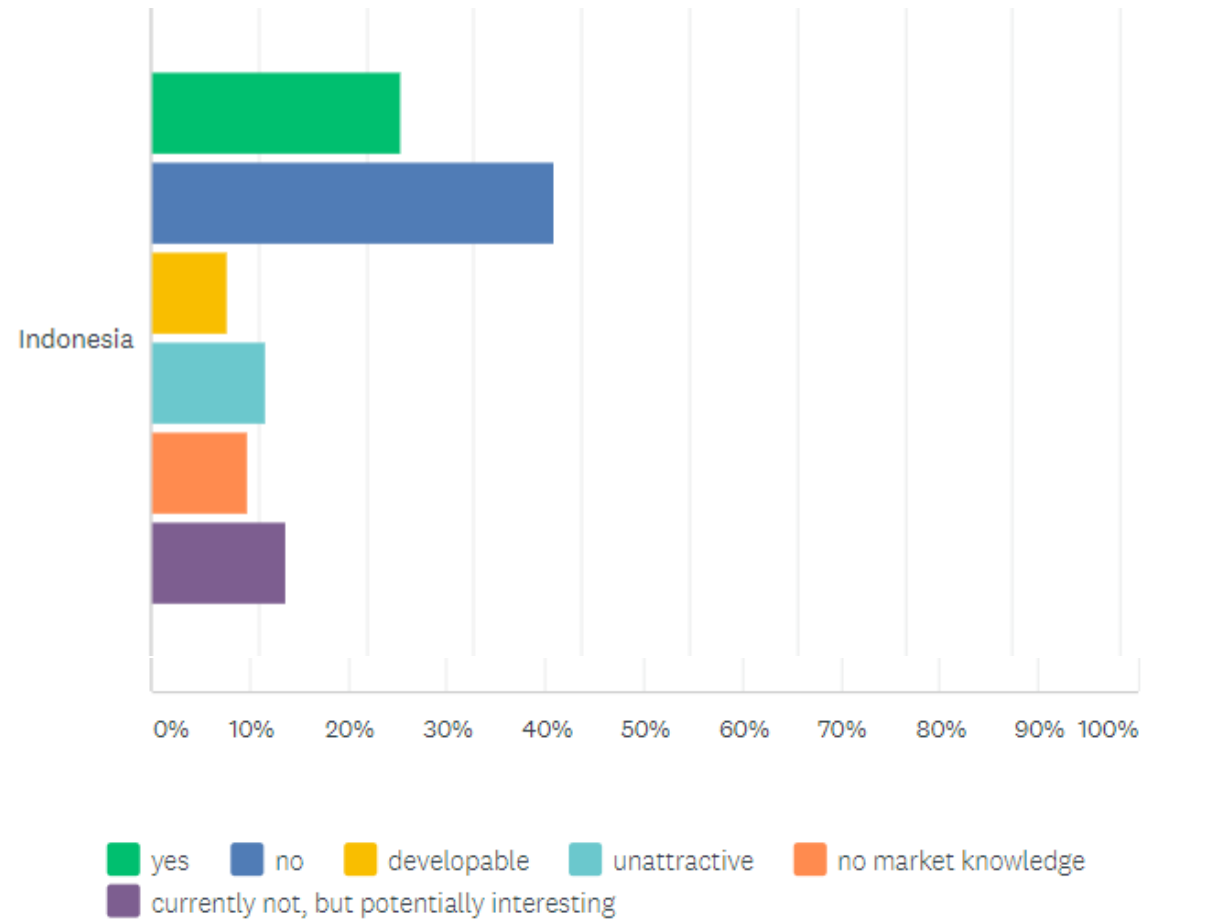
Results online survey

- » India
- » Indonesia
- » Israel
- » Canada
- » United States

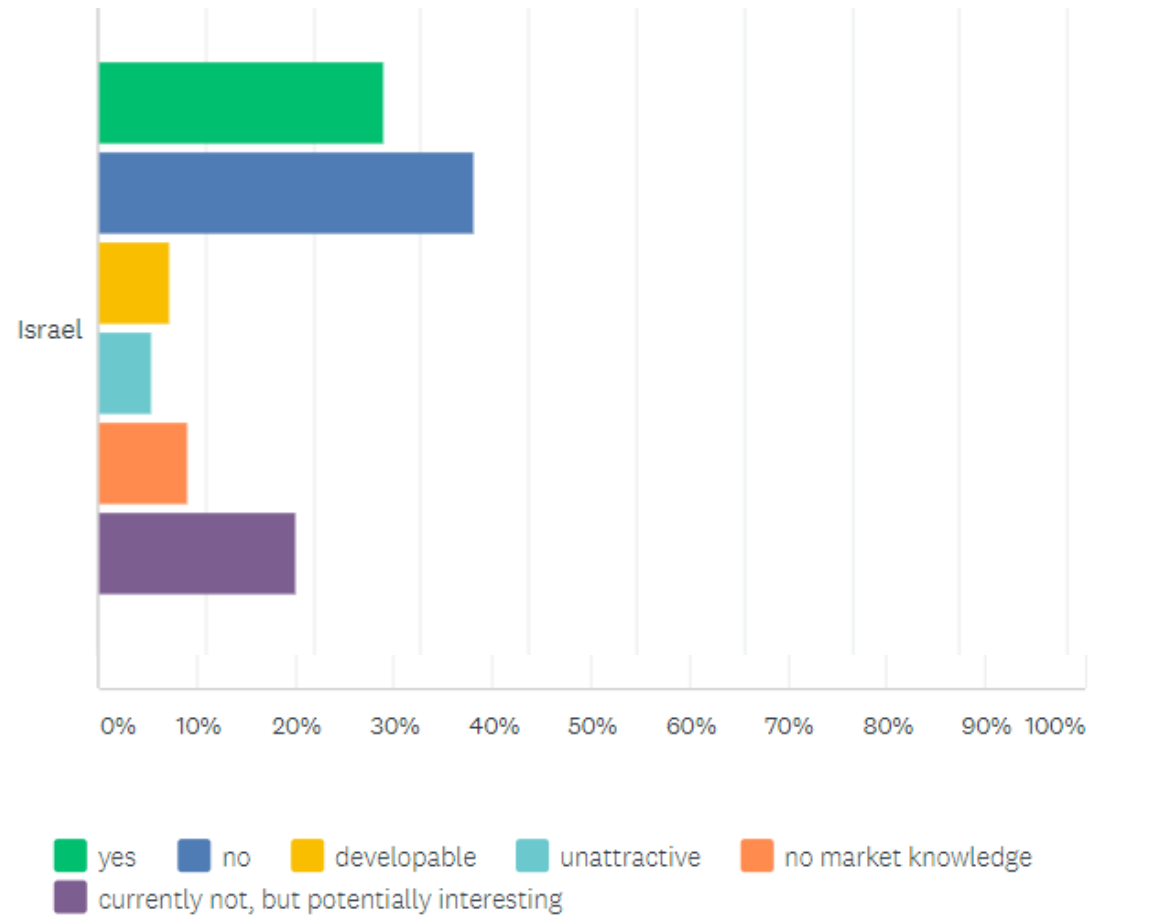
India



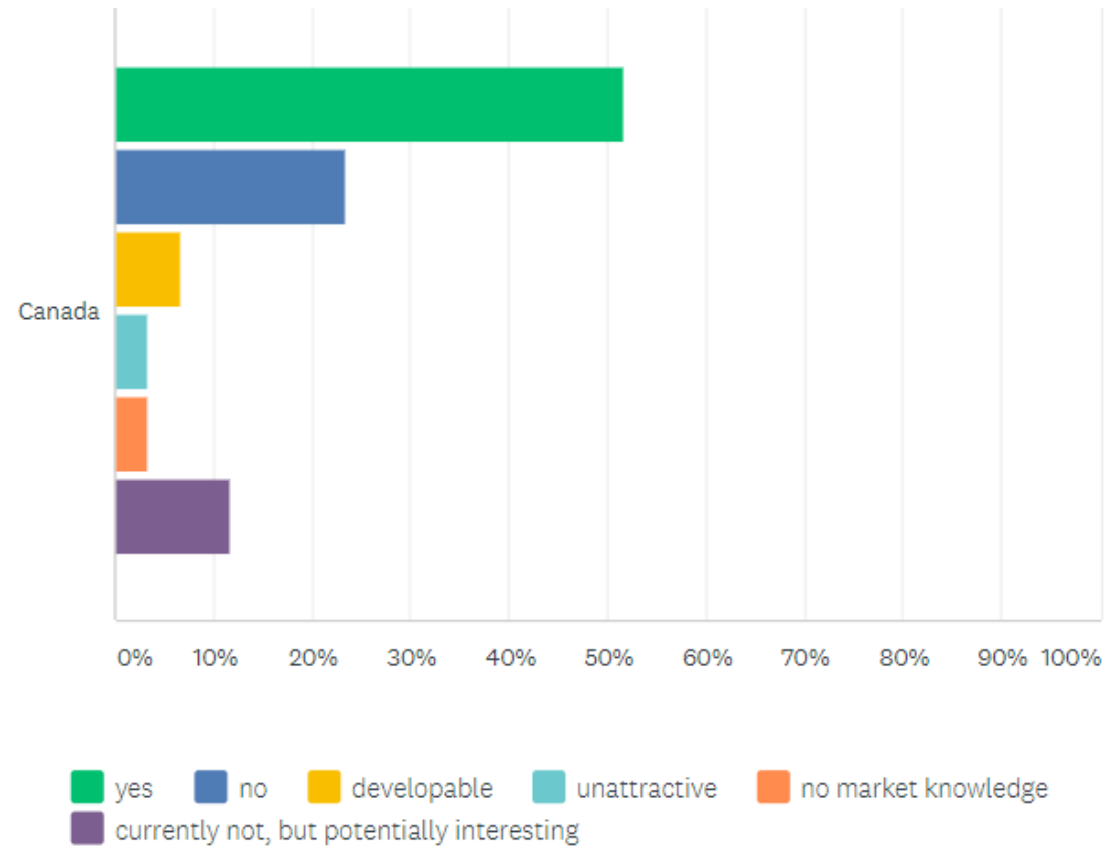
Indonesia



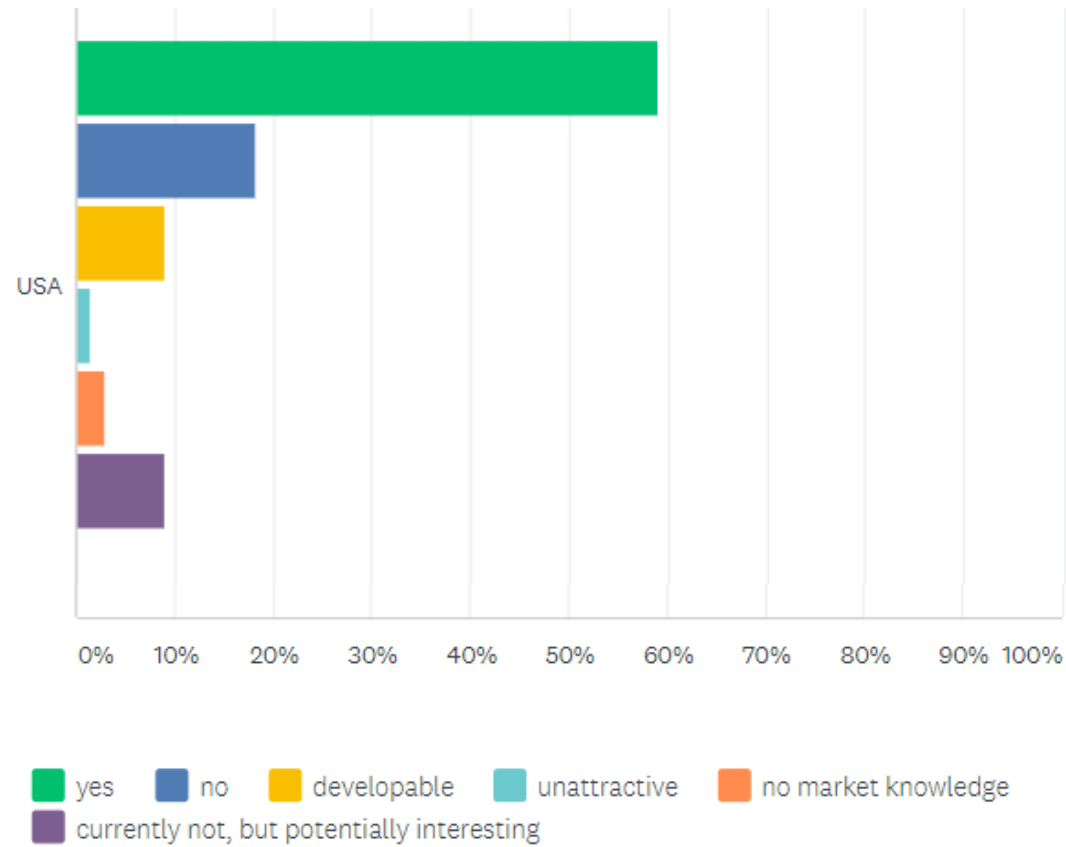
Israel



Canada



United States



Which sectors should PERCY
focus on?

Plastics demand by segment 2018

Distribution of European (EU28+NO/CH) plastics converters demand by segment in 2018. **Packaging** and **Building & Construction** by far represent the largest end-use markets. The third biggest end-use market is the **Automotive** Industry.

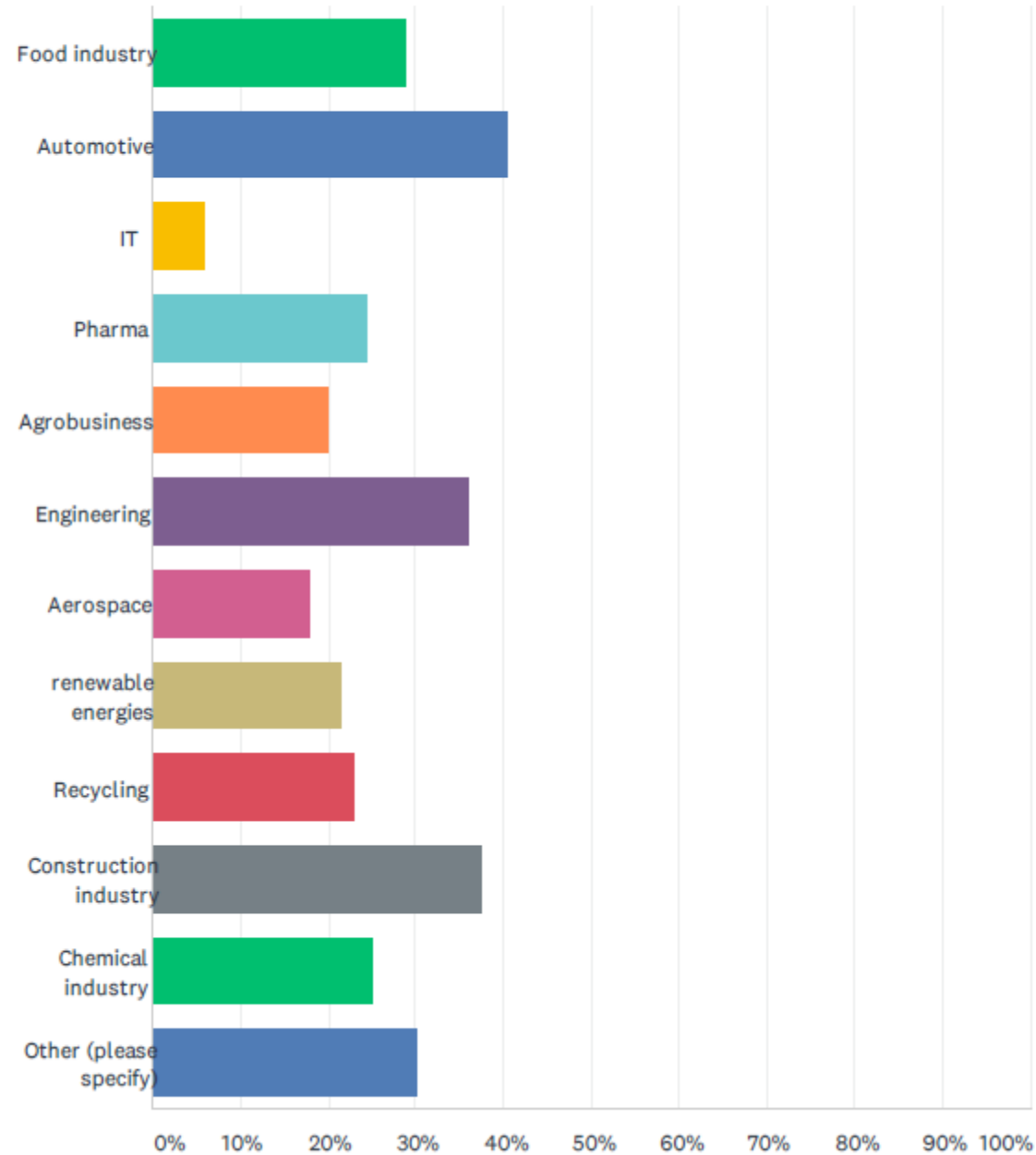
SOURCE: PlasticsEurope Market Research Group (PEMRG) and Conversio Market & Strategy GmbH



51.2 M t
Total European plastics converters demand

In which sectors/areas are your products currently used?

Beantwortet: 139 Übersprungen: 0



In which sectors/areas are your products currently used?

Beantwortet: 139 Übersprungen: 0

ANTWORTOPTIONEN	BEANTWORTUNGEN	
Food industry	28.78%	40
Automotive	40.29%	56
IT	5.76%	8
Pharma	24.46%	34
Agrobusiness	20.14%	28
Engineering	35.97%	50
Aerospace	17.99%	25
renewable energies	21.58%	30
Recycling	23.02%	32
Construction industry	37.41%	52
Chemical industry	25.18%	35
Other (please specify)	30.22%	42
Befragte insgesamt: 139		

In which sectors should PERCY focus on?

Food Industry (Agriculture)

Automotive

Pharma

Engineering

Recycling

Construction Industry

Total Results: 0

What are the obstacles that have so far prevented entry into those markets?

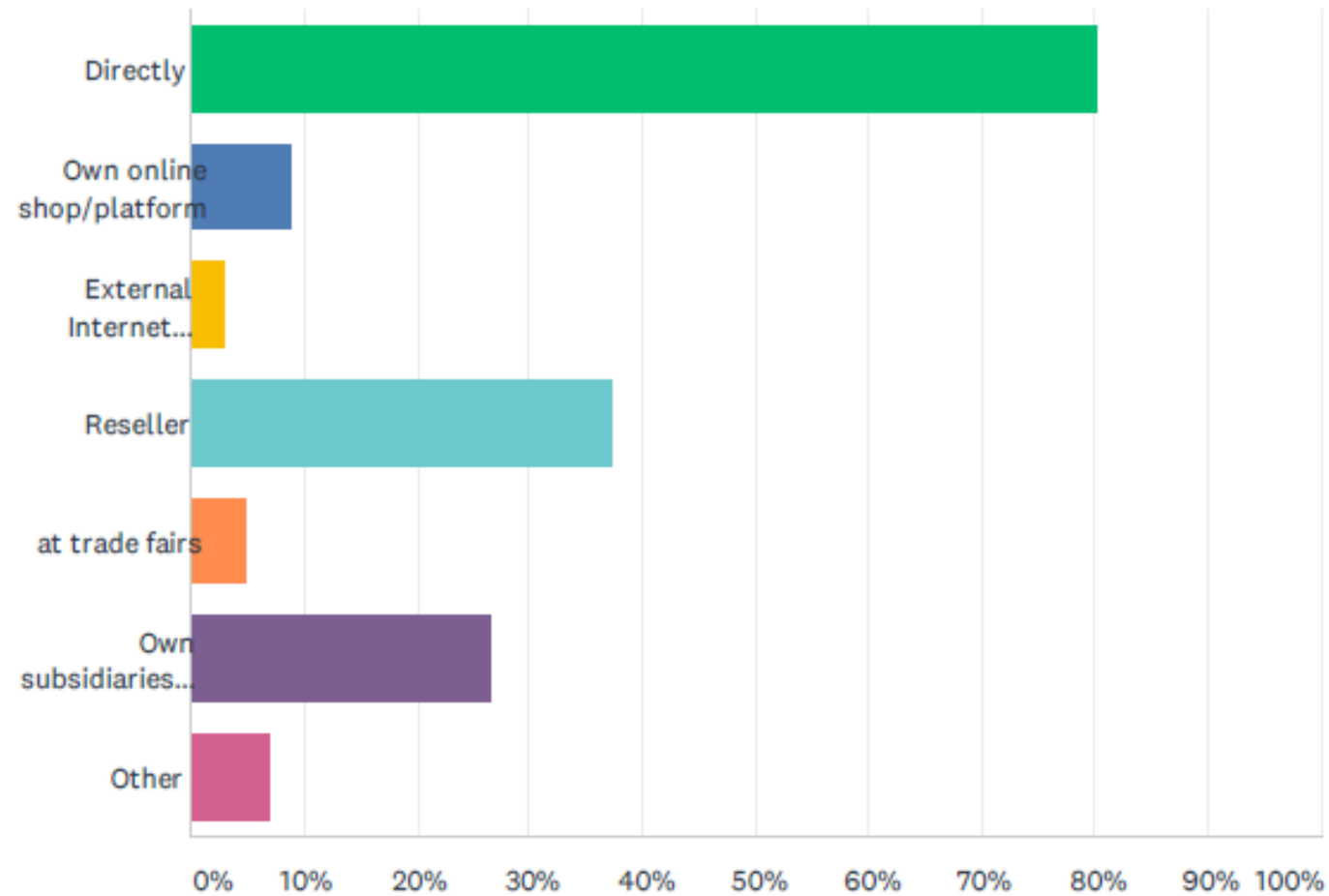
- » Lack of contacts

- » Market knowledge

What do you expect from your cluster organisation/PERCY?

How do you sell your products in the target countries?

Beantwortet: 102 Übersprungen: 37



How can we support you?

- » Providing contacts to
 - Cluster Organisations
 - Potential Resellers
 - Potential Customers
- » Organising Joint Stands at Trade Fairs
- » Organising Trade Delegations
- » Providing Market knowledge
 - Through desktop research



**Thanks for your
participation!**