

Come with us to:

AUSA Meeting and Exposition



After being at AUSA the ALLIANCE consortium will participate to

- **Wearable Expo** <https://www.wearable-expo.jp/>

12-14/02/2020 in Tokyo Big Sight, Japan

- **SECON** <http://www.seconexpo.com>

06-08/03/2020 Kintex in South Korea

Project partners



Alliance for International Business Development of Advanced Materials and CoNnectivity for DefenCe and SEcurity Markets, is a project funded under the **COSME** programme for European strategic cluster partnerships, aims to mobilize cluster partners, their SMEs, large companies and other key regional innovation actors to ensure development of **dual use technologies** in the **defense** and **advanced materials** sectors, to define common strategies on these issues to non-EU countries.



ALLIANCE Contacts:

Project coordinator: Bruno Mougín

Techtera -Villa Créatis 2, rue des Mûriers LYON

Tel: +33 (0)4 20 30 28 80

E-mail: bmougin@techtera.org

www.clustercollaboration.eu/escp-profiles/alliance



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Project aims

The ALLIANCE project -- Alliance for International Business Development of Advanced Materials and CoNnectivity for DefenCe and SEcurity Markets - is funded under the COSME program for European strategic cluster partnerships.

The project gathers seven leading European partners in France, Italy and the Netherlands from Advanced textile Materials and ICT industrial sectors oriented to the Defence and Security markets.

It aims to mobilize cluster partners, their SMEs, large companies and other key regional innovation actors to ensure development of dual use technologies in the defense and advanced materials sectors, to define common strategies on these issues to non-EU countries on strategic sectors: aerospace, soldier systems, and robotics market segments

Targeted markets

US defence market is the biggest in the world with an estimated amount of 370 billions \$ in 2020.

Japan and South Korea are building strong strategic relations with Europe in the D&S sectors to reinforce their position in Asia. Their budget are increasing.

The goals of the project will be reached through the creation of a wide network of clusters and SMEs operating in the focus field. Different B2B events will be organized by the consortium during the duration of the project, with the aim of meeting SMEs interested in the dual use technologies and in commercial opportunities coming from the ALLIANCE network.

Extra-EU Missions

The objective of ALLIANCE is to build conditions for the sustainable internationalization of European SMEs in the defence and security markets through dual use concepts in three target countries: **USA, Japan and South Korea**. Three international missions will be organized by ALLIANCE consortium in these countries, and SMEs will be invited to participate to ease for them the chance to disseminate their experiences upon their return. It will also be a chance to meet local key stakeholders (end users, institutional, clusters, companies).

