

# RAILWAY CLUSTER FOR SOUTH-EAST EUROPE

Internationalization activities



#### About RCSEE



- Formed in 2016
- Networks regional companies and companies interested in entering the market
- 55 members from 12 countries
- Priorities:
  - Connect regional industry and foster cooperation
  - Increase competitiveness of local industry
  - Promote local quality and innovative companies



# Education, Networking and Promotion



 RCSEE organizes various events aiming at providing information and education about newest railway trends, networking regional railway industry and promoting railway industry in the third markets





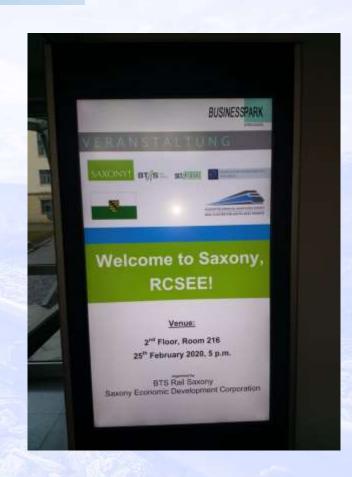




#### Cluster Internationalization Activities



- Working on company visibility and promotion
- Organizing promotional events for regional railway industry
- Trade Missions
- Joint attendance at events
- Providing Contacts
- Encouraging mutual support between members
- Intercluster cooperation





## Company visibility and promotion



- Working with our companies and partners to increase their visibility
- Organizing visits, trade missions and promotions to focused audience of industry professionals











## SEE Mobility



- Fair of transport technologies and services
- First held in 2017
  - 25 exhibitors from 11 countries
  - 37 exhibitors in 2019
- 2 days event
- Held bi-annually
- More info: http://see-mobility.com









## SEE Mobility 2021



- New Acceleration for Western Balkans
- 40 exhibitors from 16 countries
- High profile event
- Two side events













#### Trade Missions



- Organizing trade missions together with partner clusters
- Either bilateral or multilateral
- Looking for markets of interest to several companies
- Meeting important railway industry actors
- B2B meetings with SMEs







#### Joint attendance at events



- Began in 2019
- Finding events and markets interesting for multiple companies
- One such market is Hungary with Innorail 2019
- Future options being examined







### Inter Cluster Cooperation



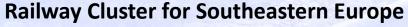
- Member of ERCI
- Participating in international projects provide opportunity for networking of SMEs on global level
- Europe-wide network of potential partners for Europe's Rail consortia
- Organizing events which promote local rail supply industry
- Scouting Markets
- Providing contacts
- Encouraging mutual support between members





## Thank you for the attention





welcome@rcsee.org http://www.rcsee.org



Marko Radović

m.radovic@bsn.rs +381 64 174 6413



**Business Support Network** 

info@bsn.rs http://www.bsn.rs

