

An initiative of the European Union



EUCLUSTERS



TALKS ★

Make Companies Choose Europe:

Driving Competitiveness with the Single Market Strategy

2 July 2025

08:30-09:45 CET

Online



EUROPEAN CLUSTER
COLLABORATION PLATFORM

Agenda

1. News from the European Cluster Collaboration Platform

Nina Hoppmann, Team Member European Cluster Collaboration Platform

2. Single Market Strategy

Carsten Schierenbeck, Policy Officer, DG GROW, European Commission

3. Panel debate

Anna Rosenqvist, CEO, Interior Cluster Sweden

Cătălin Robert Podaru, CEO, Leviatan Group, TEC Cluster – Technology Enabled Construction

Frederik Loeckx, Managing Director, Flux50

Tadas Kubilius, CEO, Smart Energy DIH

4. Funding opportunities

Nina Hoppmann, Team Member European Cluster Collaboration Platform

Housekeeping rules

Andrew Lansley, presenter

- We will use **slido** to launch polls. Please scan the QR code to answer.
- Please use the **Zoom Q&A function to ask questions**, and the **chat function** to comment or share links.
- If you want to speak: Please **raise your hand** and we will give you the floor.
- Please note that the session is being **recorded** and that the recording will be **published** on the European Cluster Collaboration Platform.

NEWS FROM THE EUROPEAN CLUSTER COLLABORATION PLATFORM

New State aid framework enables support for clean industry

On 26 June 2025, the European Commission adopted the [Clean Industrial State Aid Framework \(CISAF\)](#), a key instrument designed to fast-track the EU's green industrial transition.

The framework supports large-scale projects in areas such as renewable hydrogen production, carbon capture and storage (CCS), and the manufacturing of net-zero technologies.

CISAF complements the existing [Temporary Crisis and Transition Framework \(TCTF\)](#), which remains in force until the end of 2025. Together, these instruments form a cohesive support system for industries navigating the green transition.



[READ MORE](#)

Commission seeks experts for AI Scientific Panel

The European Commission is establishing a **scientific panel of 60 independent experts to advise on the implementation of the AI Act (renewable 24-month term)**, particularly regarding general-purpose AI (GPAI).

The panel will guide the EU AI Office and national authorities on systemic risks, model evaluation, and cross-border oversight. Candidates must have a **PhD or equivalent expertise** in fields like AI risk, cybersecurity, or compute thresholds, and remain independent from AI providers.

[Applications](#) are open until **14 September 2025**.

While EU citizenship is not a requirement, 80% of the experts must be from the EU or EFTA Member States.

[MORE INFORMATION](#)

ECCP Investment Survey, give us your feedback!

As part of the Summary Report 2025, the ECCP team is collecting **information on major investments** attracted by European clusters. The aim is to showcase the impact of cluster organisations in fostering investment activity and regional development.

For this, we need your input! Which investments has your cluster organisation helped to attract over the last years? The short survey should take no more than 5–10 minutes of your time. Thank you for your contributing to the ECCP Summary Report 2025!

Complete the survey [here](#)

Name of your cluster organisation:

Your EU Member State:

Your region:

Sector(s) covered by your cluster organisation:

Since January 2022, has your cluster attracted any significant private investment in your ecosystem (e.g., in member companies, infrastructure, R&D projects, production facilities, etc.)?

☐ Yes
☐ No

Have your say on ECCP Discussion Groups!

Whether you've joined a group or not, your opinion matters. The ECCP wants your feedback to improve collaboration, networking, and knowledge sharing across the platform. Just 3 minutes to complete – make your voice heard!

Survey **deadline:** 16 July 2025

Complete the survey [here](#)



Matchmaking in Taiwan – 21-23 October 2025

The [EU – Taiwan Matchmaking Event](#) will take place on-site in Taipei, Taiwan, during the week of 21–23 October 2025, held in the context of European Innovation Week and alongside TAITRONICS & AIoT Taiwan. The event will focus on sectors such as AI, robotics, sustainable energy, industrial IoT, semiconductors, and the circular economy.

For clusters: The event will provide **funded participation for up to 20 cluster representatives**. Additional participants may join at their own expense, subject to confirmation.

For SMEs: Participation costs are at **their own expense**. However, selected SMEs will benefit from free access to the Renewable Energy India Expo 2025 and will be informed about available discounted rates for accommodation and flights.

First cut-off date for clusters and SMEs to participate in this matchmaking is 11 July.



Matchmaking in Vietnam – 4-6 November 2025

The [EU – Vietnam Matchmaking Event](#) will take place on-site in Bac Ninh, Vietnam, during the week of 4–6 November 2025 in the context of the **Vietnam Industrial & Manufacturing Fair**. The event aims to foster collaboration between European clusters, SMEs, and Vietnamese partners in key industries, including machinery, robotics and automation, logistics processes and transport, digital industries, electronics (incl. semiconductors), and clean tech.

For clusters: The event will provide **funded participation for up to 20 cluster representatives**. Additional participants may join at their own expense, subject to confirmation.

For SMEs: Participation costs are at **their own expense**. However, selected SMEs will benefit from free access to the Renewable Energy India Expo 2025 and will be informed about available discounted rates for accommodation and flights.

First cut-off date for clusters and SMEs to participate in this matchmaking is 11 July.



ECCP Events 2025

An initiative of the European Union



Online EU Clusters Talks

Biweekly: Wednesdays at 8:30 CET



Cluj, Romania

Clusters meet Regions | **1-2 July**
& ECCP Matchmaking



Ajdovščina, Slovenia

Clusters meet Regions | **10-11 September**



Vaasa, Finland

Clusters meet Regions | **24-25 September**



Dubai, United Arab Emirates

ECCP Matchmaking | **1-3 October**



New Delhi & Greater Noida, India

ECCP Matchmaking | **29-31 October**



Taipei, Taiwan

ECCP Matchmaking | **21-23 October**



Hanoi, Vietnam

ECCP Matchmaking | **4-6 November**



Regensburg, Germany

Clusters meet Regions | **26-27 November**



Clusters Meet Regions



ECCP Matchmaking International

Single Market Strategy

Carsten Schierenbeck, Policy Officer, DG GROW, European Commission

Single Market Strategy

Making the Single Market simple, seamless and strong

*Carsten Schierenbeck, DG GROW.A4
2 July 2025*

Political Context

- **Single Market Strategy** adopted on 21 May 2025
- Response to a request from the European Council of April 2024
- Part of a package with 4th Omnibus simplification proposals and **small mid-caps** recommendation
- Follow-up to be done via the **Annual Single Market and Competitiveness Report**

Single Market Strategy: a new approach

The Single Market is our European home market:

- *Provides scale, strength and agility & offers a predictable investment environment*
- *Drives growth & acts as anchor for stability and resilience in uncertain times*
- *Embodies the values of our competitive social market economy*
- *Increased EU GDP by at least 3-4%, creating 3.6 million jobs: completing the Single Market would double these achieved gains*

The Single Market Strategy reinvigorates ambition to:

- *Choose Europe*
- *Build a simple, seamless & strong Single Market*
- *Reduce barriers & simplify the business environment*
- *Create opportunities for businesses & citizens and protect workers & consumers*
- *Increase ownership & commitment at all levels: EU, national, regional, local*

A new approach: Nine key pillars of action

Fewer barriers

Doubling down on the Terrible 10 barriers

More ambition

A new approach to boosting services

More focus

On SMEs, including innovative startups and scaleups

More digitalisation

Enabling effective implementation

More simplification

Cutting red tape

Better application and enforcement

Smart & decisive actions

More ownership

Increasing political and national engagement

More synergy

Paradigm shift in using EU budget to promote reforms

More protection

Acting as a shield from unfair trade practices

Fewer barriers: focus on the “Terrible 10”



Overly complex EU rules



Long delays in standard-setting



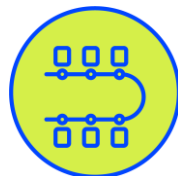
Lack of Single Market ownership by Member States



Territorial supply constraints



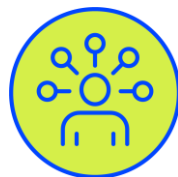
Complex business establishment and operations



Restrictive and diverging national services rules



Fragmented packaging, labelling and waste rules



Burdensome rules on posting of workers



Outdated product rules and lack of product compliance



Recognition of professional qualifications

Terrible 10: HORIZONTAL

Overly complex EU rules

- Adopt simplification omnibus packages (ongoing)
- Competitiveness checks in Impact Assessments (ongoing)
- Review national and European agencies in the field of the Single Market (Q1 2026)
- Revise the Public Procurement framework & Directive on defence and sensitive security procurements (2026)

Lack of Single Market ownership by Member States

- Call a first meeting of the high-level Single Market Sherpas (Q4 2025)
- Organise a first SMET annual high-level political meeting (Q4 2025)
- Propose a Single Market Barriers Prevention Act (Q3 2027, if necessary)

Complicated business establishment and operations

- Legislative proposal on '28th regime' (Q1 2026)
- Revise the Commission Recommendation on business transfers (Q4 2025)



Terrible 10: GOODS

Fragmented rules on packaging, labelling and waste

- Sectoral rules and in perspective DPP for labelling (Q2 2026)
- EPR Omnibus on local representatives and reporting (Q4 2025)
- Address fragmentation of EPR schemes, including through one-stop shop, and reform end-of-waste, both in CEA (Q4 2026)

Outdated product rules and lacking product compliance

- Revise NLF on digitalisation, circularity and safeguards (Q2 2026);
- Synergies between EU and Member States' customs and market surveillance authorities and potentially establishing EU Market Surveillance Authority (as of Q3 2025)

Long delays in standard-setting

- Omnibus for common specifications (now)
- Review Standardisation Regulation (Q2 2026)

Territorial Supply Constraints

- Develop tools to act against unjustified TSCs (Q4 2026)

Terrible 10: SERVICES

Restrictive and diverging national services regulation

- Reduce via harmonization where based on EU law (Q2 2026)
- Recommendations where based upon Member States' law (Q2 2026)

Burdensome rules on posting of workers

- Adopt e-declaration & social security coordination legislative proposals
- Roll out ESSPASS, reinforce European Labour Authority (2026)
- Consider further measures (2026)

Recognition of professional qualifications

- Digitize to make recognition procedures faster (Q4 2026)
- Extend automatic recognition (Q4 2026)
- Explore common rules for qualifications of third country nationals (Q4 2026)

More ambition to boost services

Services make up the largest part of Europe's economy:

- Cross-border services trade within the EU is no larger than with non-EU countries
- 60% of services barriers are of same type as 20 years ago

A new sectoral approach will inject new dynamism to the EU services market:

- Focus on sectors with high economic value & relevance to green and digital transitions
- Approach will complement the existing horizontal policy approach

Construction
Services Act
(2026)

Delivery Act
(2026)

Industrial
Services
Initiative (2025)

Guidance on
Retail (2026)

Guidance on
Business
Services (2026)

These initiatives will complement specific actions to ensure better integration of the Single Market for energy, transport, telecommunication and financial services.

More focus on SMEs

SMEs face more challenges due to regulatory and administrative burden and market fragmentation. They can benefit greatly from a more integrated European home market.

To help SMEs grow and develop, the Strategy proposes:

New SME ID tool	The new tool will facilitate generating a standard declaration of SME status, available in all languages (now)
Simplified voluntary reporting standard	Manage sustainability requests stemming from SMEs' value chain and financial partners (on-going, Q2 2025)
Strengthen the Network of SME Envoys	Strengthen Network to contribute more to admin burden reduction, encourage Member States to voluntarily adopt measures to boost SME cross-border trade (Q3 2025)
New small mid-caps definition + Omnibus	To encourage scale up of businesses, SMCs will benefit from mitigation measures (today only available for SMEs) and from further simplification under certain EU law (now/omnibus)
SME check and SME-friendly provisions	Upcoming legislative proposals of the Commission to include systematic consideration for SMEs' needs + develop examples of SME-friendly legal provisions to be considered for inclusion in legislative acts

More digitalisation

Digital tools are key for smart implementation:

- A paradigm shift is needed from documents to data
- All new legislation should be digital-ready

- Introduce **Business Wallet** for digital identity for companies (Q4 2025) and roll out Digital Identity Wallets for everyone
- **Digitalise declarations of conformity** and some instructions for use (Omnibus now)
- **Digital Product Passport** as the main carrier for product information (NLF revision, Q2 2026) and ensure its technical roll out
- Revise the acquis on **e-Invoicing** (Q4 2026)
- **Revise IMI** to make it easy to expand it (Q4 2026)
- Digitalisation provisions in **standardisation** and **public procurement** reforms



More ownership and joint responsibility

- Member States called upon to name a high-level Single Market Sherpa and address national Single Market barriers
- Prioritize prevention & strengthen collaboration platforms
- Accelerate corrective enforcement & support proactive and strategic enforcement

Prevention

- Full use and reinforcement of existing preventive tools on EU level
- Propose a Single Market Barriers Prevention Act (Q3 2027, if necessary)

Collaboration

- Call a first meeting of the high-level Single Market Sherpas (Q4 2025)
- Organize a first SMET annual high-level political meeting (Q4 2025)
- Strengthen national SOLVIT centers and the Network (Q4 2025)
- Systematic follow-up on issues identified by SOLVIT and SMET (as of Q2 2025)

Correction

- Respond to significant breaches indicated by stakeholders & focus on priority enforcement areas
- Present the first Annual Single Market enforcement agenda (Q1 2026)

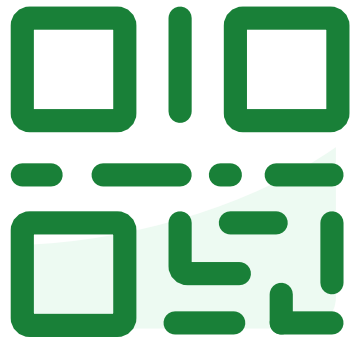
Thank you



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**Join at slido.com
#Single_Market**



Which aspect of the presented Single Market Strategy do you consider most relevant for your organisation?



What do you think is the biggest challenge for enhancing SME competitiveness in the Single Market?

Panel debate

Anna Rosenqvist, CEO, Interior Cluster Sweden

Cătălin Robert Podaru, CEO, Leviatan Group, TEC Cluster – Technology Enabled Construction

Frederik Loeckx, Managing Director, Flux50

Tadas Kubilius, CEO, Smart Energy DIH

FUNDING OPPORTUNITIES

Supporting the clean energy transition of European industry and businesses

- The aim of the call is to **accelerate the decarbonisation of industry** by closing the gap between supply and demand of net-zero energy technologies and fostering collaborative energy solutions among businesses.
- There are two focus areas:
 - **Scope A:** Facilitate collaboration between industrial sectors and technology providers to deploy standardised, sustainable energy solutions tailored to sectoral needs. Support development of viable business models, roll-out strategies, and engagement with sector representatives.
 - **Scope B:** Promote energy cooperation among companies in physical proximity (e.g. clusters, industrial parks). Enable shared use of energy assets, recovery of waste heat, and collective investments in clean infrastructure.
- Topic ID: LIFE-2025-CET-INDUSTRY
- Deadline: 23 September 2025
- Published on [EU Funding & Tenders Portal](#)

Enhancing the NCC Network

- The aim of the call is to support the operation of **National Coordination Centres (NCCs)** in strengthening the European **cybersecurity ecosystem** by fostering collaboration, accelerating the uptake of cutting-edge cybersecurity solutions, enhancing skills and awareness, and enabling SMEs and start-ups to access markets and scale up across the EU.
- Project results are expected to, among other outcomes, contribute to:
 - Establish **national/regional cybersecurity accelerators**, incubators, and awareness platforms
 - Promote **Access-to-Market and Access-to-Finance for EU** cybersecurity solutions
 - Organise **matchmaking, hybrid events, and community building**
 - Promote **cross-border cooperation** and sharing of best practices
 - Support **cyber bootcamps**, competitions, and Cybersecurity Skills Academy implementation
- Topic ID: DIGITAL-ECCC-2025-DEPLOY-CYBER-08-NCC
- Deadline: 7 October 2025
- Published on [EU Funding & Tenders Portal](#)

Uptake Acceleration Services

- The objective of the call is to accelerate the **market uptake** of EU-funded **security research** by providing **specialised services and advisory support** to SMEs, start-ups, and security practitioners.
- Projects are expected to contribute to:
 - Accelerated **innovation uptake** within the security ecosystem
 - A **self-sustained service mechanism** acting as a market catalyst
 - Stronger **collaboration between research, SMEs/start-ups**, and **security practitioners**
 - Improved **technology transfer** and **market access** for innovative solutions
- Topic ID: HORIZON-CL3-2025-01-SSRI-02
- Deadline: 12 November 2025
- Published on [EU Funding & Tenders Portal](#)

Register for the next Talks

☀ Summer break ☀

We will be back on 10 September!

Continue the discussion



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THANK YOU

