eubic

Think Global, Act Regional

EU|BIC Essentials 2026

Module 1: EU|BIC Internationalisation Strategies

16 November | 10h00 to 12h30 CET

ebn

Building the International Mindset and Strategic Positioning of EU|BICs

Internationalisation is no longer an optional activity for EU|BICs. As innovation ecosystems become increasingly interconnected, Business support organisations must position themselves as active players in international networks, partnerships and value chains. Before supporting startups and SMEs in their global ambitions, EU|BICs need to develop their own international vision, define their strategic positioning, and build the organisational capabilities required to operate across borders.

This module explores how EU|BICs can move beyond project-based international activities and adopt a structured internationalisation strategy aligned with their regional strengths, Smart Specialisation priorities and ecosystem ambitions. Through practical case studies from experienced EU|BICs, participants will learn how to build international partnerships, leverage networks and create sustainable international engagement models that generate value for their organisations, clients and regions.

Participants will be able to:

- Understand why internationalisation is a strategic priority for EU|BICs.
- Define the international positioning of their organisation.
- Identify international collaboration opportunities aligned with regional strengths.
- Develop a roadmap for international engagement.

Structure

10h00-10h05	**Welcome**	**EBN**
10h05-10h20	**Icebreaker | Postcards from EU|BIC Ecosystem Discovery Mission to China**	**Marija Lovric, Bicro Biocentre**
10h20-11h00	**Setting the Scene | From reactive to intentionalh turning internationalisation into a design tool**	**Athziri Moreno, Central Bohemian Innovation Centre**
11h00-11h25	**Case Study | From Regional Strengths to International Recognition**	**Bartosz Józefowski, Krakow Technology Park**
11h25-11h30	**Break**	
11h30-11h55	**Case Study | The Power of Partnerships**	**Richard Carey-Evans, St John's Innovation Centre**
11h55-12h20	**Case Study | Internationalisation Through Ecosystem Integration and Cross-Border Collaboration**	**Eleni Foti, THEA Incubator, Athens Chamber of Commerce**
12h20-12h30	**Closing**	**EBN**

Sessions and speakers

Postcards from EU|BIC Ecosystem Discovery Mission to China

As part of the EU|BIC Ecosystem Discovery Mission to China, participating EU|BICs had the opportunity to engage directly with innovation hubs, incubators, investment organisations, corporates and entrepreneurship support programmes operating in one of the world's most dynamic innovation ecosystems.

Through a series of short "postcards from the field", mission participants will share key observations and reflections from the experience, focusing on what EU|BICs can learn from international ecosystem engagement. Rather than presenting a comprehensive overview of the mission, the speakers will highlight a small number of insights that challenged assumptions, inspired new ideas or revealed opportunities for international collaboration.

By sharing first-hand experiences and practical takeaways, this opening session will encourage participants to reflect on their own organisation's international aspirations and set the stage for the broader discussion on how EU|BICs can develop intentional, structured and impactful internationalisation strategies.









Setting the Scene | From reactive to intentional: turning internationalisation into a design tool

Most EU|BICs already work internationally, but often by reaction: an invitation arrives, a call opens, a delegation visits. Athziri Moreno Romo will open the module by sharing how Central Bohemian Innovation Centre (SIC) turned those scattered activities into a single, intentional international cooperation strategy, with common goals, KPIs and an action plan that every team contributes to.

Drawing on practical experience, she will explore why internationalisation should be considered a strategic priority rather than an isolated project activity, and discuss the governance structures, internal alignment mechanisms, partnerships, resources and performance indicators needed to embed internationalisation across an organisation. She will share the difficulties SIC faced and how it overcame them, the challenges that remain and the opportunities to leverage international networks such as the EU|BIC Community, participants will gain insights into how a clear international positioning can strengthen an EU|BIC's service offering and create new opportunities for startups and regional stakeholders.



Athziri Moreno
Central Bohemian Innovation Centre

Case Study | From Regional Strengths to International Recognition

Drawing on the experience of Krakow Technology Park and initiatives such as the NATO DIANA Accelerator, Bartosz Józefowski will present internationalisation as a long-term organisational development process. His presentation will challenge the idea that international activities must generate immediate returns, arguing instead that participation in international networks, events and collaborations gradually builds organisational capability, credibility and ambition.

Through concrete examples, he will demonstrate how seemingly small international engagements can evolve into strategic opportunities and discuss both the benefits and limitations of internationalisation. Participants will also reflect on how to ensure that international activities generate meaningful spillovers for the wider regional ecosystem rather than benefiting only the organisation itself.



Bartosz Józefowski
Krakow Technology Park

Case Study | The Power of Partnerships

Richard Carey-Evans will focus on how international partnerships are a cornerstone for organisational internationalisation. Drawing on the experience of St John's Innovation Centre, located within the Cambridge innovation ecosystem and the wider "Golden Triangle" (Cambridge, Oxford and London), he will provide an overview of how international engagement has become an integral part of the organisation's development strategy.

The session will explore why innovation centres need international relationships, how strategic partnerships are identified, established and nurtured, and what value they create for the organisation and the wider ecosystem. Building on St John's experience developing collaborations across Europe, North America and Asia, Richard will offer practical approaches to partnership building, stakeholder engagement and long-term collaboration management.

Participants will gain insights into the organisational resources and commitment required to sustain international activity, as well as the tangible outcomes that international partnerships can generate, including soft-landing opportunities, knowledge exchange, market access pathways and broader ecosystem cooperation. The session will conclude with key lessons learned and practical takeaways for EU|BICs seeking to strengthen their own international positioning through strategic partnerships.



Richard Carey-Evans
St John's Innovation Centre

Case Study | Internationalisation Through Ecosystem Integration and Cross-Border Collaboration

Eleni Foti will showcase how internationalisation can be embedded within a broader ecosystem development strategy. Through the experience of THEA Incubator and its close collaboration with the Athens Chamber of Commerce and Industry, participants will explore how national institutions, chambers of commerce, export organisations and international networks can collectively support global engagement.

The session will examine both outbound and inbound internationalisation approaches, highlighting how strategic partnerships and an active presence in international networks help create opportunities for startups, attract external collaborations and strengthen regional competitiveness. Particular attention will be given to the practicalities of building cross-border partnerships and the role that intermediary organisations can play in connecting local innovation ecosystems to global markets.



Eleni Foti
THEA Incubator, Athens Chamber of Commerce

Practical Takeaway

Throughout the module, participants will be invited to reflect on their own organisation's international ambitions and capabilities.

Participants will be able to assess existing assets, identify priority international partners and markets, and define concrete short- and medium-term objectives for their EU|BIC.



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