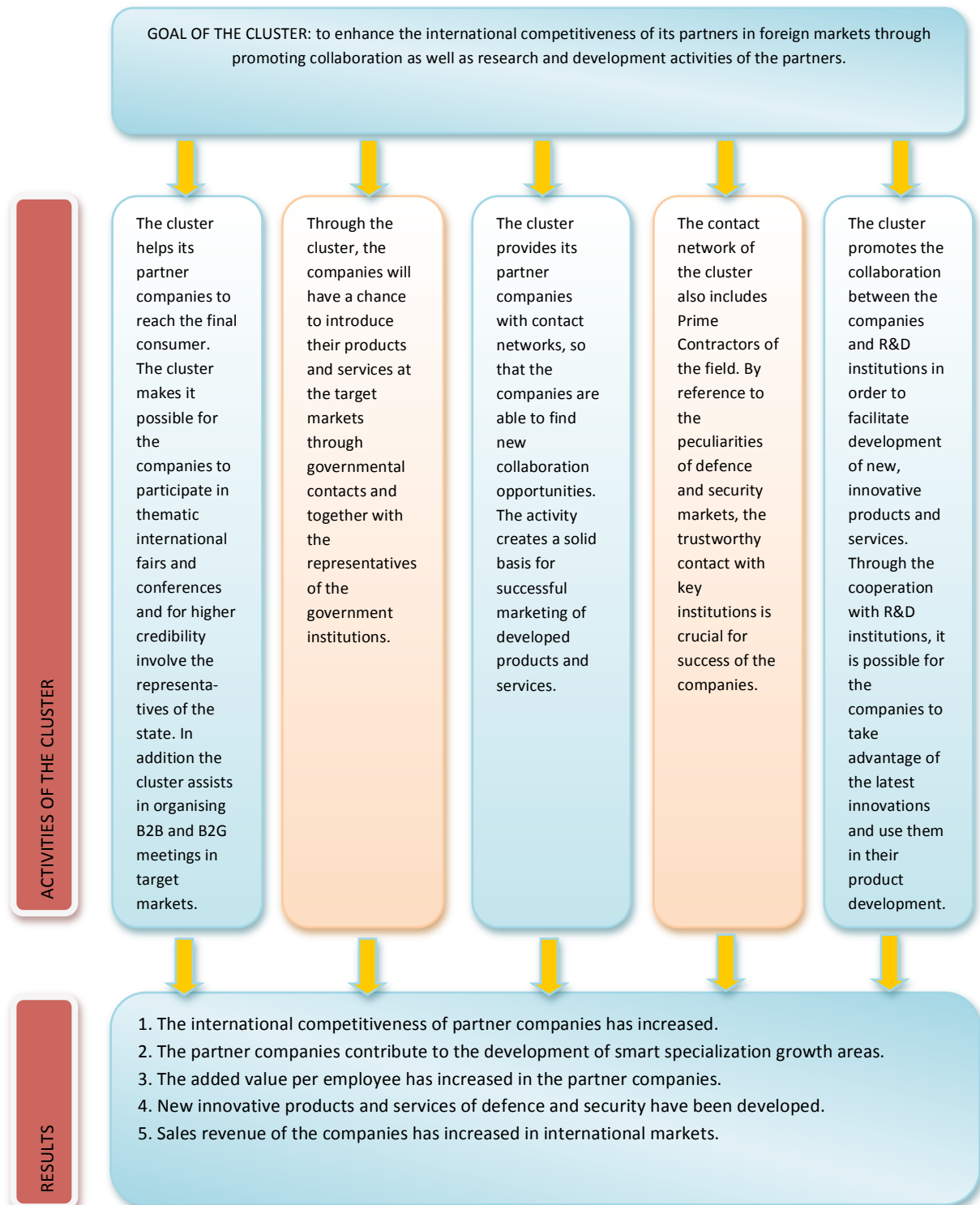


Strategy of Estonian Defence and Security Industry Innovation Cluster



Mission, vision and strategic goals

The **mission** of the cluster is to support the growth of competitiveness of innovative products and services of Estonian defence and security industry by being a trustworthy and competent partner in joint marketing and product development.

The **vision** of the cluster is to be an internationally acknowledged competence centre for developing and marketing of smart and knowledge-based products and services in the field of defence and security industry.

The **primary goal** of the cluster is to enhance the international competitiveness of its partners in foreign markets through promoting collaboration as well as research and development activities of the partners. As a result, the sales revenue and added value of the partners will rise.

To achieve its primary goal, the cluster:

- Carries out **development activities** in order to support the development on new, innovative products and services.
- Carries out **joint marketing activities** in order to assure the growth of sales revenues of the partner companies.
- Carries out **internationalisation activities** to provide partners with the necessary contact network and thus support the sales activities of partners in international markets.

Products and services

Estonian Defence and Security Industry Cluster provides to its partners products and services that enhance their collaboration and successful internationalisation. The products and services are:

- The cluster provides its partners with the crucial **contact network**. Estonian Defence Industry Association has a functional platform for collaboration with international partners and most significant holding organisations of the field.
- The cluster helps its partners to **create successful business relationships** in target markets by providing an overview of the corresponding market, finding B2B partners, preparing business missions including VIP visits and meetings with end consumers.
- The cluster supports its partners in **participating in thematic conferences and fairs**, including organization of joint visits to the events.
- The cluster organizes **bootcamps**, where collaboration of partner companies and R&D institutions will be initiated for boosting the development of new innovative products.
- The cluster **consults its partners in product development** in order to ensure the accordance of the product to the market needs and latest R&D possibilities.
- The cluster also consults its partners in compiling of various funding applications (including national open calls, H2020 etc) and successful participation in international public procurement procedures.

