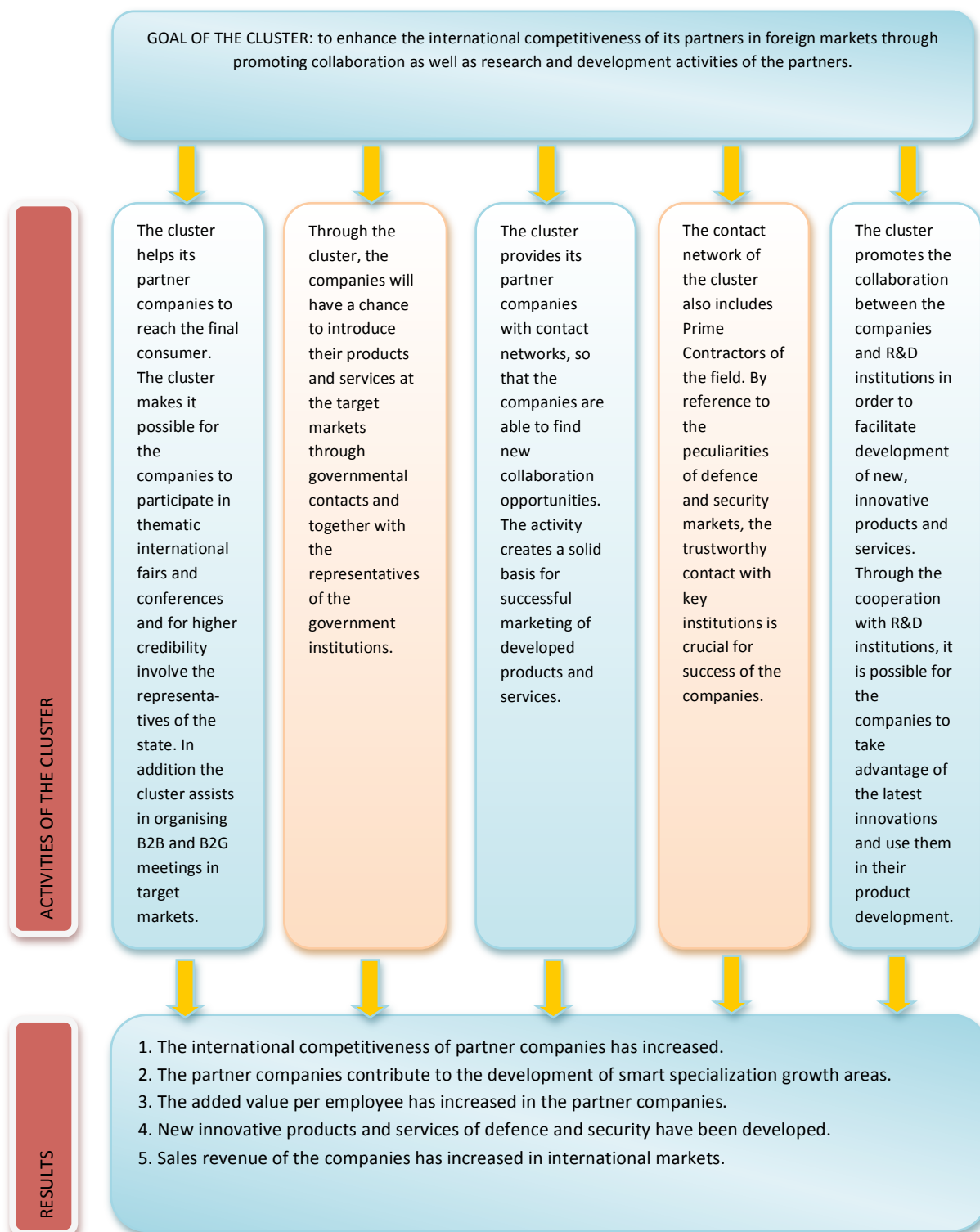


# STRATEGY OF ESTONIAN DEFENCE AND SECURITY INDUSTRY CLUSTER

2016-2018



## 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.