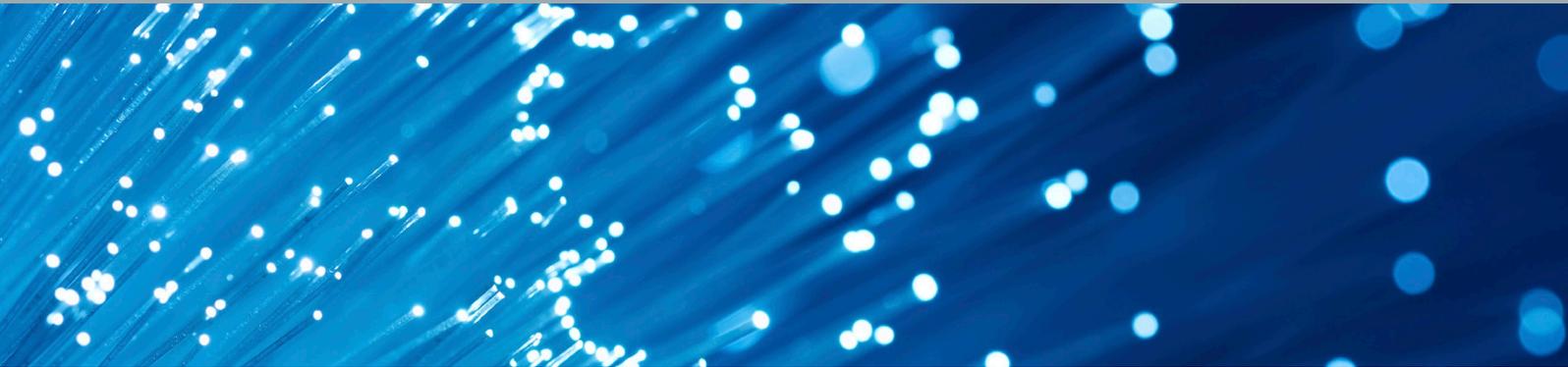




# Fraunhofer

## MOEZ



## EU-MEX INNOVA

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Mexico sees the cooperation with Europe as a key element of its strategy to achieve sustainable and inclusive growth. While many initiatives around ST&I are already underway, the international cooperation with Europe offers the opportunity to share relevant experiences, mechanisms, tools, and networks that can accelerate the process of further positioning Mexico in this space.

The project European Union – Mexico Bilateral Innovation Initiative (EU-MEX INNOVA) seeks to strengthen and enhance cooperation between the European Union (EU) and Mexico. The goal is to consolidate their strategic partnership through institutional dialogue, the major involvement of the stakeholders in charge of decision making and by promoting the participation of key players for international cooperation between both sides framed under the Agreement for Scientific and Technological Cooperation. EU-MEX INNOVA will contribute to the Horizon2020 objectives and will set up a sustainable, knowledge-based bilateral dialogue between the key players and stakeholders to have a greater impact in a greater scale through a coordinated and unified way; taking into account societal challenges

and industrial technologies; and positioning innovation as a key driver to encourage international cooperation. The project will work on common thematic priorities identified to deliver in depth research and innovation outcomes for the benefit of the society generating added-value.

The objectives of the project consider among others: to foster public-private partnerships for research and innovation projects; propose joint mechanisms and promote the use of the EU and Mexican instruments as effective tools to develop cooperation; and to consolidate the ST&I collaborative work of the EU and Mexican communities.

### Role of Fraunhofer MOEZ

#### Research:

- Feasibility Study on a joint international ST&I liaison office
- Mapping of European innovation players
- Best Practices for promoting innovation
- Pilot action plan to overcome innovation challenges

#### Management:

- Organizing joint activities
- Initiating cluster cooperation projects

