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### GEN.ERA

diGital gENomic Alliance to Explore new market for Acceleration

## D3.1

**Title:** Benchmark reports on the 8 short-listed markets

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R: Report  
D: Demonstrator  
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## Abstract

This document aims to provide an overview of the process that led to the reports for the five selected target countries. These reports will help to identify the most promising international markets for our SMEs with real and clear opportunities in terms of market access, investors, and collaborations of common interest for the partnership.

To this aim, we have conducted a market study on five target countries of potential interest, to select at the end 2-3 markets to focus on. The objective was to study the markets on several criteria that are decisive from a business perspective.

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## Document History

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## Glossary

<b>Partner Short Name</b>	<b>Partner Full Name</b>
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<b>TBP</b>	Tartu BT Park OÜ
<b>TScP</b>	Turku Science Park Ltd



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# 1 Introduction

## 1.1 Purpose of this document

This report presents an overview of the selection of the five target markets by the GEN.ERA partners and an explanation of why the market research was carried out on five markets instead of the initially planned eight initial selection reports.

The results of the market research will be presented in D 3.2. The reports will be shared with GEN.ERA companies and other stakeholders as part of the GEN.ERA Market Intelligence & matchmaking digital event on 21 October 2021 held at Genopole's headquarters and will be a first step towards the final selection of final three markets we will focus on WP4.

## 1.2 Methodology for selecting the target markets

GEN.ERA consortium (cluster representatives) initially selected eight target markets (USA, China, Taiwan, Singapore, South-Korea, Australia, India and Japan) for which an analysis was planned to identify potential countries with the most significant potential for genetics companies.

After conducting the interviews and discussions with genomics-related SMEs, it emerged that companies' expectations and interests were less related to some selected countries than to others. Based on the feedback gathered during the discussions with the companies, a first initial ranking of the eight target markets was carried out, clearly highlighting the most attractive markets for the companies.

In fact, during interviews and discussions conducted to assess the needs and expectations of SMEs, company representatives did not mention India or Taiwan as potential destinations for expansion, and South Korea was mentioned by only a few.

Based on the mentioned feedback, besides the European markets, most of them are interested in exploring the possibilities of entering the US, Australia, China and Singapore.

The GEN.ERA consortium therefore chose to carry out a first ranking of the target markets during a specific session of the partners' e-meeting on 4 May. As a result, the partners decided to exclude three markets by ranking the countries in the 8-point system, as shown in the table below:

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	Genopole	CBIOS	Tartu	Turku	Oost NL	GEN.ERA
<b>USA</b>	1	1	1	1	1	1 x
<b>China</b>	3	2	5	5	5	4 x
<b>Singapore</b>	4	4	6	4	2	3 x
<b>Australia</b>	5	5	2	6	4	5 x
<b>Japan</b>	2	3	3	2	5	2 x
<b>Korea</b>	8	7	8	6	6	7
<b>India</b>	6	6	6	7	8	6
<b>Taiwan</b>	7	8	7	8	7	8

The three markets that the partners have decided not to pursue are: Taiwan, India and Korea.

To maintain consistency and avoid dispersion of effort, our market intelligence reports will no longer focus on eight countries but will include more detailed analysis on five countries: the US, China, Japan, Australia and Singapore.

The "**First Selection Report**" can be consulted in D3.2.



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## 1.3 References and Background Material

The preparation of this document is based on the following project material:

- Grant Agreement n.951197 and related annexes
- GEN.ERA Consortium Agreement, as signed with possible ongoing amendments
- D2.1/ D2.2/ D2.4 documents drawn up by Genopole as WP2 leader