

HempClub Business Exchange

Canapa Forum, 5-10 September, Naples (Italy)

The [HempClub](#) project, funded by the [COSME Programme](#), brings together **7 clusters and association** operating in the bioeconomy, advanced manufacturing and hemp production sectors to create **interconnected and interregional supply chains** between operators in primary production, agri-food processing and green chemistry by strengthening industrial symbiosis and sustainable and renewable business models in the **hemp sector**.

ClusterXChange

ClusterXchange is a new pilot scheme to support **short-term exchanges** between two different COSME countries to better connect Europe's industrial ecosystems. It facilitates transnational cooperation, peer learning, networking and innovation uptake between actors of different industrial clusters.



The host

WHEN:

5-10
September
2022



WHERE:

Naples (IT)
San Marcellino e
Festo Monastic
Complex



[Federcanapa](#), Federazione della canapa italiana, was born in 2016 with the mission to promote and develop Industrial Hemp Value Chains and it currently counts **76 members**. Its main objectives are: to inform about cultivation and agricultural raw materials processing best practices; to promote R&I, technology transfer, scientific results on hemp value chains; to inform citizens, business operators and policy makers about hemp potential; to develop guidelines and quality marks for hemp products. The Exchange will be organized in the context of the annual conference [Canapa Forum](#).

EXCHANGE OBJECTIVES

- ❖ To **share knowledge**, individuate potential collaboration and commercial opportunities in the bioeconomy and hemp sector among HO (its cluster associates) and Visiting organizations;
- ❖ To **enhance collaboration and networking** among actors of EU bioeconomy value chains.
- ❖ To **visit local companies** operating in the hemp sector, including farmers and raw material processing industries;
- ❖ To **learn about industrial hemp** uses and regulations in EU and extra-EU countries.



HempClub

This project has received funding by the European Union's European Innovation Council and SMEs Executive Agency COSME Programme under grant agreement No [101037874]



EXCHANGE PROGRAMME



DAY 1: Monday 5th September

- 14.00-14.45** **Welcome to visiting organizations.** Registration, short presentation of the host and visit to their headquarters
- 14.45-16.00** **HempClub project and hemp potential.** Project objectives, achievements and results and overview of hemp applications
- 16.00-18.30** **Introduction to the exchange.** Resume exchange objectives, short presentation of visiting organizations
- 19.00-21.00** **Social dinner**

DAY 2: Tuesday 6th September

- 9.00-11.30** **Symbiotic Marketing labs.** Providing marketing tools and fundamentals to improve the market enhancement and positioning of the hemp-based products helps create widespread benefits along the supply chain (textile, food and health sectors).
- 11.30-13.00** **Italian SMEs roundtable.** SMEs will be invited to present their marketing best practices for hemp and other bio-based products representing an opportunity for networking with CXC participants.
- 14.00-18.00** **Matchmaking and B2B sessions.** They will be devoted to enhancing business opportunities among CXC and some selected external participants.

DAY 3: Wednesday 7th September

- 9.00-13.00** **Canapa Forum fair - free participation.** Lectures on *general framework and quality fiber for textile*; products exhibition (if visitors wish to participate in product exhibition, they should contact Federcanapa)
- 14.30-18.00** **Canapa Forum fair - free participation.** Lectures on *technical fiber, shives and markets*; products exhibition

OR Group visits plants, industries and university labs: optional activity organized for VOs. Availability may vary according to the host's structure approval.



EXCHANGE PROGRAMME



DAY 4: Thursday 8th September

- 9.00-13.00** **Canapa Forum fair - free participation.** Lectures on *hemp seed: food and cosmetics and industrial use of flowering tops and extracts*; products exhibition
- 14.30-18.00** **Canapa Forum fair -free participation.** Lectures on *CBS and other active principles production: business cases*; products exhibition
- OR Group visits plants, industries and university labs:** optional activity organized for VOs. Availability may vary according to the host's structure approval.

DAY 5: Friday 9th September

- 9.30-13.30** **Canapa Forum fair - free participation.** Lectures on *policy on hemp in different countries*; products exhibition
- 14.30-16.30** **Focus groups on different topics:** e.g. potential environmental benefits of hemp crop; hemp crop for sustainable and competitive EU bioeconomy; strengthening interregional strategies for the bioeconomy.
- 16.30-18.00** **Networking cocktail**

DAY 6: Saturday 10th September

- 9.00-10.30** **Networking and innovation.** EU, national and local projects on hemp
- 10.30-12.30** **Conclusions.** Visitors round table on the exchange – analysis of best practices, take-home messages and suggestions for improvement



HOW TO PARTICIPATE

Who can participate?

Participants of a transnational exchange can be representatives of **cluster organisations** and similar **business network organisations**, **scaling-up support organisations** (such as tech centres, research institutes, (digital) innovation hubs, fab labs, creative hubs, resource-efficiency service providers, incubators, accelerators) and **SMEs** that are cluster members from countries participating in the COSME programme.

Unfortunately, **Italian organizations cannot take part in this exchange**, but you are more than welcomed to take part in future exchanges that we will organize abroad. Follow us on social media to stay updated on new exchange opportunities.

Are you in doubt about you being eligible or not? Contact us: hempclubeu@gmail.com

Contribution fundings

A lump sum of 900€ will be provided to support accommodation and living costs during the exchange for visiting organizations.

How can I participate?

Complete this form: <https://www.eventbrite.it/e/canapa-forum-business-exchange-tickets-347988792847>.

We will contact you to finalize your registration, guiding you step-by-step through all the bureaucratic mandatory steps.

Useful links

[European Cluster Collaboration platform](#): the European online hub for industry clusters

[HempClub Partnership](#): to know more about the project and its CXC initiatives

[CXC homepage](#): to know more about the CSC mobility scheme

[CXC IT Tool](#): to register as a host or visiting organization

Contact

hempclubeu@gmail.com

Website

www.hempclubproject.com

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