

T2.1 List of Advisory Services

Advisory Services form the basis of Partnering Services, directly or indirectly preparing businesses to compete with foreign market players. The table below shows only direct relations.

T2.1-1 SME capacity building support services

Service	Direct relation to other services	
2.1.1.1	General advisory support (focused on target-market, business model, strategy formation, generational change, Industry 4.0, changing industries)	Relation to 2.1.4
2.1.1.2	Scale-up advice (Tailor-made services to overcome barriers to the internationalisation of innovation-oriented and technology-driven SMEs and startups)	Relation to 2.1.1.10, 2.1.2, 2.1.7
2.1.1.3	Providing general quality management advice	
2.1.1.4	Connecting SMEs to the relevant clusters	
2.1.1.5	Fostering participation in international tenders and collaborations	Relation to 2.1.1.9, 2.1.3, 2.1.6
2.1.1.6	Organise study visits, seminars and workshops for specific sectors where associations, clusters, universities and stakeholders may also be involved	Relation to 2.2.2, 2.2.3
2.1.1.7	Preparation of professional materials (crisis management, generational change, etc.)	
2.1.1.8	E-learning training service package	
2.1.1.9	Provide advice related to tenders	Relation to 2.1.1.5
2.1.1.10	Organise workshops, trainings and events based on the needs of SMEs on various subjects (internationalisation, access to finance, R&D/ innovation, startups)	Relation to 2.1.1.2, 2.1.3, 2.1.7, 2.1.8, 2.2.3
2.1.1.11	Supplier Info Day and b2b: inland and foreign peer-to-peer workshop at multinational companies	Relation to 2.2.2, 2.2.3
2.1.1.12	Organisation of company visits	2.2.2, 2.2.3
2.1.1.13	Organisation of peer-to-peer learning for companies with generational changes	
2.1.1.14	Provide regional specific advisory services focusing on the main sectors of the given region in cooperation with other national business development agencies (e.g. CED)	Relation to 2.1.5

T2.1-2 Sustainability support services

Service	Direct relation to other services	
2.1.2.1	Dissemination of sustainability relevant news (website, social media, newsletter)	

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2.1.2.2	Dissemination of relevant B2B events, conferences and other partnering opportunities	Relation to 2.2.2, 2.2.3
2.1.2.3	Preparing factsheets, step-by-step guidelines e.g. on sustainable business models	
2.1.2.4	First-level sustainability assessment	Relation to 2.1.1
2.1.2.5	Advice on access to finance of green projects	Relation to 2.1.8
2.1.2.6	Advice on EU legislation related to sustainability	Relation to 2.1.6
2.1.2.7	Advice on EU standards to sustainability	Relation to 2.1.6
2.1.2.8	Support for EU certification schemes such as the EU Ecolabel or EMAS	Relation to 2.1.6
2.1.2.9	Advice on new sustainable business models, circular economy, green entrepreneurship, resource efficiency and clean energy	
2.1.2.10	Organise in-depth competence-building workshops for SMEs on sustainability	Relation to 2.1.1, 2.1.7
2.1.2.11	Sustainable innovation audit and advisory service	Relation to 2.1.7

T2.1-3 Internationalisation support services

Service	Direct relation to other services	
2.1.3.1	Organise target market focused knowledge transfer trainings	Relation to 2.1.1, 2.1.6
2.1.3.2	Advice on market intelligence	Relation to 2.1.6
2.1.3.3	Advice on local business regulation (customs, taxation, culture-business etc.)	Relation to 2.1.6
2.1.3.4	Provide international tender and cooperation advisory service	Relation to 2.1.6
2.1.3.5	Advice on foreign marketing and sales	Relation to 2.1.6
2.1.3.6	Business review service	Relation to all services
2.1.3.7	Database service related to 3rd countries' public procurements	Relation to 2.1.8
2.1.3.8	Legislation and policy information service in 3rd countries	
2.1.3.9	Market entry strategy review service	Relation to 2.1.6
2.1.3.10	Advise on foreign market transaction and sales	Relation to 2.1.6
2.1.3.11	Advice on customs, taxation and export related in third countries	
2.1.3.12	Co-organise sector specific info day with third country experts	Relation to 2.1.5
2.1.3.13	Support service of the integration of third country partners	Relation to 2.1.5
2.1.3.14	Sector specific buyer/distributor platform service	Relation to 2.1.6

T2.1-4 Digitalisation support services

Service	Direct relation to other services	
2.1.4.1	Organisation of common local events/webinars/workshops/info-days for SMEs benchmarking club and other joint investor related events	Relation to 2.1.8

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2.1.4.2	Dissemination of relevant B2B events, conferences, partnering opportunities and other relevant news connected to digitalisation	Relation to 2.2.2, 2.2.3
2.1.4.3	Providing custom information to SMEs on EDIH services, based on prequalification, Cooperation with EDIH for supporting SME's digitalization	Relation to 2.1.5
2.1.4.4	Digitalisation readiness assessment of SMEs with specific tools (e.g. IMP3ROVE DIQ, EISMEA tool, etc.)	Relation to 2.1.1, 2.1.2, 2.1.7
2.1.4.5	Organisation of Hackathons	

T2.1-5 Regional integration support services

Service		Direct relation to other services
2.1.5.1	Map the regional/national stakeholders and develop bottom-up strategy for effectively communicating with them (to strengthen the role of Enterprise Europe Network in the ecosystem and ensure well-functioning working relations)	Relation to all services
2.1.5.2	Liaise with national/regional managing authorities in charge of SME and innovation-related programmes (ERDF and other sources) - to effectively inform and advise SMEs on funding opportunities managed by them (including Interreg)	Relation to all services
2.1.5.3	Cooperate with identified national/regional innovation and SME supporting ecosystem players and become a valuable catalysing member of the ecosystem – organise meetings and provide advise on how to develop the SME/innovation targeting initiatives	Relation to all services

T2.1-6 Single Market related services

Service		Direct relation to other services
2.1.6.1	Awareness raising events / information on EU legislation and national implementation, obligations within the SM area	Relation to 2.1.5
2.1.6.2	Information on fast changing regulations due to COVID and BREXIT, commercial barriers	Relation to 2.1.3
2.1.6.3	Organising country specific SM related information events	
2.1.6.4	Training/information/advisory services on how to use the Access2Markets database, advisory services on ROSA (Rules of Origin)	
2.1.6.5	Training/information/advisory services on Single Digital Gateway	Relation to 2.1.4
2.1.6.6	Training/information/advisory services on consumer protection	
2.1.6.7	Training/information/advisory services on IP management and business strategy	Relation to 2.1.7
2.1.6.8	Information/advisory services on INCOTERMS, ICC sample documents, financial issues/insurance, goods placed on the EU market and obligation of businesses - compliance	Relation to 2.1.8

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2.1.6.9	Legal and procedural advisory services on CE marking and product labelling	Relation to 2.1.6.10
2.1.6.10	Legal advisory services on Declaration of Conformity - signposting to relevant local market certification service provider	Relation to 2.1.6.9, 2.1.5
2.1.6.11	Provide basic information about EU standard in form of: links, portals, documents, brochures	
2.1.6.12	Provide basic information about product conformity in form of: links, portals, documents, brochure	
2.1.6.13	Legal advisory services on European Standards, policies - signposting to relevant authority, local market service provider	Relation to 2.1.2
2.1.6.14	Provide complex information about establishing a company in another EU country	
2.1.6.15	Provide complex information about establishing a company in Hungary for foreigners	Relation to 2.1.3
2.1.6.16	Advice on sector specific laws for financial services, transport, telecommunications, postal services, broadcasting, patent rights	Relation to 2.1.7, 2.1.8
2.1.6.17	Provide information on professional qualifications directive, services package, collaborative economy	
2.1.6.18	Provide information on European Retail Action Plan (ERAP) for the retail and wholesale sector	
2.1.6.19	Raise awareness, provide information and answer client's questions about EU chemical legislation, REACH obligations	Relation to 2.1.6.20, 2.1.3
2.1.6.20	Legal advice on implementation of REACH into national law	Relation to 2.1.6.19
2.1.6.21	Training/information/advisory services on EU legislation and national implementation laws on cross-border provision of services, posting of workers (wages, registration, professional skills)	Relation to 2.1.2, 2.2.2., 2.2.3
2.1.6.22	Direct contact with Enterprise Europe Network offices, authorities, employment centres, consulates, embassies in the foreign countries concerned	Relation to 2.1.3
2.1.6.23	Provide links to public procurement legislation and EU policies	Relation to 2.1.6. 24, 2.1.3
2.1.6.24	Provide checklists on public procurement	Relation to 2.1.6. 23, 2.1.3
2.1.6.25	Information on TED alert possibility, links to websites and newsletters	Relation to 2.1.6. 23, 2.1.6.24, 2.1.3
2.1.6.26	Provide basic information on VAT rules for goods and services, VAT identification numbers and classification of goods	Relation to 2.1.3
2.1.6.27	Basic advisory services on taxation - signposting to relevant authorities	Relation to 2.1.3, 2.1.5
2.1.6.28	Organisation of events for specific service providers on VAT and taxation topics (with market experts of a given country)	Relation to 2.1.3
2.1.6.29	Advisory services on E-commerce as a(n) SM / international development strategy	Relation to 2.1.3
2.1.6.30	Legal information and basic support to provide terms and conditions, templates and SM / international contracts templates (Sample webshop)	Relation to 2.1.3, 2.1.4
2.1.6.31	Legal advisory services on GDPR	

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2.1.6.32	Legal advisory services on consumer rights, Online Dispute Resolution ODR (European ODR platform)	
2.1.6.33	Online marketing audit	
2.1.6.34	Informing clients about the field of activity of SM network regional service providers and other EU networks	Relation to 2.1.5
2.1.6.35	Helping identification of relevant SM network service providers for clients - Signposting clients to SM network regional service providers and other EU networks: Europe Direct, SOLVIT, EIT, EURES, Erasmus offices, Your Europe, ECC-NET, EU-INFO Statistical Service, EURAXESS, Creative Europe office	Relation to 2.1.5, 2.1.7
2.1.6.36	Participation in TG SM	
2.1.6.37	Mapping of thematic groups and local stakeholders that could benefit directly from guidance (SMEs) on the Single Market (user/multiplier)	Relation to 2.1.5
2.1.6.38	Organise cooperation events, forums for all interested parties locally	Relation to 2.2.2, 2.2.3
2.1.6.39	Regular provision of legal information e.g. via newsletters	Relation to 2.1.6.9, 2.1.6.10, 2.1.6.13, 2.1.6.20, 2.1.6.30, 2.1.6.31, 2.1.6.32

T2.1-7 Innovation support services

Service		Direct relation to other services
2.1.7.1	General innovation management advisory service	Relation to 2.2.3
2.1.7.2	Digital transformation advisory service	Provision of service in 2.1.4.4
2.1.7.3	Sustainable innovation advisory service	Provision of service in 2.1.2.11
2.1.7.4	Organise in-depth competence-building workshops for SMEs on the EIC, EIC Accelerator, Open innovation and other innovation-related issues	Relation to 2.1.1, 2.1.2, 2.1.4, 2.1.8
2.1.7.5	Basic assessment of technology transfer readiness: short term (1-3 yrs) innovation strategy, selecting the valid project ideas	Relation to 2.2.3
2.1.7.6	Helping preparation for technology transfer: Research, IPR analysis, Creating projects	Relation to 2.1.7.11, 2.1.7.12, 2.2.3
2.1.7.7	Implementation of the technology transfer project: Advisory support on EU & national fundings and sources, Project management support, Providing IPR advice	Relation to 2.1.7.11, 2.1.7.12, 2.1.8, 2.2.3

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2.1.7.8	Review of and giving opinion on technology transfer contracts, licence and startup advisory services	Relation to 2.1.7.11
2.1.7.9	Organise virtual and physical road mapping workshops involving different actors of the innovation value chain	Relation to 2.2.3
2.1.7.10	Raise awareness on intellectual property issues	Relation to all IPR services, 2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.1.6, 2.1.8, 2.2.1, 2.2.2, 2.2.3
2.1.7.11	Provide support to facilitate the use of IP rights 1. Trademark research in domestic and international databases 2. Assistance in preparation of a European / International trademark application 3. Assistance in utility model protection research based on claims in domestic and international databases (on relevant markets) 4. Assistance in patent research based on claims 5. Assistance in preparation of a design protection application 6. Assistance in preparation of a contract (e.g. license, employment, student supplier contract, etc.). 7. Review and comment of a contract in English (e.g. license, employee, student supplier contract, etc.).	Relation to all IPR services, 2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.1.6, 2.1.8, 2.2.1, 2.2.2, 2.2.3
2.1.7.12	Help SMEs trade and exploit their intellectual assets	Relation to 2.1.3, 2.1.6, 2.1.8, 2.2.1, 2.2.2, 2.2.3
2.1.7.13	Mapping of ATI's activities, introduction to clients and giving information on ATI tools (- Preliminary audit of what ATI services the client needs, sector- and technology-specific mapping. - Introduce the activities to the clients; organising informative conferences and company missions with participation of ATI experts. - Provide information using the ATI tools: Product, Technology and Sectoral Watch, Technology Centre Mapping and Reports.)	Relation to 2.1.7.5, 2.1.7.6, 2.1.7.7, 2.1.7.8, 2.2.1, 2.2.2, 2.2.3
2.1.7.14	Translation and sharing of relevant EU IP Helpdesk customer support materials (e.g. case studies, factsheets, etc.)	Relation to 2.1.7.10
2.1.7.15	Active participation in local events and trainings to raise awareness of the importance of intellectual property and the services of the European IP Helpdesk	Relation to 2.1.7.10
2.1.7.16	Mediation between SMEs and the European IP Helpdesk helpline and the international IP Helpdesks, especially for businesses with language barriers	Relation to 2.1.3, 2.1.6

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T2.1-8 Access to finance and EU funding related services

Service		Direct relation to other services
2.1.8.1	General advisory support on EU fundings	Relation to 2.1.1, 2.1.2, 2.1.4, 2.1.5, 2.1.6, 2.1.7
2.1.8.2	Specific advisory support on other EU and third country sources	Relation to 2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.1.5, 2.1.6, 2.1.7
2.1.8.3	Advisory support on other SM / international sources e.g. venture capital, bank loans for internationalisation	Relation to 2.1.8.11, 2.1.1, 2.1.2, 2.1.3, 2.1.4, 2.1.5, 2.1.6, 2.1.7
2.1.8.4	General advisory support on V4 fundings	Relation to 2.1.1, 2.1.2, 2.1.4, 2.1.5, 2.1.6, 2.1.7
2.1.8.5	Specific client survey	
2.1.8.6	Organising or coorganising SM / international partnering events or information days with relevant NCPs	
2.1.8.7	Practical training for applicants - webinars skill and knowledge building trainings (business planning, pitching techniques)	Relation to 2.1.1, 2.1.3, 2.1.6, 2.1.7
2.1.8.8	Financial capacity audit – SMEs	
2.1.8.9	Tailor-made advisory service	
2.1.8.10	Advice on exploitation of partnership opportunities	Relation to 2.2.1, 2.2.2, 2.2.3
2.1.8.11	Specialized advice on programmes for new entrepreneurs - venture capital, business angel capital	Relation to 2.1.1, 2.1.8.3
2.1.8.12	Specific domestic sources for SMEs	Relation to 2.1.5, 2.1.7, 2.2.3
2.1.8.13	Providing information of financial resources monthly - Hungary and EU via newsletter	Relation to 2.1.2, 2.1.6

T2.1-9 SME feedback services

Service		Direct relation to other services
2.1.9.1	Contact, inform, invite and consult SMEs in the framework of SME Panels and other consultations launched through the Network using online channels (website, newsletter, social media, direct contacts)	Relation to 2.1.6
2.1.9.2	Promote on-line public consultations launched by the European Commission using online channels (website, newsletter, social media, direct contacts)	Relation to 2.1.6
2.1.9.3	Organise events to SMEs for understanding the consultation, encouraging them to respond, and to inform SMEs about evaluations, roadmaps and consultations on new European Commission initiatives that are likely to affect businesses	Relation to 2.1.6

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2.1.9.4	Provide advice to SMEs for understanding the consultation and encouraging them to respond	Relation to 2.1.6
2.1.9.5	Respond to ad-hoc feedback requests from the European Commission, related to EU policies especially in the framework of impact assessments and evaluations	Relation to 2.1.6
2.1.9.6	Collect feedback on Single Market issues from SME clients and relay it to the European Commission via SME Feedback database and SOLVIT database	Relation to 2.1.6
2.1.9.7	Disseminate the results of SME panels/consultations and the next steps of the related legislation via newsletters or relevant information day events	Relation to 2.1.6

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