

## Appendix E: Work Package 3 - Development of Support Packages

### Overview

WP2 outreach confirmed strong mutual interest across all stakeholder categories. Czech integrators actively seek specialized technologies not currently available from existing suppliers, while seven of nine Danish manufacturers are ready to invest in partnerships with appropriate support. The primary request from Danish manufacturers is help connecting with qualified integrators who have established customer bases and technical self-sufficiency. Czech integrators emphasize service independence - they want partnerships that enable autonomous service delivery without supplier dependency.

Based on these validated findings, the Embassy should prioritize two services:

**Matchmaking** to connect Danish suppliers with Czech integrators who have established customer bases, and **Reference Installation Facilitation** to support partnerships through to completed reference projects that provide tangible proof of technology value.

Three success factors are critical: First, ensure service independence - support must enable rather than undermine Czech integrator autonomy. Second, focus on specialized technologies where Danish solutions complement existing integrator relationships rather than compete. Third, recognize that labor shortage is the primary automation driver among SMEs, not cost reduction.

The following sections define the eight market needs identified through stakeholder outreach and outline five service concepts designed to address these needs.

### 1. Market Needs Identified

A clear understanding of market needs is essential for designing support packages that deliver real value. The following needs reflect recurring themes and barriers identified through WP1 analysis and WP2 stakeholder outreach and form the basis for evaluating which service concepts are most relevant.

#### **Need 1: Access to qualified local partners with established capabilities**

Establishing partnerships with capable Czech integrators who have established customer bases, technical self-sufficiency, and service independence capability is a prerequisite for successful market entry and technology adoption. Many Danish suppliers lack direct connections in the Czech market, while local integrators may not have the resources to proactively seek international partners. Czech integrators

specifically seek specialized or niche technologies that complement rather than compete with their existing supplier relationships.

### **Need 2: Building trust and credibility**

Trust is a critical factor in cross-border collaboration. Czech companies often rely on references, demonstrations, and the credibility of established institutions (such as the Danish Embassy) to reduce perceived risks and validate new partnerships. Service independence and competitive pricing relative to existing suppliers are key trust factors.

### **Need 3: Understanding technical fit and solution relevance**

Ensuring that Danish automation solutions match the specific needs and technical requirements of Czech end-users is essential for successful implementation. Both sides benefit from opportunities to see technologies in action and assess their suitability. Note that labor shortage (not cost reduction) is the primary driver of automation urgency among Czech SME manufacturers, making solution fit assessment particularly critical.

### **Need 4: Reducing risk and uncertainty**

Pilot projects, demonstrations, and hands-on engagement help mitigate uncertainties related to technology adoption, investment decisions, and operational changes. These activities provide tangible proof and lower the barriers to initial collaboration. Czech end-users typically require 2-3 year ROI validation before proceeding with automation investments.

### **Need 5: Accelerating partnership formation**

Speeding up the process of identifying, connecting, and engaging with relevant partners enables faster market entry and realization of business opportunities. Structured matchmaking and networking activities that prioritize integrators with proven customer relationships are key enablers.

### **Need 6: Enabling integrator service independence and capability**

Building the technical skills and service independence of Czech integrators is essential for sustainable partnerships. Training must enable integrators to service solutions independently without supplier dependency, drive customer relationships on their own, and reduce reliance on Danish suppliers for routine support. This addresses the critical market requirement that partnerships support rather than undermine integrator autonomy.

### **Need 7: Clarifying automation needs before engagement**

A clear understanding of automation requirements and solution fit - prior to supplier engagement - reduces the risk of misalignment and increases the likelihood of

successful projects. Practical, on-site technical advice fills this gap, particularly given that labor availability challenges are driving immediate automation needs.

### **Need 8: Supporting long-term collaboration**

Sustained partnerships require ongoing engagement, support, and relationship-building activities. Reference installations, continued training, and regular networking help maintain momentum and foster durable business relationships while respecting integrator independence.

## **2. Service Concepts to Address Needs**

### **A. Matchmaking & Market Entry Support**

Structured identification and introduction of Czech integrators and end-users to Danish suppliers, tailored to specific industry and application needs. This service leverages trusted institutional networks and prioritizes integrators with established customer bases, technical self-sufficiency, and interest in specialized or niche technologies that complement (not compete with) existing suppliers. The HowToRobot.com platform can potentially be used to identify and connect with suitable partners efficiently.

### **B. Delegation Visits & Demonstrations**

Organize visits for Czech stakeholders to Denmark (or vice versa) to see technology in action, build trust, and facilitate networking. These events accelerate understanding and relationship-building, providing firsthand experience of solutions and enabling direct dialogue between stakeholders.

### **C. Reference Installation Facilitation**

Support partnerships through the process of establishing small-scale pilot projects or reference installations to prove technical fit and build confidence. Embassy could provide coordination and institutional backing to build credibility for both parties.

### **D. Integrator Training Coordination**

Facilitate matchmaking for training arrangements, certification, and ongoing support between Danish suppliers and Czech integrators. Embassy could coordinate logistics and identify training needs to ensure integrators can service solutions independently. This service addresses capability gaps and ensures quality in solution delivery, supporting long-term partnership success. Training modules and resources can be distributed, promoted and tracked via digital platforms for greater reach and consistency.

## E. Technical Advice

Arrange for independent professionals with extensive automation experience to visit customer sites, help identify automation opportunities - especially low-hanging fruits - and prioritize actionable projects, particularly addressing labor shortage challenges. This hands-on, practical advice helps clarify needs and solution fit before supplier engagement and identifies opportunities suitable for reference installations.

## 3. Service-to-Need Mapping Matrix

The following matrix provides an overview of which services address which market needs, and how. Each intersection shows an element or activity that fulfills the need.

| Market Need                            | A. Matchmaking                     | B. Delegation Visits      | C. Reference Installation Facilitation    | D. Training Coordination           | E. Technical Advice              |
|--|------------------------------------|---------------------------|---|------------------------------------|----------------------------------|
| <b>1. Access to qualified partners</b> | Partner identification             | -                         | -   | -                                  | -                                |
| <b>2. Building trust</b>               | Embassy-backed introductions       | Technology demonstrations | Support for reference cases, coordination | -                                  | -                                |
| <b>3. Technical fit</b>                | Specialized/niche tech matching    | Technology showcases      | Pilot installation support, validation    | Training coordination              | On-site assessment               |
| <b>4. Reducing risk</b>                | Vetted partner selection           | Demonstrations            | Pilot/test installation support           | Training arrangement support       | Early feasibility identification |
| <b>5. Accelerating partnerships</b>    | Fast-track connections             | Networking events         | Early pilot facilitation                  | -                                  | -                                |
| <b>6. Service independence</b>         | Selecting self-sufficient partners | -                         | -   | Coordinating training for autonomy | -                                |
| <b>7. Clarifying needs</b>             | -                                  | -                         | -   | -                                  | Professional site visit          |
| <b>8. Long-term collaboration</b>      | Relationship building              | Follow-up visits          | Reference installation support            | Ongoing training coordination      | -                                |