

.... think different!



# New approaches for SME internationalisation support

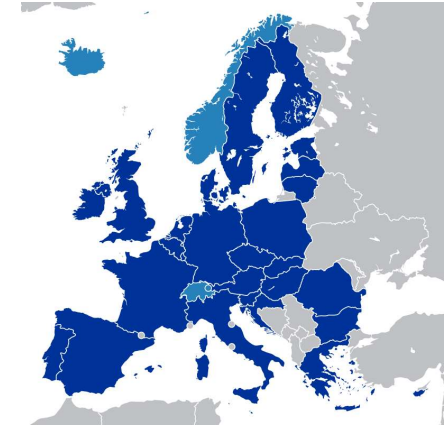
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Director

March, 2022



# SOME FACTS ABOUT INTERNATIONALISATION



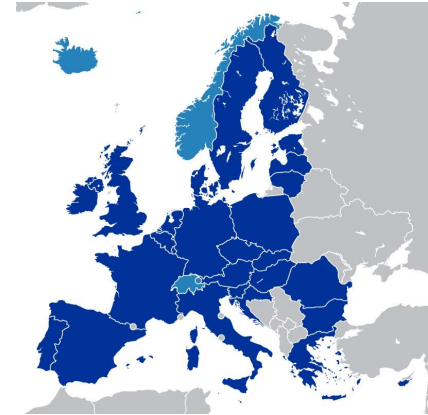
The two most common modes of internationalisation are exports and imports:

- 25% of SMEs within the EU27 **export**, of which about 50% also go beyond the Internal EU Market (13%).
- 29% of SMEs within the EU27 **import**, again 50% import from countries outside the Internal EU
  
- 7% of SMEs within the EU27 are **involved in technological co-operation** with a foreign partner.
- 7% are a **subcontractor** to a foreign partner.
- 2% of SMEs are active in **foreign direct investment**.
  
- The **larger the company**, the more it tends to internationalise. This applies to any single mode of internationalisation.
- The **smaller the country**, the more its SMEs are internationalised, but the **SME's proximity to a national border does not have much effect on its level of internationalisation**
  
- **Internal barriers**: **price** of their own product or service and the **high cost** of internationalisation.
- **External barriers**: lack of **capital**, lack of adequate **information (increased risk)**, and lack of adequate public **support** and the **costs** of or difficulties with **paperwork** associated with transport.

\*Source: Internationalisation of European SMEs, [https://ec.europa.eu/growth/smes/sme-strategy/improving-smes-access-markets\\_en](https://ec.europa.eu/growth/smes/sme-strategy/improving-smes-access-markets_en)

# SOME FACTS ABOUT INTERNATIONALISATION

- The most internationalised sectors are:
  - trade,
  - manufacturing,
  - transport and communication and
  - research
- The **older company** is more intensive exporting and importing activities are (15% < 4Years, 30% > 25Years)
- Most often SMEs **start** international activities **by importing**.



# RECOMMENDATIONS FOR SME POLICY SUPPORT

- Awareness and use of **public support programmes** need to be promoted much more vigorously
- **Easier access to support measures** for micro firms (voucher schemes, co-financing of participation in fairs, etc)
- International cooperation on **RD activities and technology transfer support**
- Not only focus on **export**, also on **import**
- **Connecting clusters** in the cross-border area and **joint activities in foreign markets**
- Cooperation between regions in **collecting market information and organizing**

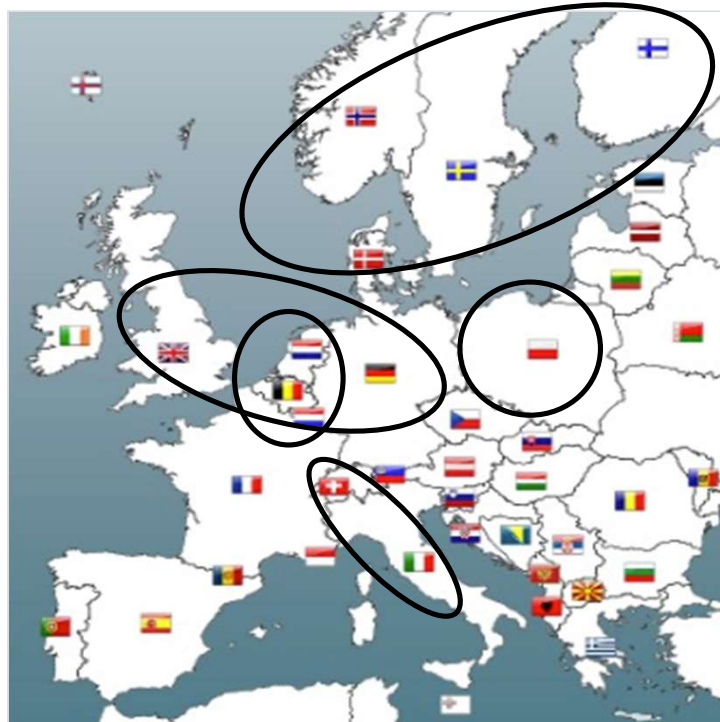
\*Source: Internationalisation of European SMEs, Ref. Ares(2015)1816861 - 29/04/2015

# How we used cross-border SLO – AT program for internationalisation support?

**MAIN IDEA:** Joint SLO & AT forces to connect EU markets

**WHY INTERNATIONALIZATION:** Companies that are internationally active achieve higher added value.

**WHAT WE DID?**



**SCALEUP SUPPORT PROGRAM**

Entering new markets

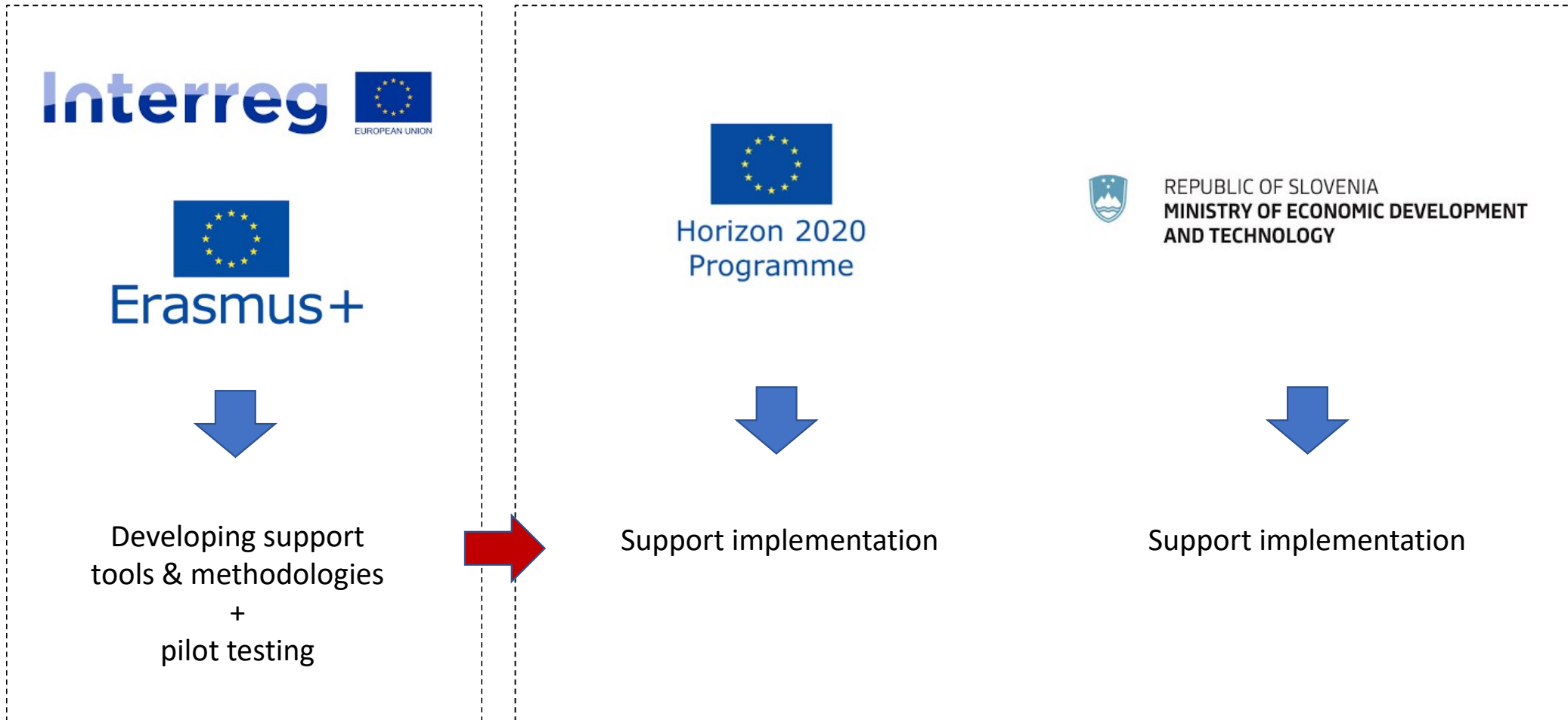


**TECHNOLOGY TRANSFER PROGRAM**



**TARGET USER:** Manufacturing sector (SMEs involved into consortium as partners)

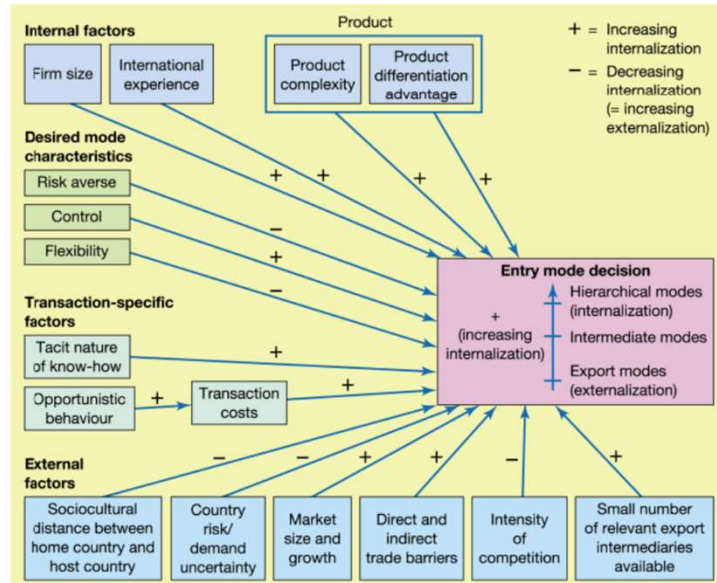
# APPROACH



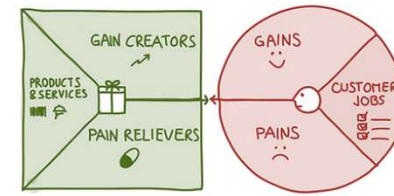
mandatory link to Horizon and National/regional funds if we want to achieve effects

# GENERAL SUPPORT

## SMEs FACTORS AFFECTING INTERNATIONALIZATION DECISION



## VALUE PROPOSITION FOR SMEs INTERNATIONALIZATION



### GAIN / PAIN RATIO

- Revenue
- Cost savings
- Time
- People
- Competitive advantage
- Reputation
- Etc..
- Inertia
- Switching costs?
- Default = do nothing
- Alternatives?
- Good enough = good enough!
- RISK on a startup
- Find (See)
- Try
- Buy
- Implement
- Deploy
- Own – eg TCO



[www.knowledge-base.si](http://www.knowledge-base.si)



### GOOD PRACTICE

Database of 2000+ EU companies with a geographical and substantive overview of the offer of services in the field of Industry 4.0 and the food industry.



### E - BUSINESS LIBRARY

E-material from professional events, conferences, lectures and workshops.



### E – BUSINESS TOOLS

Samples of contracts, psychological tests for new jobs, financial forms, control of business processes



### B2B SEARCH ENGINE

Search engine for business events, business partners and EU tenders.





# TECHNOLOGY TRANSFER SUPPORT PROGRAMME

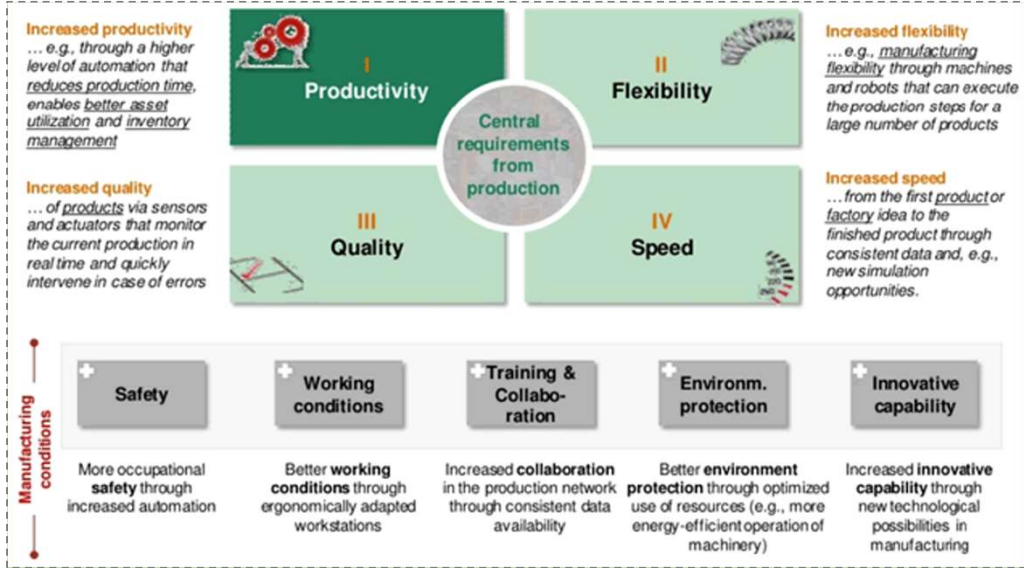
**INDUSTRY 4.0**  
1226 members

**AGRO-FOOD**  
1075 members

**COMMUNITY KNOWLEDGE SHARING DATA BASE**

- 230 technological solution case studies
- 175 EU projects
- Analyzes, studies, training materials
- 180 financing instruments
- Video materials, event live streaming
- 2300 community members

**COMPANY NEEDS**

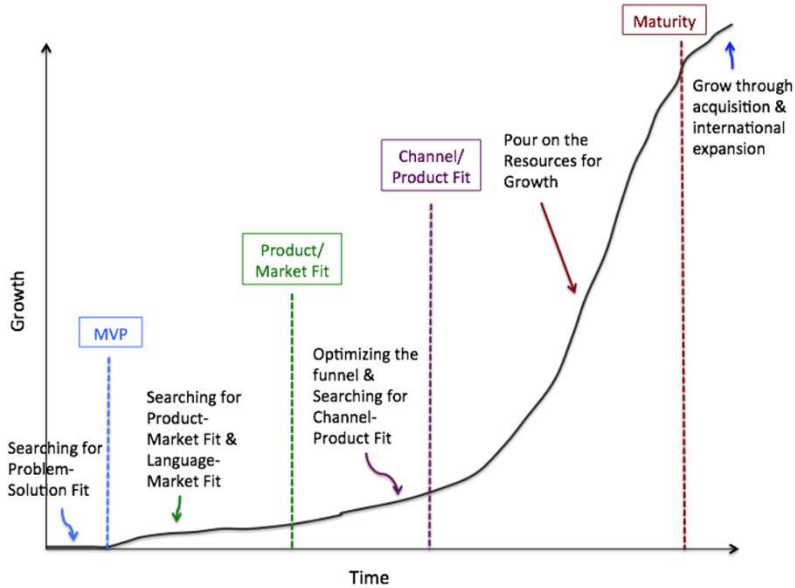


**SOLUTION PROVIDERS**

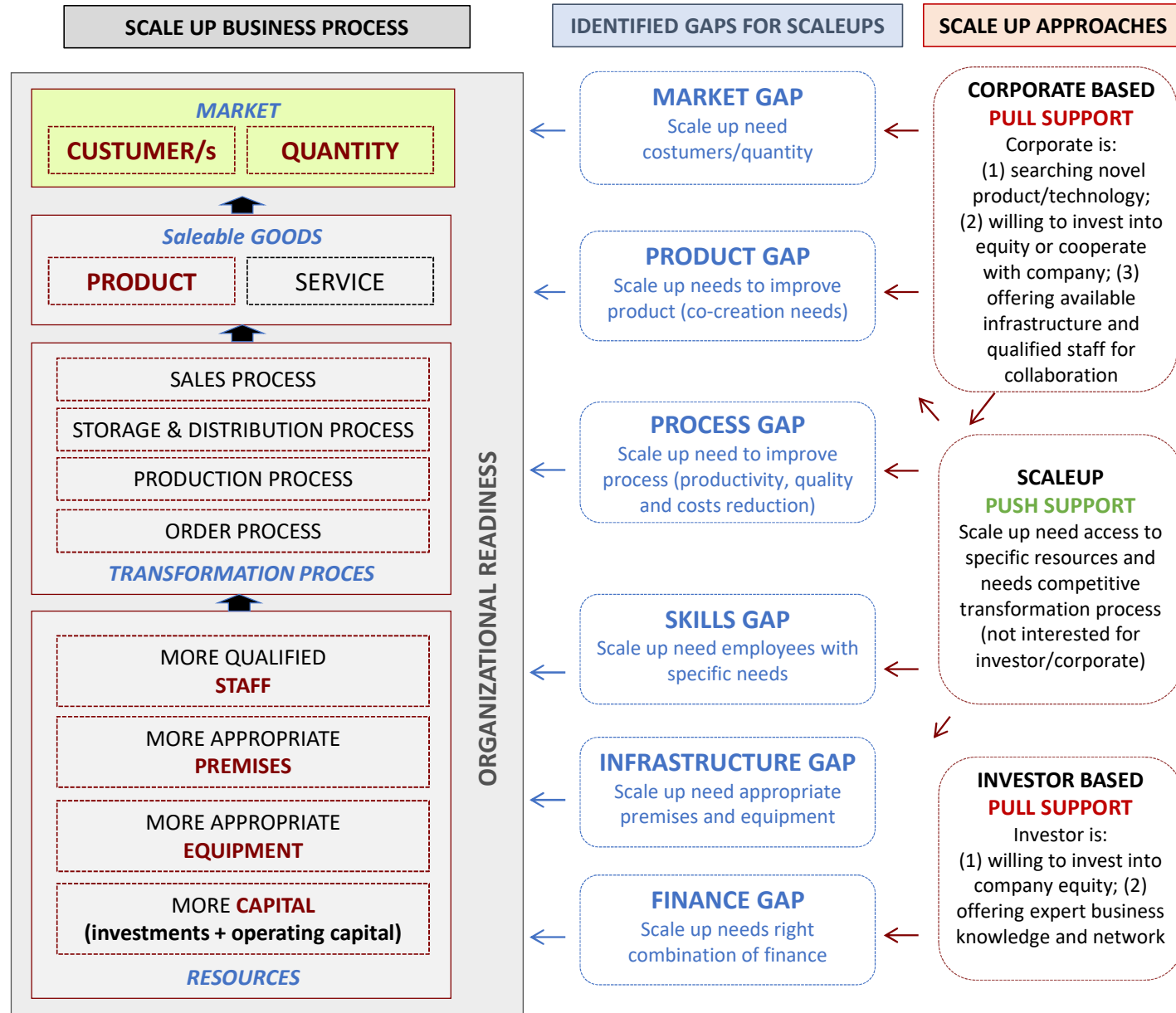
**TEST BEFORE INVEST DEMO PROJECTS**

Private funds with combination of Horizon or regional cofinancing if possible

# SCALEUP SUPPORT PROGRAM



- Interested EU scaleup companies
- Interested EU investors
- Interested EU corporates
- Available funding
- KPI traction process





# TYPE OF INTERNATIONALISATION ACTIONS

## MATCHMAKING, KNOWLEDGE SHARING AND IDEA CREATION

### EVENTS

Idea-generating workshops  
Innovation Cup  
Innovation at a leading event  
Innovation bus  
Innovation competition  
Innovation relay  
Framework workshop  
Matchmaking and ideation for specific funding  
University tour  
Knowledge harvest festival  
Annual summit

### SERVICES

Company get-together  
Hand-in-hand project in preparation for match-making  
Interest groups / sub-networks  
Mapping of positions of strength  
Match service  
Online innovation platform  
Student match  
LinkedIn group

### PROJECTS / LONG TERM INITIATIVES

Innovation at eye level  
Retro concepts  
Matching a target group with large public investments  
Match for breakthrough projects  
Cooperation with innovation agents  
Pit stop  
Inter-disciplinary development processes

### INTERNATIONAL

A week with a top international researcher  
Satellite office as a gateway to foreign markets  
International conference in collaboration with other networks  
Partnering mission  
International conference with B2B meetings  
International knowledge transformation  
Business delegation to an international trade fair

### DATING/B2B

Adventure matchmaking  
Auction  
Icebreakers  
Matchmaking at a trade fair  
Network café  
Pitching  
Speed service – matchmaking

# USE CASES

Use case 1:  
Technology transfer  
(GER – SLO)



**3DCORE™: THE RESULT**

LITORE ONE	INITIAL SITUATION	TARGET	RESULT
WEIGHT	350 kg	290 kg	260 kg
PASSENGER CAPACITY	4 (+1)	5 (+1)	5 (+1)
MAX. SPEED	4.5 KNOTS	-	5 KNOTS
PRODUCTION TIME	9-10 DAYS	7 DAYS	4-5 DAYS

- 30% weight saving in deck and hull from 290 kg to 200 kg
- 1/3 less material usage
- 90kg higher payload from 4 (+1) to 5 (+1) passengers
- 100% process reliability from hand laminate to vacuum infusion
- 50% time saving in production
- Longer battery life

Optimization of the product and production process in order to achieve a competitive sales price in the market.

Use case 2:  
Scaleup support  
(Scandinavia)

**ODUKIN®**



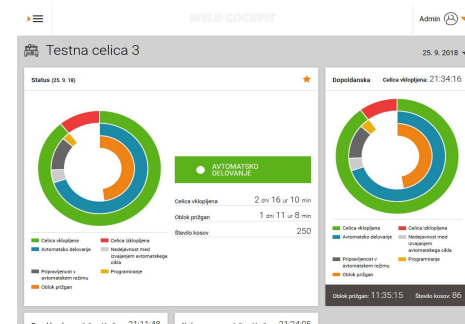
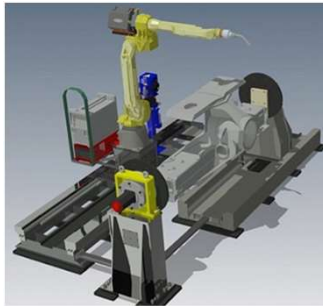
1. Model
2. Size
3. Colors
4. Additional equipment
5. Summary
6. Finish

Digital customization order solution & automated ordering process – Entering Scandinavian market with selected representatives & digital sales process support.

**Use case 3:  
Technology  
transfer  
(GER – SLO)**



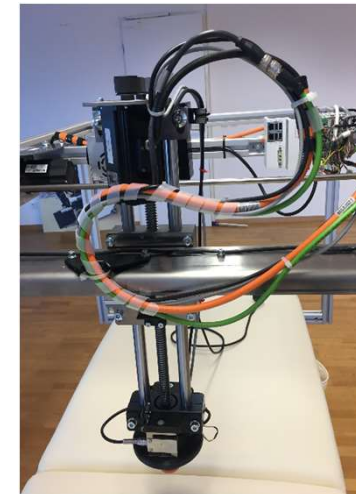
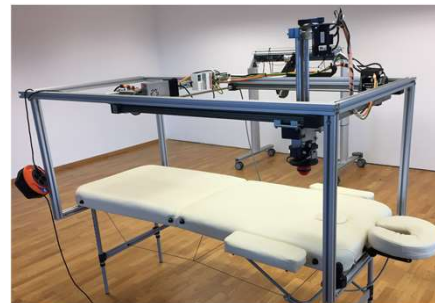
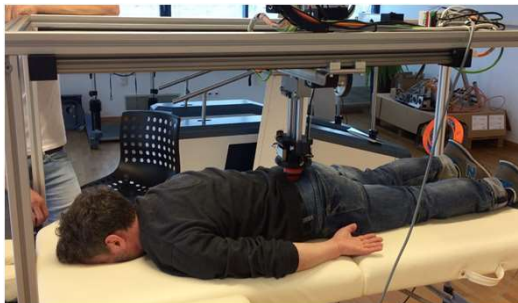
Integration of production monitoring system of robot WeldCockpit solution through mobile and web application + AI integration into welding techniques



**Use case 4:  
Scaleup support  
(AT – SLO)**

**HANT** (start up company)

Prototype development with controller and servomotors programming. Joint venture investment.





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# Thank you for your attention!

