

EFFECTIVE POLICY INSTRUMENTS SUPPORTING THE INTERNATIONALIZATION OF SMES. LESSONS LEARNT FROM INTERVENTURES

Tamás Lunk, PANNON EGTC, Lead Partner,
Interventures



„INTERVENTURES promotes the internationalization of SMEs in EU border regions, thus contributing to their growth and increased competitiveness”

„... brings together partners from five European border regions, representing various stages of evolution of SME ecosystems and various territorial governance structures”

Internationalisation

- is any activity that leads to a business relationship with a foreign partner: exports, imports, FDI, subcontracting, technical cooperation, etc.
- can take place across countries within the EU or at international level beyond the EU.

Main results expected in the regions

Implemented improvements

- of a **pre-selected policy instrument**,
- on the basis of the project's **main activities**:
 - specific analysis of the characteristics of the internationalisation of the SMEs
 - knowledge exchange and learning events for the partners and the regions' main actors
 - Action Plan to improve existing or development of new policy instrument

Ongoing technical support provided by AEBR

Project partners and Policy Instruments



Pannon EGTC (LP) – Hungary - Croatia

...committed to promote and coordinate the socio-economic development of the region, particularly active in

- *the elaboration of cross-border development programmes*
- *the promotion and development of crossborder networks*

Interreg V-A Hungary – Croatia, crossborder support scheme for the development of SME



Burgos – Spain

Society for the Development of the Province of Burgos (SODEBUR)

...aims to promote the economic and social development of the province of Burgos and its municipalities...

European Business and Innovation Centre of Burgos (CEEI-Burgos)

centre of entrepreneurship promotion, innovation technology training and mentoring for SMEs in Burgos Province

Strategic Plan of the Province of Burgos

Klaipeda City– Lithuania

Klaipėda City Municipality / Klaipėda ID, a non-profit city development agency

....defining several strategic actions relevant to SME development support international and local businesses

Klaipėda Economic Development Strategy and Action Plan



Project partners and Policy Instruments



Region of Lombardy – Italy

Union of the Chambers of Commerce, Industry, Agriculture and Crafts of Lombardy (**Unioncamere Lombardia**)

...support and promote the role of the region in Italy and beyond...supporting the development of the regional enterprises

Regional Operational Programme

Podkarpackie Voivodship– Poland

Rzeszow Regional Development Agency

Association of the Carpathian Euroregion Poland

...promotion and development of entrepreneurship and transnational cooperation of SMEs of the Podkarpacie and border regions...

Regional Operational Programme



Action planning results

Pannon EGTC (example)

Actions planned

Extending the SME support scheme under current Interreg IP by a new component that provides support for SMEs in an earlier phase of cooperation, to increase awareness, knowledge and capabilities of the SMEs to go international.

Interregional exchange of experience

1. Programme „XPANDE” by the Society for the Development of the Province of Burgos (SODEBUR): a technical assistance and financing tool to improve the capacities of companies interested in internationalisation processes in rural areas
2. Project “ADELANTE” from the partner “Rzeszow Regional Development Agency” (Poland) due to its sectoral focus that could enhance the visibility of the support scheme

SMEs barriers

shortages of

- competitive products of the SMEs,
- productive capacities of the SMEs,
- adequately trained staff,
- proper knowledge on international market opportunities,

additionally,

- capacities of the supporting institutions are weak so that they're often unable to help SME's in participating in schemes
- selection priorities and criteria of nationally defined supporting instruments are not in line with the needs of the region's SMEs

Effective instruments

effectiveness of the policy instruments mostly depend on how it fits to specific needs of SMEs (as preparedness, barriers of internationalization, etc.)

However, some **general conclusions** can be drawn:

Importance of **raising awareness** of SMES on benefits of internationalization shall not be underestimated (Burgos, SP, Klaipeda, LT)

Capacity building in SMEs is crucial to improving international performance (all partners)

Joint and **coordinated provision of technical assistance and financing** to SMEs is needed, especially for SMEs not fully established internationally and in areas with **SMEs with a relative weak potential** to go international (like crossborder areas, rural areas)

Complexity of projects and longer term **predictability** of the support scheme could be beneficial mainly in areas with stronger SMEs (Lombardy, IT)

Reaching SMEs could be difficult and resource-intensive and pandemic did not make it easier (Pannon EGTC)

A sectoral approach in support may be useful to start a pilot and enhance the visibility of the support scheme (Rzeszów, PL)

Potential in crossborder cooperation far from being exploited (Pannon EGTC, Rzeszów, PL)

<https://projects2014-2020.interregeurope.eu/interventures/>

lunk.tamas@vitalpro.hu

