

# Regional Report on Covid-19 IMPACT on SME internationalization

## *Key findings*

*Dijkman, Drogendijk, Bos*



# Frisia - Leeuwarden



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Center for Export & Import

## ▶ *World Trade Center Leeuwarden*

- ▶ *Export stories the Podcast. “an introduction to ...” (50 episodes)*
- ▶ *Webinars on themes such as “promising cities” and “next step in export” (30 episodes)*
- ▶ *Individual approach - Targeted searches*

# Frisia - Leeuwarden

## ▶ *Learnings (challenges)*

- ▶ *Pace*
- ▶ *Digital snacks / multiple forms of content*
- ▶ *Quality of sound at start*
- ▶ *No affiliate appearances on other relevant shows*
- ▶ *Lack of engagement of members in early stage*
- ▶ *Inconsequent use of marketing platforms*

# Frisia - Leeuwarden

## ▶ *Learnings (successes)*

- ▶ *High quality content*
- ▶ *Creation of export stories book*
- ▶ *Solid matches made by WTC Saarbrücken - Metz - WTC Leeuwarden*
- ▶ *Target audience appreciates audio based content*
- ▶ *Solid and efficient pre-selection for trading missions*
- ▶ *Informal and convenient way to document knowledge and stories*

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## ▶ *To be continued...*

- ▶ *Podcast will be continued and possibly transcribed for research purposes*
- ▶ *Webinars will be continued and possibly transcribed for research purposes*
- ▶ *Membercount grew*

# Part 2 - Export challenges in an era of war and pandemic

## *Key findings*

*Dijkman, Drogendijk, Bos*



# Frisia - Leeuwarden

## ▶ *Export challenges*

- ▶ *Acquiring new partners and business*
- ▶ *Finding proper substitutes for trade missions*
- ▶ *Lack of materials and timely supply (corona in combination with Evergreen)*
- ▶ *Lack of digitalisation became a more urgent problem*
- ▶ *Rising cost of transport*
- ▶ *Scarcity of qualified personell*

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## ▶ *A variety of services*

- ▶ *WTC*
- ▶ *Subsidy on internationalisation from province of Friesland*
- ▶ *SME voucher*
- ▶ *Support international Business (SIB) RVO (Netherlands Enterprise Agency)*
- ▶ *Ynbusiness*
- ▶ *Digital trade missions RVO/WTC*
- ▶ *Enterprise Europe Network (EEN)*



# Frisia - Leeuwarden



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## ▶ **WTC**

- ▶ *Podcast*
- ▶ *Webinars*
- ▶ *Targeted searches on request*

# Frisia - Leeuwarden



## ▶ Province of Friesland

- ▶ *Frisian companies start exporting 2-3 years later*
- ▶ *Personnel for export is expensive and there is little guarantee for a ROI*
- ▶ *The subsidy gives SMEs a kickstart. If ROI is solid the SME will continue autonomously. (Deepgrooves for example)*

# Example Deepgrooves



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Rijksdienst voor Ondernemend  
Nederland

## ▶ *SME and SIB voucher*

- ▶ *Both voucher enable SMEs to hire external advise.*
- ▶ *Both voucher encourage to hire an advisor on export efforts*
- ▶ *Similar to the subsidy from the province this provides a kickstart for the phase in which ROI is still unclear*

# Example: Loofy's



Rijksdienst voor Ondernemend  
Nederland





# Frisia - Leeuwarden



## ▶ *Ynbusiness*

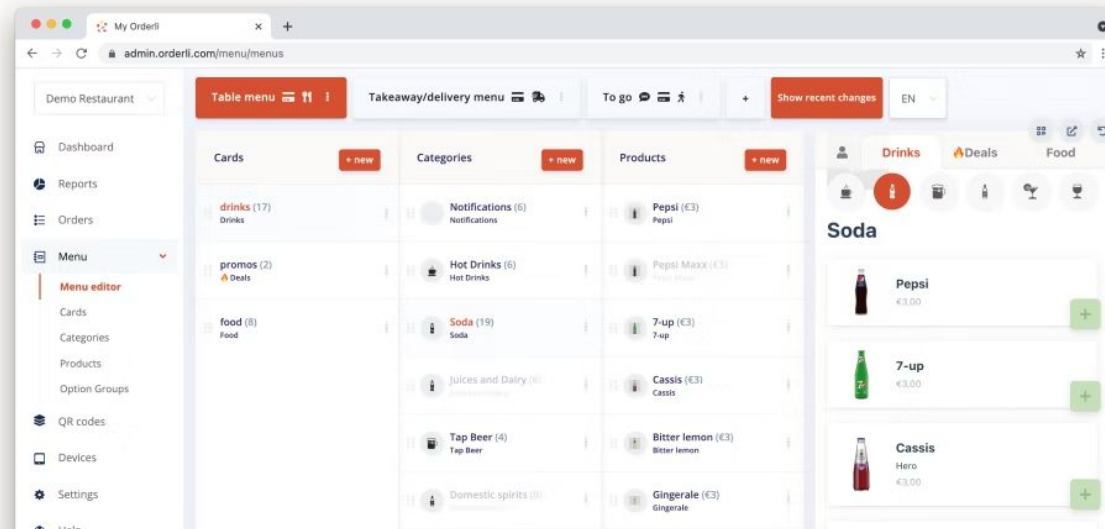
- ▶ *First Line organisation*
- ▶ *Collaboration of government and business*
- ▶ *Free advise for SMEs*
- ▶ *Gateway to triple helix meetings*
- ▶ *Has a former senior export manager for export related questions*

# Example: Orderli



## Full menu editor.

Manage multiple menus, configure menu times, and make changes on the fly while it's live.



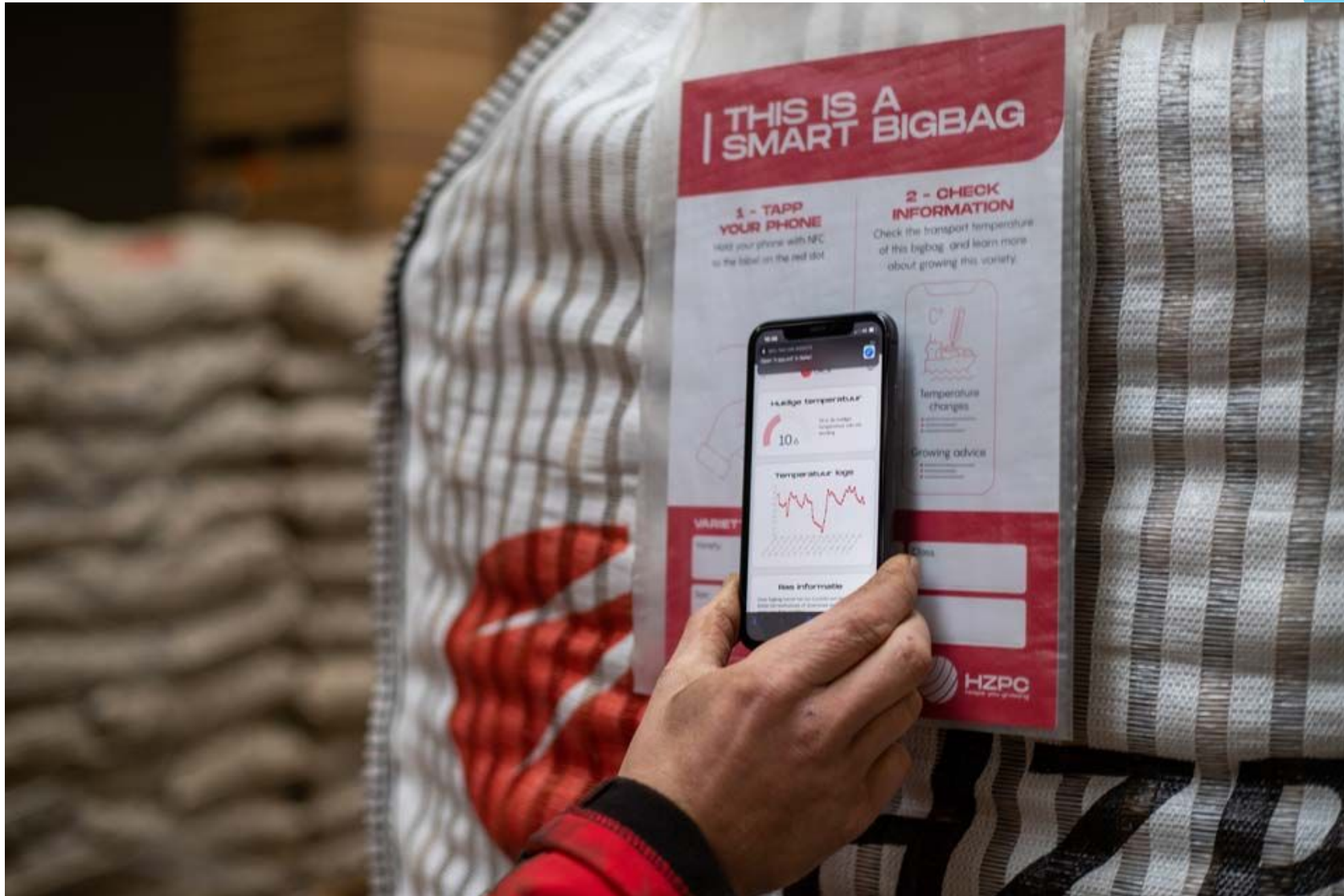
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## ▶ *Digital trade missions RVO and WTC*

- ▶ *Hires local party for high quality matchmaking*
- ▶ *Screens participating companies for relevant questions and matches*
- ▶ *Ensures efficient use of time during meetings*
- ▶ *Pre-selection for potentials on traditional trading missions*



# Example: Tapp.online



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*Business Support on Your Doorstep*

- ▶ *Enterprise Europe Network*
  - *1 on 1 for B2B matchmaking*
  - *Hugseat Drachten - producer in Poland*
  - *Introduced 8D-games to European partnerships*