

The Regional Export Centre Gävleborg

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in collaboration with

COMPETE IN Partnership

Project Partners

How can cities and regions support the internationalization of Small and Medium-sized Enterprises (SMEs) by improving regional support systems?

THE COMPETE-IN PROJECT deals with the internationalization of **Small and Medium-sized Enterprises and territories**. This is a key issue for SMEs growth at global scale, since there are still relevant weaknesses, including high investments required and uncertainty of investments' effectiveness.

REGIONS CAN TACKLE THIS, by supporting Small and Medium-sized Enterprises' internationalization via the **international relations** that each city/regions build, and by **leveraging on the proximity** they have to the territory.

COMPETE IN promotes the improvement of regional policies on internationalization through identifying and disseminating new approaches to support successful SMEs engagement in international markets. With only 13% of European SMEs operating in 3rd country markets, there is considerable economic potential for them.



COMPETE IN Local Action Plan - Gävleborg

to improve the support system and strengthen the capacity for internationalisation in SMEs in order to increase the number of international SMEs

ACTION N. 1 Regional Export Centre

Activities carried out:

- Collaboration platform
- Mapping and packaging
- SME capacity building and inspiration
- Capacity building for the support system
- Business development cheques for internationalisation
- Communication
- Follow-up model for internationalisation work

ACTION N. 2 University of Gävle contribution to SME internationalisation

Activities carried out:

- Mapping of research and education networks
- International students

ACTION N. 3 Support to the internationalisation of innovative start-ups

Activities carried out:

- Support to the internationalization of innovative start-ups
- Community building

Indicator: 1000 exporting companies

Interreg Europe contribution and added value of the transnational collaboration

- Transnational perspective and network
- New knowledge and experiences from other cities/regions
- New ERDF-funded projects - and new resources:
 - *Regional Export Centre*
 - *Sprint X*
 - *HARisi*

Other Take aways

- Local Stakeholder Group in place before the start of Compete In, advantage to be able to build on and add to existing process (inspiration, new knowledge and experiences, improved cooperation).
- This is a **continuous work** - changes in stakeholder organisations (mission/priorities as well as staff).
- Make use of multi-level governance opportunities to reach goals.

COMPETE IN Additional activities - and the cooperation continues... 😊

General objective: SMEs' competitiveness by improving regional policies to support the internationalization of territories, leveraging on the local system of actors and regional distinctive competencies.



The sudden outbreak of the **Covid-19 pandemic** has caused a severe economic disruption among European SMEs. Repeated lockdowns have deeply affected SMEs' growth and investments, interrupting international business networks and exchange opportunities



Additional activities' objective: COMPETE IN will help to shift from the initial emergency solutions to a medium/long-term structural strategy based on innovation, internationalization, and networking to contribute to SMEs renewal and growth and to improve related regional policies.

COMPETE IN Additional activities - and the cooperation continues...

E-commerce

Digital platform for businesses

Digital skills

Incubators exchange

Digital export

Sustainability for competitiveness

Attraction of talents

Mentoring programs for exporting SMEs

Internationalization of start-ups



Thank You!