



INTRA facilitates evidence-based policymaking on regional level by building on research findings and highlighting the importance of regional quadruple helix partnerships in research and design of new policy models for internationalisation of SMEs.

www.interregeurope.eu/intra

E-newsletter 3



Introduction

The 3rd E-newsletter, prepared within the project INTRA “Internationalisation of regional SMEs”, is related to the 3rd semester activities of the project.

Table of contents

- Study Visit in Slovenia
- Additional Good Practices from Bulgaria
- Interregional Event in Italy
- Regional Stakeholders Group and INTRA organisational meetings
- Study Visit in Portugal
- Other External Dissemination Event

Partnership

MRA - Maribor Development Agency (SI)

RAPIV - Regional agency for entrepreneurship and innovations - Varna (BG)

FUNDECYT-PCTEX - Foundation FUNDECYT Scientific and Technological Park of Extremadura (ES)

CAPITANK - Chemical And Pharmaceutical Innovation Tank – Limited Liability Consortium (IT)

UALG - University of Algarve (PT)

CUE - Coventry University Enterprises Limited (UK)



During the Study Visit in Maribor



European Union
European Regional
Development Fund

Study Visit in Maribor (Podravje Region – Slovenia)

On March 15th and 16th the Lead Partner of INTRA project, Maribor Development Agency, hosted the 3rd study visit of the project.

The event had threefold purpose:

- exchange of experience, by presenting the identified good practices within the project partner's region to project partners and their external experts,
- networking between owners of good practices and establishing contacts with project partners and their external experts,
- dissemination of project activities and awareness raising on the issue of SME; internationalisation policies through media coverage.

The first day of the event, which was held at the MDA office building, was dedicated to illustrating support mechanisms for internationalisation and to studying cases linked to presented good practices. During the plenary session, there were 21 good practices presented in the following field: *Programme for promoting internationalisation 2014-2020, Economic diplomacy, Supporting Slovenian export, Equity financing in the form of seed and venture capital, Trade finance instruments offered by NLB, Internationalisation and Foreign Direct Investment, Main internationalisation services of the chamber, Support to member SMEs on Austrian market, Go:GlobalSlovenija, Cross-Innovation Voucher, First Technology Park in Slovenia, EEN Slovenia.*

The second day was dedicated to in-situ visits to SMEs that were identified as examples of good practices and were also in a position to provide feedback information about the support mechanisms offered:

- [Krebe-Tippo d.o.o.](#), a company with over fifty years of tradition and experience in producing industrial washing and processing equipment, that is constantly evolving and expanding to EU and third markets around the globe.
- [IOS d.o.o.](#), is a research and development organisation that deals with the measurement, research, education and supply of scientific and professional information concerning renewable energy, environmental protection, sensors and new materials.
- [Geberit Slovenia](#), European leader in the field of sanitary products, operating as part of the integrated group with a very strong local presence in most European countries, providing unique added value when it comes to sanitary technology and bathroom ceramics.

Additional Good practices from Bulgaria

During the event in Pescara, on June 2017, RAPIV showcased other identified GPs in its Region.

This was mainly focused on support provided by branch and business support organisations to their members or to SMEs from specific sector.

For example, the Bulgarian Branch Chamber of Woodworking and Furniture Industry provides successfully targeted support to its members through GPs 9, 10 and 11. The Remote Commercial Office of the International Economic Relation Centre of Bulgarian Industrial Association is the most preferred service for successful first steps on the foreign markets used by SMEs.

Additional good practices from Bulgaria were:

- GP#9 Sectoral Export portal,
- GP#10 Hosted Buyers Programme
- GP#11 Sector Oriented Trade Missions by the Bulgarian Branch Chamber of Woodworking and Furniture Industry;
- GP#12 Organisation of international B2B meetings and participation in international fairs and exhibitions,
- GP#13 Cooperation Assistance with Foreign Embassies and Trade Offices,
- GP#14 Remote Commercial office by the International Economic Relations Center to Bulgarian Industrial Association;
- GP#15 Association for Promotion of Agricultural Cooperation between China and the CEE Countries and
- GP#16 Trading platform for the promotion of agricultural products;
- GP#17 Industrial Center of the Republic of Bulgaria in Moscow, Russian Federation (ICRB – Moscow);
- GP#18 Organisation of Internationalisation Focused Trainings by the BSMEPA.

Through these tools business support organisations and public authorities managed to provide valuable support to Bulgarian SMEs in every phase of their internationalisation process.



4th Interregional Event in Pescara (Abruzzo – Italy)

Last June the INTRA Project held its 4th meeting in the Italian region of Abruzzo, in the city of Pescara arranged by the partner CAPITANK – Chemical and Pharmaceutical Innovation Tank.

The meeting included the following events:

- Interregional Thematic Workshop,
- Presentation of identified good practices and study visits to regional SMEs,
- Interregional Task Force Meeting,
- Steering Committee Meeting.

INTRA project is focused on the role of public authorities in creating services for internationalisation to support the competitiveness of regional economies and to actively contribute to strategy of Europe 2020, based on the results of the research in the field of internationalisation.

The project underlines the **importance of regional partnerships** in the perspective of **quadruple helix bringing** together universities, businesses, local communities and local authorities, as main actors **in the field of research and planning of new business models of internationalisation policy**.

In this perspective, the event held in Abruzzo saw the fulfilment of two essential activities such as **Study Visits** and a **thematic workshop on “SMEs needs and barriers for internationalisation”**.

Some of the best businesses realities, in the private and public sectors, were introduced during the two events: SMEs, start-ups, spin-offs, universities, research centres and big enterprises in the field of biotechnology, agrifood, wood and furniture, pharmacology, industrial automation, environmental sustainability, process and product innovation, training and finally, the role and functioning of the regional innovation poles.

Each representative illustrated their best projects in its field of interest and how they are positioned in the international markets focusing the attention both on inner innovation of the product/process and on the territory in terms of sustainability in all its meanings: economic, social and environmental.

International awards were also mentioned in addition to the existing cooperation with foreign partners for the R&D and development of commercialisation channels.

An interview with the President of the Innovation Pole CAPITANK



As stressed by the President of the Innovation Pole CAPITANK, **Prof. Edoardo Alesse**, *“What we wanted to transfer to partners is the close cooperation, through networking actions, activated by the Region Abruzzo in the productive system with the creation of Innovation Poles, of how the model provides a valuable tool and support in the networking of knowledge and competences of the region and finally, of how it is possible to effectively challenging with the major competitors at international level. Much more important is how, through the participation at the activities of the innovation poles, businesses have received benefits not only in terms of grants provided by the Region Abruzzo, but also from the binding of roles and **competences pointed out by the quadruple helix**, as basic element of INTRA project. We wanted to show, how in the Abruzzo Region the quadruple helix is working among its actors such as **universities and research centres, businesses, regional government and end-users**, and how they have created a positive and virtuous cycle”*.

Project partners had meetings with experts from the region Abruzzo who portrayed the academic world i.e. prof. Luciano Fratocchi (University of L’Aquila), prof. Paola Pittia (University of Teramo), prof. Saverio Alberti and prof. Mario Romano (University of Chieti-Pescara). Whereas for local business system participated: Proger SpA, TaiProra srl, Aran World srl, Sinergie Education srl, NRGsys sas, Abrex srl e Saperi Locali srl.



Regional Stakeholders Groups



Each project partner is responsible to set up the **Regional Stakeholder Group** that is involved from the very beginning of the project. The aim is

- facilitating the learning process of the organisations involved in the policy-making process and its implementation
- assuring that the activities of the action plan are implemented later on.

MRA, RAPIV and Capitank organised their regional stakeholder group in this semester facilitating the process of their active involvement.



Study Visit in Portugal

On September 26th and 27th, 2017 **CRIA Division of Entrepreneurship and Technology Transfer of the University of Algarve** organised two-day study in Faro (Portugal).

During the two days CRIA showcased a total of 9 Good Practices, three of which in-situ on the 2nd day study visit. The event started with a press conference, followed by the General overview of the Algarve regional policy for internationalisation of SMEs, followed by 6 cases to be presented in the day 1.

On day 2, final three cases provided SMEs perspective on internationalisation in the fields of ICT, Agrifood, and Design. Results of the SV will be given in the 4th newsletter.



INTRAOrganisational meetings

In the semester MRA (LP) and RAPIV arranged intraorganisational learning process and will disseminate the knowledge gain in the project semester by organising regional stakeholders group meetings.



Other Events

During the 2nd week of October in Bruxelles will be held The European Week of Regions and Cities (#EURegionsWeek).

The programme Interreg Europe will be part of the event and organise several activities during the week.

For INTRA project the **RAPIV** will attend the conferences.