



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](http://www.interregeurope.eu/intra)

E-newsletter 4



## Introduction

The 4<sup>th</sup> E-newsletter of INTRA project is related to the 4<sup>th</sup> semester activities of the project and the results achieved

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## 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)





## 6<sup>th</sup> Interregional Meeting in Coventry (UK)

The 6<sup>th</sup> Interregional Event of INTRA was held between the 12<sup>th</sup> and the 14<sup>th</sup> of December 2017 in Coventry (UK), hosted by CUE (Coventry University Enterprises).

The meeting included the following events:

- Interregional Thematic Workshop,
- Presentation of identified Good Practices,
- Interregional Task Force Meeting,
- Steering Committee Meeting.

During the visit all Project partners learnt about different Good Practices on internationalisation from West Midlands region, previously identified by CUE. The event covered 20 different good practices from both, Coventry and Warwickshire; and Stratford-upon-Avon and Birmingham local areas

This project INTRA study visit to the West Midlands brought together local stakeholders from Coventry University Enterprise Ltd, Coventry City council, Coventry & Warwickshire Chambers of commerce, Coventry Growth HUB, Stratford on Avon District Council, the Department for International Trade and Greater Birmingham Chambers of commerce.

The study visits have dealt with different aspects of support for SMEs in internationalisation processes: support programs for local businesses, services for international trade and for the development of e-commerce platforms, protection and enhancement of intellectual property, incubation and growth, participation in fairs and events.

The extent of the possible support services for the internationalization shown were very interesting to evaluate the possible aspects of transferability in the other regions of the partnership.

## Interregional Thematic Workshop in Birmingham

ITW (Interregional Thematic Workshop) was held on Wednesday the 13<sup>th</sup> of December 2017 at Birmingham Chamber of Commerce in the West Midlands region.

The central theme was *“The importance of the Foreign Office and Regional Activities (in the Midlands) in internationalisation support activity”*.

The invited panel of regional expert speakers were: Christine Hamilton – Deputy Director, the Midlands, Department of International Trade (DIT), Andy Smith – International Relationships Manager, DIT (WMCCLLP), Patrick McCarron – Relationships Manager – UK, DIT (WMCCLLP), John Otter – Intatrade Regional Adviser, DIT (CUE).

Initially it has highlighted the importance of the Department for International Trade (DIT) and its crucial role of bringing together policy, promotion and financial expertise to break down the barriers to trade and investment and thus helping businesses succeed.

DIT are focusing on a larger, high value businesses in order to generate bigger export wins, which can sometimes cause tensions between DIT value targets and SME client needs.

Additionally, a discussion on specific service SMEs can expect to receive when accessing export help was conducted.

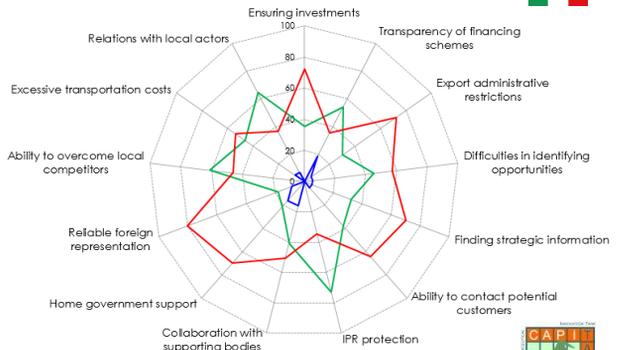
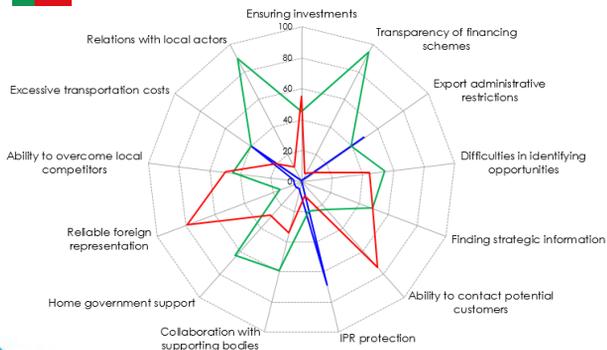
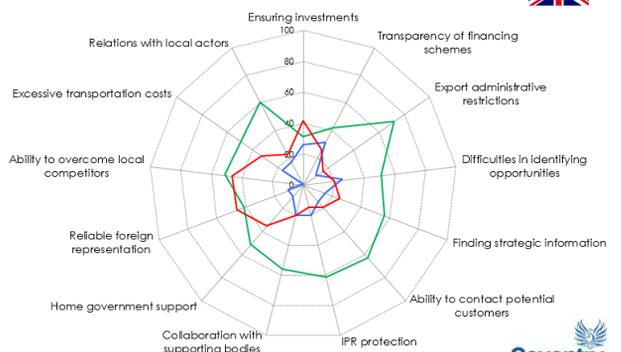
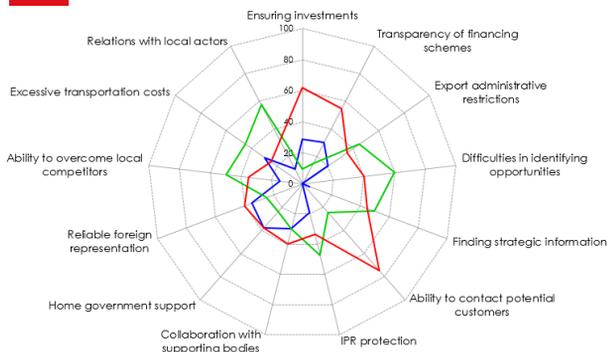
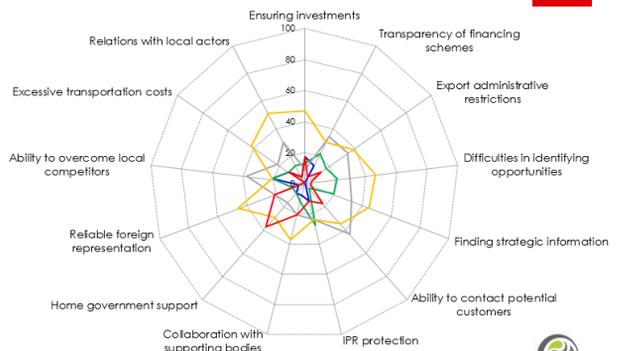
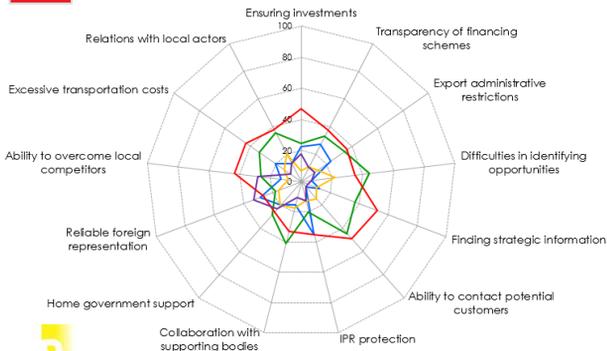
The discussion focused on the specific structure of the West Midlands Chamber of Commerce and how this is linked with the regional and national policy as well as with the importance of the combination of funding from both the Department of International Trade and ERDF to help reach their ambitious export win targets.

The Interregional Thematic Workshop closed with partners having a better understanding of the importance the Foreign Office plays in regional activities and its direct support to SME Internationalisation in the region and how DIT is embedded in national and regional strategy policy.



### Factsheets

INTRA is about to achieve an important result: we are going to publish the State of Affairs. Meanwhile some highlights in our Factsheets. In particular, the graphs illustrate the main external barriers detected by the surveys on regional SMEs. (Red – Very Hard; Yellow – Hard; Gray – Not so Hard; Green – Easy; Blue – Not relevant)



## Food for thought from Coventry

A cold snowy week in Coventry didn't stop the presentation of key SME Internationalisation Good Practices during the Study visit to the West Midlands region.

IPAM (The Intellectual Property Asset Management Programme) was selected as an INTRA good practice because it illustrates the importance of intellectual property in Internationalisation.

IPAM was designed to raise awareness of the value of tangible and intangible intellectual assets within a business, by identifying and unlocking their existing and potential assets.

One particular case study was showcased during the study visit illustrated this perfectly. SPL (Surfacing Processing Limited) is the largest chemical cleaning facility of its kind in the United Kingdom. They service a broad range of industries from the automotive sector, storage and pallet racking, specialist pipework and aerospace. Essentially SPL have a unique process which they needed to protect. The process is able to remove all, paint, sealants, adhesives, noise reduction materials and underseals. This process leave the client with a clean steel shell.

Through the IPAM Programme an IP audit was conducted on SPL which identified a need to protect their process with an international patent whilst also highlighting that the best method for them to internationalise was through a licensing agreement.

Further to this SPL completed an agreement with a Czech company and has started negotiations with a polish company.

The Managing Director of SPL said *"I hadn't realised how important patent protection was for our company until we started licence negotiations, suddenly we were taken seriously by all concerned"*.

**INTRA**  
Interreg Europe



European Union  
European Regional  
Development Fund

## External Events

The activities of the INTRA project partners to disseminate the methodology and results continue to be intense. CUE participated to 2 external events, illustrating the aims of Intra project:



Enterprise Europe Network -  
Water Connect 2017 in  
Peterborough and Midlands  
International Trade Forum in  
Birmingham

In January, Capitank explained INTRA to the young participants of a training event in Synergy Education - Pescara.

Later, in March Capitank participated in the workshop of the ASKFOOD project - Erasmus+ - at University of Teramo, creating an important synergy.



## Regional Stakeholders Groups and iORG meetings

Project partners are increasing contact with stakeholders for implementing following steps in the project, which are

- Feedback about the GPs presented in Coventry
- selection of the more interesting Good Practices by each partner in order to make a second Study Visit to obtain more detailed information,
- feedback on the Policy Recommendations prepared.



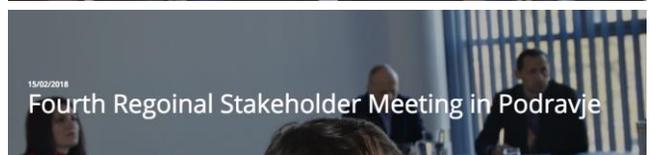
06/02/2018  
4th Regional Stakeholder in West Midlands



22/02/2018  
Fourth Regional Stakeholder Meeting in Varna



12/02/2018  
4th iORG meeting by MDA



15/02/2018  
Fourth Regional Stakeholder Meeting in Podravje



23/02/2018  
4th RSG Meeting in Extremadura



16/01/2018  
Capitank Regional Stakeholders Group