PROGRAMS AND SUPPORT FOR SMEs INTERNATIONALIZATION

FIRST TIME EXPORTERS
- Self Assessment Programme
- Export Development Support
- Export Grouping Generation
- Grouping Internationalization
- Export Managers Programme

CONSOLIDATION
- Specialized Services
- Recruitment of Foreign Markets Staff
- Trade Missions to Priority Markets
- Mentoring Programme

ESTABLISHMENT
- International Internship
Support to export grouping in Navarra

Miren Ausin
Head of the International Unit
Government of Navarra
Barriers to internationalization

- Small companies
- Lack of experience in internationalization
- "Scared" of internationalization
- Lack of human resources
Grouping programmes

**GEX PROGRAMME**
Generation of new groups for internationalization

**SUBSIDIES FOR CLUSTER INTERNATIONALIZATION**
Call for proposals
GEX PROGRAMME
Programme key points

1. Starting point: demand, not supply
2. Discover niche market
3. Organize a “joint export platform” according to the niche
GEX PROGRAMME. Phases

IDENTIFICATION OF NEW NICHE MARKETS
GEX PROGRAMME. Phases

COMPANIES ‘RECRUITMENT’
GEX PROGRAMME. Phases

3

COMPANIES SELECTION
GEX PROGRAMME. Phases

FIRST WORKSHOP
GEX PROGRAMME. Phases

GROUP CREATION
GEX PROGRAMME. Phases

6

STARTING THE INTERNATIONAL ACTIVITY
SUBSIDIES FOR GROUPING INTERNATIONALIZATION
Groups formed by 2 to 15 SMEs, signing a formal agreement with an independent manager who leads the project.

Subsidies up to 60,000 euro covering:

- Manager costs
- Travel costs
- Joint promotion material
- Joint exhibition at fairs and other events
- Specialized consultancy
- Rental of offices/store in a foreign country
- Expenses for making prototypes of products
Subsidies for grouping internationalization

2013-2017
Number of projects

<table>
<thead>
<tr>
<th></th>
<th>Projects approved</th>
<th>Proposals received</th>
<th>Companies funded</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>13</td>
<td>26</td>
<td>71</td>
</tr>
<tr>
<td>2014</td>
<td>13</td>
<td>17</td>
<td>74</td>
</tr>
<tr>
<td>2015</td>
<td>8</td>
<td>14</td>
<td>51</td>
</tr>
<tr>
<td>2016</td>
<td>10</td>
<td>15</td>
<td>66</td>
</tr>
<tr>
<td>2017</td>
<td>9</td>
<td>18</td>
<td>62</td>
</tr>
</tbody>
</table>
### Subsidies for grouping internationalization

#### 2013-2017

**Amount of the subsidies**

<table>
<thead>
<tr>
<th>Year</th>
<th>Importe total concedido</th>
<th>Importe medio por proyecto</th>
<th>Importe medio por empresa</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>250.000</td>
<td>17.442</td>
<td>3.194</td>
</tr>
<tr>
<td>2014</td>
<td>325.000</td>
<td>19.542</td>
<td>3.433</td>
</tr>
<tr>
<td>2015</td>
<td>300.000</td>
<td>28.589</td>
<td>4.485</td>
</tr>
<tr>
<td>2016</td>
<td>400.000</td>
<td>40.000</td>
<td>6.061</td>
</tr>
<tr>
<td>2017</td>
<td>400.000</td>
<td>44.333</td>
<td>6.435</td>
</tr>
</tbody>
</table>
Subsidies for grouping internationalization

2013-2017
Projects by sectors

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Projects approved</td>
<td>Projects approved</td>
</tr>
<tr>
<td>Food chain</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Renewable energies</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Tourism</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Consultancy</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>ITCs</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Food chain | 2
Renewable energies | 1
Tourism | 1
Metal - mechatronics | 1
Environment | 1
Building | 2
Furniture | 1
Subsidies for grouping internationalization

2013-2017
Projects by country

2013 2014 2015 2016 2017

Latinoamérica
Europa
Rusia
China
India
EEAU
EEUU
THANK YOU!
mausinle@navarra.es