The International Plan for Navarra and priority markets

Izaskun Goñi
Director-General of Economic, Business and Labour Policy
Government of Navarra
PROMOTE PRODUCT EXPORTS AND INTERNATIONAL IMPLANTATIONS
International Plan for Navarra – PIN3
# Internationalization in Navarra.

## Diagnosis

<table>
<thead>
<tr>
<th>Year</th>
<th>Thousand euro</th>
<th>Companies</th>
<th>Regular export companies*</th>
<th>Exports annual variation</th>
<th>Companies annual variation</th>
<th>Regular exporters annual variation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>7,447,170.00</td>
<td>2,587</td>
<td>754</td>
<td>2.92%</td>
<td>5.76%</td>
<td>6.35%</td>
</tr>
<tr>
<td>2014</td>
<td>8,141,092.16</td>
<td>2,608</td>
<td>809</td>
<td>9.32%</td>
<td>0.81%</td>
<td>7.29%</td>
</tr>
<tr>
<td>2015</td>
<td>8,539,726.54</td>
<td>2,500</td>
<td>862</td>
<td>4.90%</td>
<td>-4.32%</td>
<td>6.55%</td>
</tr>
<tr>
<td>2016</td>
<td>8,338,081.86</td>
<td>2,579</td>
<td>888</td>
<td>-2.42%</td>
<td>3.16</td>
<td>3.02%</td>
</tr>
<tr>
<td>2017</td>
<td>8,073,716.53</td>
<td>2,724</td>
<td>925</td>
<td>-3.17%</td>
<td>5.6</td>
<td>4.2%</td>
</tr>
</tbody>
</table>

Source: Dataempresa & ICEX

*Companies exporting during the last 4 years
Internationalization in Navarra.

Diagnosis

• 2,724 companies exporting
• 925 companies exporting regularly (4 years in a row)
• 8,073,716 thousand euros
• Favorable trade balance: 182.14%
Internationalization in Navarra.

Diagnosis

- Five countries, 52% of exports: France, Germany, Italy, UK, Turkey
- France + Germany: 1/3
- Outside EU: Turkey, USA and Mexico
Internationalization in Navarra.

Diagnosis

- Regular exports (4 years in a row)
  - Insufficient
  - Slow growth

- % internationalized companies
  - Insufficient (4.2%)

- Exports
  - Focus on few countries
  - Focus on few sectors
  - By small number of companies

- Exports’ technological level
  - Medium-high (71%)
Internationalization in Navarra.
Evolution

International Plan 2008-2012
- Launch of internationalization actions

International Plan 2013-2016
- Budget reduction and better coordination with stakeholders

International Plan 2017-2020
- Strategic focus and further coordination with stakeholders
Objectives

- Boosting Exports and Imports
- Synergies with Foreign Investments Attraction
- Internationalize the Region
Strategic Axis

1. Governance and Leadership
2. Support for Navarre-based enterprises in their internationalisation processes
3. Priority Markets
4. Talent
Priority markets for Navarra
Smart specialization strategy

These themes act as transversal criteria or themes for future regional development that are applicable to different business sectors and public policies, such as fostering focused innovation, actions of diversification or hybridisation of opportunities, new lines for providing value to products and services, actions for awareness raising or clustering, etc.
**Smart specialization strategy**

<table>
<thead>
<tr>
<th>STRATEGIC ECONOMIC AREAS (Companies + Technology + Demand)</th>
<th>NAVARRE DEVELOPMENT AXES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive and Mechatronics</td>
<td>COHESIVE</td>
</tr>
<tr>
<td>Food chain</td>
<td></td>
</tr>
<tr>
<td>Renewable energy and resources</td>
<td></td>
</tr>
<tr>
<td>Health</td>
<td></td>
</tr>
<tr>
<td>Comprehensive Tourism</td>
<td></td>
</tr>
<tr>
<td>Creative and Digital Industries</td>
<td></td>
</tr>
</tbody>
</table>

---

**Plan Internacional de Navarra**

**International Plan for Navarra**

2017/2020

**Nafarroako Gobernua**

**Gobierno de Navarra**

---

13
Priority markets. Selection process

Priority markets and countries

- Existing commercial relations
- Market potential
- Smart strategy sectors
- Ease for doing business
- Establishments
Priority markets

EUROPE
France
United Kingdom
Germany
Belgium
Netherlands

RESTO DEL MUNDO
China
India
United States
Mexico
## Priority markets and strategic sectors

<table>
<thead>
<tr>
<th></th>
<th>Automotive and mechatronics</th>
<th>Food chain</th>
<th>Renewable energy and resources</th>
<th>Health</th>
<th>Creative and digital industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>USA</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>France</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>India</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Belgium</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

Note: X indicates presence or focus in that sector for the respective market or country.
Country plans. Actions

- Commercial delegations
- Commercial diplomacy
- Cluster generation
- GEX Programme
- Conferences
- Subsidies
- Commercial delegates

Planes país
Commercial representatives
Gracias
Thank you
Eskerrik asko

Izaskun Goñi
General Director of Economic, Business and Labour Policy, Government of Navarra