INTRODUCTION

ZWOLLE AREA &
REGIONAL INTERNATIONALIZATION PROGRAM

POWERED BY TRADE OFFICE (KENNISPOORT)
1. INTRODUCTION
2. ZWOLLE AREA
3. INTERNATIONALIZATION PROGRAM TRADE OFFICE
A short introduction

Go4export program Province Overijssel:

- Trade Office is consortium partner for Zwolle Area
- Focus in the presentation on Zwolle area which is similar to other areas (like Twente, Deventer)
A short introduction
A short introduction

1. Covers part of 4 provinces
2. 21 municipalities
Zwolle area: squaring the Dutch triangle

Zwolle hopes to square the Netherlands' power triangle

Netherlands

Europa
Triple helix model

Government

Education

Business
ZWOLLE AREA

Some regional figures

- 685,000 Inhabitants
- 340,000 jobs
- € 22,8 GDP
- 65% Of the jobs at SME's
- 3.3% Economical growth (2017)
ECONOMICAL AGENDA ZWOLLE AREA

Important sectors

- PLASTICS (2%)
- HEALTH (12%)
- AGRIFOOD (7%)
ECONOMICAL AGENDA ZWOLLE AREA

Upcoming and/or making regional impact

LEISURE (4%)

E-COMMERCE (2%)

LOGISTICS (13%)
ECONOMICAL AGENDA ZWOLLE AREA

Main regional topics

INTERNATIONALISATION
INNOVATION
CRAFTSMANSHIP
INNOVATIVE ECOSYSTEM

1 NETWORK ORANIZATION WORKING TOGETHER

- PLASTICS
- HEALTH
- AGRIFOOD
- INNOVATION
- INTERNATIONALISATION
- E-COMMERCE

Innovative ecosystem
TRADE OFFICE – PART OF THE ECOSYSTEM

INTERNATIONALISATION

INTERNATIONALISATION PROGRAM

NETWORK ORGANIZATION WORKING TOGETHER – KENNISPOORT

PLASTICS

HEALTH

AGRIFOOD

INNOVATION
**WHY INTERNATIONALIZATION PROGRAM?**

Why?

Internationally active SME's contribute to:
- regional economical growth
- increase of jobs
- higher resistance to economical crisis
- stimulation of innovations
- keep talents/students
NEEDS OF THE SME’S?

- Knowledge/Expertise
- Network
- People
- Money
OUR MISSION?

‘TRADE OFFICE support and encourage SME’s to be more international active. We do this by offering and informing SME’a about the local, regional and national activities and programs (like go4export). We are closely connected to the regional SME’s and the linking pin between public organizations and the SME’s’.
ZWOLLE AREA AND INTERNATIONAL TRADE

Some figures

- 58,000 SME’s
- €16.5 bln total export value
- 70% of all SME’s have 1 employee
- 2/3 of the total trade is with EU
**ZWOLLE AREA & INTERNATIONAL TRADE**

<table>
<thead>
<tr>
<th>Country</th>
<th>2011</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>19.0%</td>
<td>21.1%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>5.3%</td>
<td>9.2%</td>
</tr>
<tr>
<td>France</td>
<td>4.6%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Belgium</td>
<td>5.8%</td>
<td>6.2%</td>
</tr>
<tr>
<td>China</td>
<td>0.7%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Rest of the world</td>
<td>17.6%</td>
<td>27.4%</td>
</tr>
<tr>
<td>EU others</td>
<td>16.7%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Unknown</td>
<td>3.9%</td>
<td>0.9%</td>
</tr>
<tr>
<td><strong>Total value</strong></td>
<td>10.6 bln euro</td>
<td>16.4 bln euro</td>
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Source: CBS (reworked by Hogeschool Windesheim, Kenniscentrum Technologie)
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TRADE OFFICE – MAIN TASKS

• Stimulate and support regional SME’s to increase their international trade

• Develop activities based on the economical agendas of Zwolle area and provinces related (Overijssel, Drenthe, Gelderland, Flevoland) and the needs of the SME’s

• Stimulate regional SME’s to participate in activities and programs available:
  • National
  • Provinces (eg Go4Export and Ik Ben Drents Ondernemer)
  • Region

• Linking pin between public organisations and SME’s and active partner of stakeholders in regional ecosystem

• Develop a portal for SME’s fulfilling their needs

• Support SME’s to develop business via online export

• Close cooperation to consortium partners (outside region), develop joint activities and programs

• Stimulate companies to be/stay attractive to international talents and keep the talents in the region

• Supportive to incoming missions and stimulate where relevant follow-up
Focus on specific areas?

- Stimulate further growth of trade to top 5 export and import countries
- Develop trade to high potential countries or continents
  - Japan
  - India
  - Africa
OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
Example of an event

INDIA BUSINESS DAY
Cooperation with RVO and Oost NL

GO4EXPORT
OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
2. Missions (In/Out)
Example of a mission

HANSEATIC DAYS ROSTOCK
OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
2. Missions (In/Out)
3. Coaching (1:1)
Example of coaching

Nature + Smart Technology = Well-being
OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
2. Missions (In/Out)
3. Coaching (1:1)
4. Business Scans
Example of a business scan

ART LIFT

OUR ACTIVITIES?
OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
2. Missions (In/Out)
3. Coaching (1:1)
4. Business Scans
5. Portal
OUR ACTIVITIES?

- Interactive map
- Ability to monitor SME’s on their export/import development/journey
- Reports & monitoring on municipality level
- Plug-in ready
OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
2. Missions (In/Out)
3. Coaching (1:1)
4. Business Scans
5. Portal
6. Stairs2ambition program
OUR ACTIVITIES?

Stairs 2 ambition program

- Partners: bank, accountancy firm, legal office
- Duration: 9 months
- 10 SME’s
- 1:1 coaching
- Team sessions
- Business scan
OUR ACTIVITIES?

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6. Stairs2ambition program
7. Online export program (launch 2019)
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9. Export traineeship (launch 2019)
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THANK YOU FOR YOUR ATTENTION
ANY QUESTIONS?

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