

Project INTRA: 3rd Regional Stakeholder Meeting REPORT

Maribor Development Agency

1. Introduction

The third Slovenian RSG meeting was held on Thursday, September 7th, 2017 in Maribor at the premises of MDA.

There were 15 participants present at the event (for more details see the full list attached).

The meeting featured the following agenda points:

- Brief introduction of the project to new members;
- Presentation of Slovenian good practices' evaluation by project partners;
- Overview of good practices from Abruzzo region and additional practices from Bulgaria;
- Results of the survey carried out in Slovenian enterprises;
- Workshop: preparation of internationalization model;
- Related initiatives:
 - SPIRIT, internationalization in 2017,
 - SEEMEET presentation of the upcoming event,
 - Presentation of project Expedire.

2. Set up of the task

The participants at the meeting came from all four helixes of the quadruple helix approach, with, with representatives of:

- a) Government/Authority – Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology (SPIRIT Slovenia), The Public Fund of Republic of Slovenia for Entrepreneurship (SPS), Municipality of Maribor (MOM);
- b) Companies – Slovenian Export and Development Bank (SID Bank), Regional chamber of crafts and small business (RCCSB), Institute for Entrepreneurship Research (IRP), Multidisciplinary Research Institute Maribor (MRIMB); Agency for international marketing (AIM); Kainoto;
- c) Academia – TechnoCenter of the University of Maribor (with Raz:UM);
- d) NGOs – Association of Regional Development Agency of Slovenia (RRA GIZ).

Additionally, the participants were representing four levels of impact MDA is influencing through the INTRA project:

- a) Local level: RCCSB, MOM
- b) Regional level: IRP, MRIMB, TechnoCenter (with Raz:UM);
- c) National level: SPIRIT Slovenia,
- d) EU level: SID Bank, RRA GIZ.

The meeting followed the agenda.

I. Catch up

The lead partner's project manager, Ms Amna Potočnik summarized the project to update the participants who attended for the first time.

II. Evaluation of Slovenian cases

Communication officer of the lead partner, Mr Borut Jurišič, presented the evaluation report of the project partners, who evaluated the good practices presented during the study visit in Slovenia. There were 21 cases presented in total, of which the partners recognised 19 cases as project's good practices:

Republic of Slovenia, Ministry of Foreign Affairs :

Slovenia's Economic Diplomacy

SID Bank:

Export Credit and Investments Insurance

Financial services for exporters

Funding of foreign subsidiaries

Country Risk Assessments and other analysis and information services for exporters

Slovene Enterprise Fund:

Equity financing in the form of seed and venture capital

NLB Bank:

Trade Finance Products

SPIRIT Slovenia:

Export Window

Creation of business contacts and partnership

International Trade Management (ITM) Education/ Training

Joint participation on fairs

Slovenian Business Clubs

Market Research

New Measures

Individual fair presentations

Chamber of Commerce and Industry of Štajerska:

Info Days

Regional Chamber of Craft and Small Business:

E-market. Searching Opportunities

IRP (Venture Factory):

Go:Global Slovenia

TechnoCenter at the University of Maribor:

Cross/ Innovation Voucher

Styrian Technology Park :

Regional Centre for Technology Development & StartTogether Hub

Enterprise Europe Network Slovenia support for SMEs.

III. Presenting Italian and Bulgarian cases

Ms Polonca Blažič, the external expert under the contract with MRA, has presented the case studies, which were presented during the study visit to Italian Abruzzo region and additional cases presented by the Bulgarian partner. Especially the Italian cases were interesting, because they involved a prerequired mind frame that is lacking within many Slovenian SMEs. The complete evaluation of the study visit cases is available at the INTRA library.

IV. Presenting the regional State of Affair survey results.

Ms Amna Potočnik presented the results of the survey prepared by the external experts Kainoto, where regional/national support institutions and local/regional SMEs were probed about the offer of internationalization services available and the needs identified by the SMEs.

The results showed clear gaps in various areas, among other the readiness level of SMEs to enter the international market, the lack of qualitative self-evaluation of SMEs maturity level, and the lack of coordination between various national and regional support actors, preventing the achievements of strategic goals.

V. Workshop: Internationalization model

Within the interactive workshop a heated debate started, where the actors agreed that the national and regional levels are separate and although having an impact upon each other, the national level is better organized and has better results, while the regional level is lacking in the fields of continuous financing, duplication of services by various actors trying to survive on the ever shrinking market demanding support, and a clear need for top down regulation of regional/local SME support ecosystem.

Conclusions were not made during the event, thus a follow-up online activity of collecting contacts of people capable of participating in an internationalization support network, will be generated and used to determine the further gaps within the proposed network, which must be bridged to create effective solutions responsive to SMEs' internationalization needs.

VI. Related initiatives

Ms Alenka Hren has presented the ongoing activities carried out by SPIRIT Slovenia in the field internationalization, including the strategy and current operating programme.

Ms Jana Vauh Buhvald presented the upcoming event SEEMEET, based on the experience of the previous event.

Ms Natalija Bogdan presented the Expedire project of joint Si-AT platform for internationalization, where MDA, CCI Štajerska and RCCSB are included as partners from Maribor.

3. Evaluation of the task

The methods needed to gain the motivation of the stakeholders were similar to two previous meetings, as the tone and general topic of the meeting was similar to both previous ones. However, this time there were more local players involved (RCCSB and MOM). Due to absence of some key stakeholders, it was agreed that the workshop activities – feedback – will be carried out via e-mail.

4. Conclusion

Clear gaps were identified, especially the discrepancies between the SME needs and the offer of support mechanisms currently provided on the national and regional level. A suggestion for a top-down regulation of the field was proposed.

For the immediate action, RSGs will provide a contact list of internal experts currently providing services covering the SMEs needs.

Next RSG meeting in person is to be held within next half a year, with online communication among the stakeholders in the between period.

5. Annexes

- Attendance sheet

LISTA PRISOTNOSTI

Zadeva:	Tretje srečanje deležnikov projekta INTRA
Datum & ura:	7.9.2017, 10:00
Lokacija:	Mariborska razvojna agencija, Pobreška cesta 20, Maribor

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- Photos



- News for the INTRA website

Varnost | <https://www.interreg.eu/en/intra/news/news-article/1617/third-regional-stakeholder-meeting-in-podravje/>

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07/09/2017

Third Regional Stakeholder Meeting in Podravje

In the framework of INTRA project the Lead Partner – Maribor Development Agency (MDA) - organized the third regional stakeholder meeting in Maribor, hosting representatives of: Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology (SPIRIT Slovenia), The Public Fund of Republic of Slovenia for Entrepreneurship, Slovenian Export and Development Bank (SID Bank), Regional Chamber of Crafts and Small Business, Institute for Entrepreneurship Research,