

Project INTRA: 4th Regional Stakeholder Meeting REPORT

Maribor Development Agency

1. Introduction

The fourth Slovenian RSG meeting was held on Thursday, February 15th, 2018 in Maribor at the premises of MDA.

There were 11 participants present at the event and 4 representatives of the Ministry of Economic Development and Technology joined the event through an online session (for more details see the full list attached).

Some invited stakeholders were unable to attend.

The meeting featured the following agenda points:

1. Introduction, (Amna Potočnik, MRA),
2. Online conference – presentation of internationalization activities in 2018, as part of operative programme for European cohesion policy 2014-2020 (Matej Skočir, Tomaž Kranjec, Saša Knežević and Gregor Umek Ministry of Economic Development and Technology of Republic of Slovenia),
3. Presenting activities in the field of internationalization in 2018 – initiatives for SMEs:
Simona Grobelnik, The Public Fund of Republic of Slovenia for Entrepreneurship,
Aleš Kegl, Chamber Of Commerce And Industry Of Štajerska,
Helena Turk, Municipality of Maribor
Vladimir Rudl, Enterprise Europe Network
Vladimir Rudl, Programme for competitiveness of Maribor with its surroundings,
Vladimir Rudl, internationalization activities within cross-border project Experide
4. Slovenian good practices of internationalization and publishing them on the Interreg portal; preparation of the Good practice handbook of the regions within INTRA project (Borut Jurišič)
5. Overview of good practices from the Algarve (PT) and West-Midlands (UK) regions (Polonca Blažič); Descriptions available at:
6. Overview of good practices for 2nd round study visit and selection of stakeholder representatives; Policy recommendations for internationalization 2018-2020 and beyond; Action plan for internationalization 2018-2021 (Amna Potočnik),
7. Preparation of the overview of internationalization services on national and regional level (Sabina Šneider)
8. Miscellaneous

2. Set up of the task

The participants at the meeting came from the following three helixes, with representatives of:

- a) Government/Authority – Ministry of Economic Development and Technology of Republic of Slovenia (MGRT), The Public Fund of Republic of Slovenia for Entrepreneurship (SPS), Municipality of Maribor (MOM);
- b) Companies – Chamber Of Commerce And Industry Of Štajerska (ŠGZ), Institute for Entrepreneurship Research (IRP), Multidisciplinary Research Institute Maribor (MRIMB);
- c) Academia – TechnoCenter of the University of Maribor (with Raz:UM);

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

- a) Local level: MOM;
- b) Regional level: ŠGZ, IRP, MRIMB, TechnoCenter (with Raz:UM);
- c) National level: SPS, MGRT.

I. Introduction

The lead partner's project manager, Ms Amna Potočnik summarized the project's activities and presented the purpose of the meeting.

II. Online Conference

mag. Matej Skočir presented the programme of internationalization 2015-2020 and the action documents of the operative programme for the two year period, within the priority: Development and implementation of new business models for SMEs, especially linked to internationalization.

The individual instruments were presented by other MGRT representatives: Tomaž Kranjec, Saša Knežević and Gregor Umek.

III. Presenting activities in the field of internationalization

Attending stakeholders presented the activities of their respective organizations in the field of internationalization as follows:

- Simona Grobelnik presented the activities of the SPS and their individual instruments,
- Aleš Kegl presented the activities of ŠGZ, planned for 2018,
- Helena Turk presented the activities of MOM, especially the measures that the Department for economy is conducting: new employments; financing new equipment; co-financing activities of international delegation and attending international fairs.

- Vladimir Rudl presented the activities of the EEN in 2018 and the programme for competitiveness of Maribor with its surrounding, additionally he also presented the crossborder project Expedire.

IV. Publishing Slovenian good practices in the handbook and on the web portal

Borut Jurišič presented the currently ongoing activities of the preparation of the project INTRA good practice handbook and the publishing of the Slovenian cases both in the handbook and online. Stakeholders agreed that MDA should be the one uploading the good practices and that therefore the MDA representative will be the initial contact for the good practice.

V. Overview of good practices from the Algarve (PT) and West-Midlands (UK)

Polonca Blažič presented the good practices observed during the study visits in Algarve (4) and West-Midlands region (20).

All GPs from both SV were validated by the stakeholders.

VI. Overview of good practices for 2nd round study visit and selection of stakeholder representatives; Policy recommendations for internationalization 2018-2020 and beyond; Action plan for internationalization 2018-2021

Amna Potočnik presented the Good practices most sensible to revisit during the second-round study visit. The stakeholders suggest an in-depth study visit in Extremadura region, where a representative of MGRT should participate, during the second round of study visits.

Next, she presented policy recommendations for internationalizations that are based on the overview of the state of the affairs in the field of internationalization. The stakeholders agreed with the proposed recommendations.

She also presented the action plan that will be finalized within the INTRA project by the end of 2018.

The attending stakeholders agreed to carry out the pilot measures on the regional level, specifically those measures which are complementary to the measures offered by SPIRIT. Such measures are: employment of exporters and support of commercialization of products in the field of agro-food industry. Such measures are already implemented in the Extremadura region in Spain.

VIII. Overview of internationalization services on national and regional level

As a preparatory activity of forming a joint platform for SMEs within the region, an overview of service offerors in the field of internationalization was prepared and presented by Sabina Šneider. The activity is to be followed by setting the criteria for selecting advisory in the field of internationalization.

3. Evaluation of the task

The methods needed to gain the motivation of the stakeholders were similar to the previous meetings, as the tone and general topic of the meeting was also similar. However, as MGRT representative were only present online, they only presented their activities with the possibility of questions, but have not attended the following discussions in further points of the meeting.

4. Conclusion

Regional stakeholders agree to take further steps in preparation of the policy recommendation and to include the representative of MGRT in the second round study visits.

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

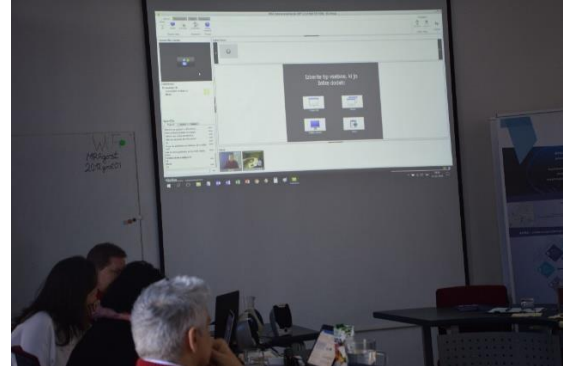
5. Annexes

- Attendance sheet

LISTA PRISOTNOSTI

Zadeva:	Četrto srečanje deležnikov projekta INTRA		
Datum & ura:	15.2.2018, 10:00		
Lokacija:	Mariborska razvojna agencija, Pobreška cesta 20, Maribor		
Št.	Ime in priimek	Institucija	Podpis
1	Anton Habjančič	TehnoCenter VM d.o.o.	
2	ALEŠ KEGEC	EGZ	
3	JURJE HEDRČUNIK	IDP ZAVODNA PODJELAD	
4	SIMONA GROBELNIK	SLOVENSKI PODJELAD	
5	BOJANA BRALC	NRIB.SI	
6	Helena Turk	MOM UGD	
7	Vladimir Radl	MRA-	
8	Borut Jermič	MRA	
9	KLARA ROJER	MRA	
10	Amna Potočnik	MRA	
11	Svetlana Strnad	MRA	
12			
13			
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- Photos



- News for the INTRA website

