

SME Internationalisation Exchange (SIE) Project Regional Action Plan Summary

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| Partner Region: | Nouvelle-Aquitaine, France |
| SIE Project Partner: | CCI International Nouvelle-Aquitaine/CCI Nouvelle-Aquitaine |
| Challenge Faced: | <ul style="list-style-type: none"> • Communication targeted at companies - they don't always know who is doing what and where to go for internationalisation support • Lack of financial resources within companies • Costs for exporting too high: transport, prospecting, manpower • Cumbersome administrative processes with international trade • Lack of human resources in the company to focus on internationalisation • Knowledge of and adaption to international norms and regulations |
| Policy Addressed: | <ul style="list-style-type: none"> • SRDEII (Schéma Régional de Développement Economique, d'Innovation et d'Internationalisation / Regional Scheme for Economic Development, Innovation and Internationalisation) • |
| Actions Proposed: | <ul style="list-style-type: none"> • Create an umbrella brand; "Team France Export" and its local version "Team France Export Nouvelle-Aquitaine" • Implement a shared CRM system between the different business support organisations • Provide access for companies to a platform of different internationalisation support solutions • Classify companies into different segments (size, export turnover, turnover, sector, etc.) and match them to an international business advisor who will be in charge of a company portfolio. |
| Sources of Inspiration: | <p>During Phase 1 of the SIE project, Nouvelle-Aquitaine was inspired by:</p> <ul style="list-style-type: none"> - The Kent International Business programme. |

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— EXPORT —



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Nouvelle-Aquitaine