



Project Inter Ventures Project mission

INTER VENTURES promotes the internationalization of SMEs in EU border regions, thus contributing to their growth and increased competitiveness.



Project partners

INTER VENTURES brings together partners from five European border regions, representing various stages of evolution of SME ecosystems, from occasional cross-border cooperation through more structured networking to international clusterization.



Unioncamere Lombardia

Contact Information

website: <http://www.unioncamerelombardia.it/?/home>
email address: board@lom.camcom.it bruxelles@lom.camcom.it

Mission

UCL is the association of the 10 public Chambers of Commerce of Lombardy. Its objective is to support and promote the role of the region not only in Italy, but also in the European Union dimension. The mission of the organisation is the consolidation of policies and best practices in the Lombard territory, supporting the development of the regional enterprises, with the final aim of promoting Lombardy in the European integration process.

REGIONAL POLICY RECOMMENDATION ONLINE EXECUTIVE SUMMARY

POLICY CONTEXT

The Lombardy Region is in charge of implementing the European structural funds according to the strategic priorities and objectives that the Region intends to pursue. The ERDF ROP promotes a smart, sustainable and inclusive growth model in line with the objectives identified in the "Europe 2020" strategy and with the regional government's development policies promoting the productivity and competitiveness of its businesses and the entire economy of the Region.

In particular, Priority axis III - Promote SME competitiveness, which is the Policy Instrument chosen for the INTER VENTURES project, aims at improving businesses' competitiveness from the start-up stage throughout their growth and consolidation, as well as help SMEs in their business activities, with special attention to improving access to credit, and promote the Region's tourist destinations and attractions. The specific targets are:

1. Start-up and consolidation of MSMEs (direct incentives to start-ups)
2. Raise the level of international activity in the economy (export and international partnership promotion)
3. Consolidate, modernise and diversify the Region's production resources and arrangements (support on tourism, culture and general attractiveness of the Region)
4. Reawaken the propensity to invest within the regional economy (help for capital spending on machinery, equipment, process innovation and intangible assets)
5. Improve access to credit, business funding and risk management in farming (public guarantees for the expansion of credit, innovative bonds, venture capital funds)

PLANNED ACTION 1

This action aims at improving the Policy Instrument by raising the awareness of the Regional Managing authority concerning the need to strengthen human potential and the knowledge capital of the economic operators, also with specific focus on strengthening the internationalization potential of women entrepreneurs. The following strategic indications emerge:

- Internationalisation: the need to increase the value of exports with structured programmes to launch or strengthen presence in foreign markets, focusing in particular on the specific exigencies of women-led enterprises.
- Education and training: vocational education and training courses in partnership with companies.
- Access to credit: support the access to credit and alternative funding by SMEs.
- Trade associations support: the possibility for female entrepreneurs to share their experience and take part in the worktables at a European level is deemed strategic.

PLANNED ACTION 2

This action aims at improving the Policy Instrument by raising the awareness of the Regional Managing authority regarding the importance of digitalisation to promote SME competitiveness and internationalisation, according to the new scenario and the new needs that emerged after the pandemic crisis. Before the pandemic, digitising the enterprise was a necessity to remain competitive in one's niche market. After Covid-19, it became the opportunity to respond to a new consumer need and at the same time increase turnover. Digitisation and internationalisation are closely linked, since selling products and services outside national borders reduces logistics costs and expands the customer base.

Therefore, including support for SMEs digitalisation is deemed of strategic importance both for companies' competitiveness and capacity of internationalisation.



European Union
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