New approaches to improve SME internationalisation support policies
Interreg Europe Programme

- **Framework**: European Territorial Cooperation (ETC)
- **Objective**: Developing and delivering better policies involving administrations, policy makers and decision makers
- **Cofinance**: 85% ERDF (public bodies) and 75% (others)
- **Priorities**:
  - Research and innovation
  - **SME competitiveness**
  - Low-carbon economy
  - Environment and resource efficiency
General Information

- Project approved 5th October 2016 under Interreg Europe 2nd call
- Lead Partner: DG Política Económica y Empresarial y Trabajo de Gobierno de Navarra
- Budget: 1.5 million euro
- 8 partners from 7 countries
- January 2017 - June 2021
PARTNERS

- Government of Navarre (LP)
- Province of Overijssel (Netherlands)
- Hedmark County Council (Norway)
- Värmland County Administrative Board (Sweden)
- Karlstad University (Sweden)
- Chamber of Commerce of Hajdu Bihar County (Hungary)
- Basilicata Region (Italy)
- Department of Economy of Northern Ireland (United Kingdom)

+ REGIONAL STAKEHOLDERS
SMEs are the backbone of the European economy

- 99% of all businesses
- 67% of all jobs in private sector
- 59% of the value added to the economy
- 85% of all new created jobs

But only **25%** of EU SMEs had been involved in exports (13% out of the EU)
Direct link between internationalisation, better performance and innovation

International activities reinforce growth and employment, enhance competitiveness and support the long-term sustainability of companies
Context III

MAIN BARRIERS

- Not enough working capital to finance exports
- Difficulty of identifying opportunities
- Not enough information to help them locate / analyse markets
- Inability to contact potential overseas customers
- Difficulty of obtaining reliable foreign representation
- Lack of managerial time
- Not enough and/or untrained staff
Why should SMEs go international?

- Internationalisation opens up new markets for SMEs and has the potential to boost SMEs competitiveness and growth considerably
- Being internationally active correlates strongly with higher turnover growth
- SMEs that are internationally active generally report higher employment growth
- Relationship between internationalisation and innovation is strong
OBJECTIVES

- Enhance of regional and international partnerships for business: coworking, grouping, clustering…
- Build capabilities inside SMEs to compete successfully in the international market
- Boost inside the SME competitiveness and growth when going international
- Identify good practices to design innovative tools
- Promote cooperation between institutions and key actors
- Improve governance
- Offer SMEs a comprehensive and integrated support framework to perform successfully

Overall objective: Improve existing policies for SMEs internationalisation to help them grow and expand and perform better in foreign markets
WORKPLAN

PHASE 1
- REGIONAL DIAGNOSIS
- BEST PRACTICES COMPILATION
- REGIONAL ACTION PLANS

January 2017 – February 2019

PHASE 2
- IMPLEMENTATION AND MONITORING OF THE ACTION PLANS AT REGIONAL LEVEL

July 2019 – June 2021
PHASE 1

TOTAL: 30 months, January 2017 to June 2019

- 6 months of regional diagnosis, “state of the art”
- 24 months with 7 study visits to discover best practices supporting SMEs internationalisation
- Final main output: 7 regional action plans
PHASE 2

- 24 months
- Work at regional level
- Implementation of the best practices included in the Action Plans
- Monitoring of the Action Plans
- Implementation in Regional ERDF programmes
Thank you for your attention!

Government of Navarra