



Scaling up European SMEs

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**Interreg
Europe**



European Union | European Regional Development Fund



NORMANDY XPORT ACCELERATOR

FRENCH CONTEXT

- Will of the French government to reinforce the efficiency of internationalization supports
- Law : The Regions have leading competences on economic topics in France (loi NOTRE)



The Normandy Region has been the first Region to settle a new public tool for internationalization of the Norman companies :

XPORT ACCELERATOR





XPORT ACCELERATOR : THE PRINCIPLE

A SINGLE REINFORCED WINDOW TO SIMPLIFY INTERNATIONAL STEPS FOR COMPANIES



XPORT ACCELERATOR : MAIN SERVICES



- Individualized support with **one export referent**
- **Privileged access** to packages of solutions and services
- Labeled **workshops**
- Access to a **dematerialized** and **secure platform**
- Preparation for **joint missions abroad**
- Networking with **coaching & mentors**

Example of support to company “XPO” and “POX”



XPO => Information => meeting with a TFE referent

POX=> Information => meeting with a TFE referent

= first time exporter

= confirmed exporter

Panorama Xport (export diagnosis)

Lead to AD Normandie

Export action plan

Export action plan

Support path
(1year duration)

Booster (1 year support on
countries area =>
fe: BOOSTER AFRICA

Support path
(1 year duration)

Meeting with the
customs authorities

Subsidies to finance the plan

Webinar

Thematic clubs

Workshops

Trainings

Mentoring





XPORT ACCELERATOR PLATFORM

Full export regional & national offer from partners accessible to every entrepreneurs



Personal account to enter export interest, prospect country...

Breaking news about COVID-19 situation & Export recovery plan...



Le concentré des solutions export

All national & regional export solutions



Sectors informations according to prospection countries

Agenda section with events from national and regional partners



Opportunities business from foreign buyers



FOCUS ON PANORAMA XPORT

An export diagnosis to structure the company's development

Panorama Export propose an action plan with market trends and the company's situation

This diagnosis is divided into **3 steps**:

- Assessment of potential and initial advice,
- Identification of target markets,
- Development of an operational action plan in line with the company's resources (HR, financial, etc.) and ambitions.

→ the scheme is completely free of charge for the company

FOCUS ON THE DIGITAL XPORT PROGRAM



A 5-month program for Norman SMEs, to design their digital strategy and develop their digital tools, with the right regulatory, editorial and marketing reflexes...

Program Key Steps



→ First promotion in October 2021





Review



Visibility and clarification of a single interlocutor for businesses



Canibalisation of the initial project at national level and **standardization of the process**

- less flexibility
- less adaptability to different territories
- data sharing made more complex by regulation



It would have been interesting if the Regions had been able to **keep control of a common tool** that could be adapted to the needs of each one.



Thank you!

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