

INTRODUCTION ZWOLLE AREA & REGIONAL INTERNATIONALIZATION PROGRAM

POWERED BY TRADE OFFICE (KENNISPOORT)



EDWIN TER BURG

JANUARY 2019



CONTENT

1. INTRODUCTION
2. ZWOLLE AREA
3. INTERNATIONALIZATION PROGRAM TRADE OFFICE



STARTS 2011
LIBRARY MAP OF
THE WORLD

INTRODUCTION

A short intro- duction

Go4export program Province Overijssel:

- Trade Office is consortium partner for Zwolle Area
- Focus in the presentation on Zwolle area which is similar to other areas (like Twente, Deventer)



ZWOLLE AREA

A short
intro-
duction



A short intro- duction

ZWOLLE AREA

1. Covers part of 4 provinces
2. 21 municipalities



STARTED
LIBRARY MAP OF
THE WORLD
IN 1998

Zwolle area: squaring the Dutch triangle

ZWOLLE AREA

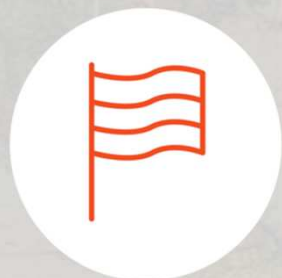


ZWOLLE AREA

Triple helix model

EBRZ

Economic Board
Regio
Zwolle



Government



Education



Business



ZWOLLE AREA

Some regional figures

685.000
Inhabitants

340.000
jobs

€ 22,8
GDP

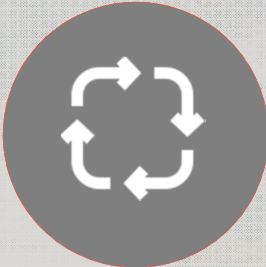
65%
Of the jobs at
SME's)

3.3%
Economical
growth (2017)



ECONOMICAL AGENDA ZWOLLE AREA

Important sectors



PLASTICS
(2%)



HEALTH
(12%)



AGRIFOOD
(7%)



STARTED:
LIBRARY MAP OF
THE WORLD
BY STEVE J. HARRIS

ECONOMICAL AGENDA ZWOLLE AREA

Upcoming
and/or
making
regional
impact



LEISURE
(4%)



E-COMMERCE
(2%)



LOGISTICS
(13%)



STARTED
LIBRARY MAP OF
THE WORLD

ECONOMICAL AGENDA ZWOLLE AREA

Main regional topics



INTERNATIONALISATION



INNOVATION



CRAFTSMANSHIP



STARTUP LIBRARY OF THE WORLD

INNOVATIVE ECOSYSTEM

Innovative ecosystem

1 NETWORK ORGANIZATION WORKING TOGETHER



TRADE OFFICE – PART OF THE ECOSYSTEM

Internationalisation program

1 NETWORK ORGANIZATION WORKING TOGETHER - KENNISPOORT



WHY INTERNATIONALIZATION PROGRAM?

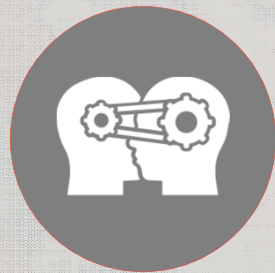
Why?

Internationally active SME's contribute to:

- regional economical growth
- increase of jobs
- higher resistance to economical crisis
- stimulation of innovations
- keep talents/students



NEEDS OF THE SME'S?



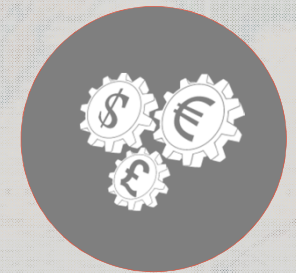
KNOWLEDGE /
EXPERTISE



NETWORK



PEOPLE



MONEY



STARTING
LIBRARY MAP OF
THE WORLD

OUR MISSION?

'TRADE OFFICE support and encourage SME's to be more international active. We do this by offering and informing SME'a about the local, regional and national activities and programs (like go4export). We are closely connected to the regional SME's and the linking pin between public organizations and the SME's'.



STARTING
LIBRARY MAP OF
THE WORLD

ZWOLLE AREA AND INTERNATIONAL TRADE

Some
figures

58.000
SME's

70%
of all SME's have
1 employee

€ 16,5
bln total export
value

2/3
of the total trade
is with EU



STARTS BY
LIBRARY MAP OF
THE WORLD

ZWOLLE AREA & INTERNATIONAL TRADE

Export countries

Country	2011	2017
Germany	19.0 %	21.1 %
United Kingdom	5.3 %	9.2 %
France	4.6 %	6.7 %
Belgium	5.8 %	6.2 %
China	0.7 %	2.1 %
Rest of the world	17.6 %	27.4 %
EU others	16.7 %	24.5 %
Unknown	3,9 %	0.9%
Total value	10.6 bln euro	16.4 bln euro



STARTING
LIBRARY MAP OF
THE WORLD

Source: CBS (reworked by Hogeschool Windesheim, Kenniscentrum Technologie)

ZWOLLE AREA & INTERNATIONAL TRADE

Import countries

Country	2011	2017
Germany	25.6 %	30.2 %
United Kingdom	17.4 %	7.5 %
Belgium	9.0 %	6.5 %
China	4.8 %	4.8 %
France	2.9 %	3.4 %
USA	2.8 %	3.2 %
EU others	15.5 %	18.4 %
Rest of the world	13.5 %	16.3 %
Unknown	8.4 %	9.8 %
Total value	5.8 bln euro	9.8 bln euro



STARTING
LIBRARY MAP OF
THE WORLD
ON RESEARCH

Source: CBS (reworked by Hogeschool Windesheim, Kenniscentrum Technologie)

TRADE OFFICE – MAIN TASKS

- Stimulate and support regional SME's to increase their international trade
- Develop activities based on the economical agendas of Zwolle area and provinces related (Overijssel, Drenthe, Gelderland, Flevoland) and the needs of the SME's
- Stimulate regional SME's to participate in activities and programs available:
 - National
 - Provinces (eg Go4Export and Ik Ben Drents Ondernemer)
 - Region
- Linking pin between public organisations and SME's and active partner of stakeholders in regional ecosystem
- Develop a portal for SME's fulfilling their needs
- Support SME's to develop business via online export
- Close cooperation to consortium partners (outside region), develop joint activities and programs
- Stimulate companies to be/stay attractive to international talents and keep the talents in the region
- Supportive to incoming missions and stimulate where relevant follow-up



ZWOLLE AREA – INTERNATIONAL APPROACH

Focus on
specific
areas?

- Stimulate further growth of trade to top 5 export and import countries
- Develop trade to high potential countries or continents
 - Japan
 - India
 - Africa



STARTING
LIBRARY OF
THE WORLD
ON BICYCLES

OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)

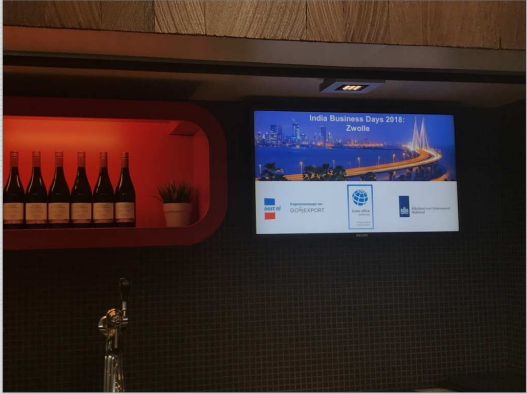


STARTING
LEGACY MAP OF
THE WORLD

OUR ACTIVITIES?

Example of an event

INDIA BUSINESS DAY
Cooperation with RVO and Oost NL



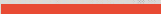
OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
2. Missions (In/Out)



STARTING
LIBRARY OF
THE WORLD

OUR ACTIVITIES?



Example of a mission

HANSEATIC DAYS ROSTOCK



STARTED
LIBRARY OF
THE WORLD

GO  EXPORT

OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
2. Missions (In/Out)
3. Coaching (1:1)



STARTING A
LIBRARY MAP OF
THE WORLD

OUR ACTIVITIES?

Example of coaching

CLOUD GARDEN



STARTING
LIBRARY MAP OF
THE WORLD
BY ANNE M. BROWN

OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
2. Missions (In/Out)
3. Coaching (1:1)
4. **Business Scans**



STARTING A
LIBRARY MAP OF
THE WORLD

OUR ACTIVITIES?

Example of a
business
scan

ART LIFT



STARTING
LIBRARY OF
THE WORLD

OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
2. Missions (In/Out)
3. Coaching (1:1)
4. Business Scans
5. Portal

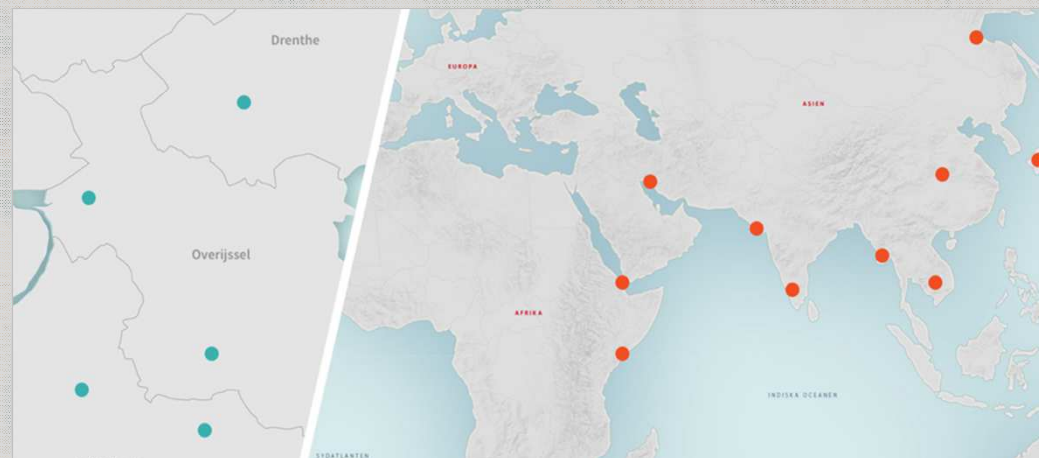


STARTING
LIBRARY MAP OF
THE WORLD

OUR ACTIVITIES?

Portal

- Interactive map
- Ability to monitor SME's on their export/import development/journey
- Reports & monitoring on municipality level
- Plug-in ready



STAPPEN
VIA
DE WEG
NAAR
DE WERELD

OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
2. Missions (In/Out)
3. Coaching (1:1)
4. Business Scans
5. Portal
6. Stairs2ambition program



OUR ACTIVITIES?

Stairs 2 ambition program

- Partners: bank, accountancy firm, legal office
- Duration: 9 months
- 10 SME's
- 1:1 coaching
- Team sessions
- Business scan

GOEXPORT



OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
2. Missions (In/Out)
3. Coaching (1:1)
4. Business Scans
5. Portal
6. Stairs2ambition program
7. Online export program (launch 2019)



STARTING
INTERNATIONAL
IN THE WORLD

OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
2. Missions (In/Out)
3. Coaching (1:1)
4. Business Scans
5. Portal
6. Stairs2ambition program
7. Online export program (launch 2019)
8. Welcome center Expats & Internationals (launch 2019)



STARTUP'S
LIBRARY OF
THE WORLD
ON BUSINESS & INNOVATION

OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
2. Missions (In/Out)
3. Coaching (1:1)
4. Business Scans
5. Portal
6. Stairs2ambition program
7. Online export program (launch 2019)
8. Welcome center Expats & Internationals (launch 2019)
9. Export traineeship (launch 2019)



STATISTICS
TERRITORY OF
THE WORLD

OUR ACTIVITIES?

1. Sessions & round tables, events (Themes/Countries)
2. Missions (In/Out)
3. Coaching (1:1)
4. Business Scans
5. Portal
6. Stairs2ambition program
7. Online export program (launch 2019)
8. Welcome center Expats & Internationals (launch 2019)
9. Export traineeship (launch 2019)



STATIS 2015
LIBRARY MAP OF
THE WORLD
BY COUNTRY

THANK YOU FOR YOUR ATTENTION
ANY QUESTIONS?



EDWIN TER BURG – edwin@tradeoffice.nl

JANUARY 2019

