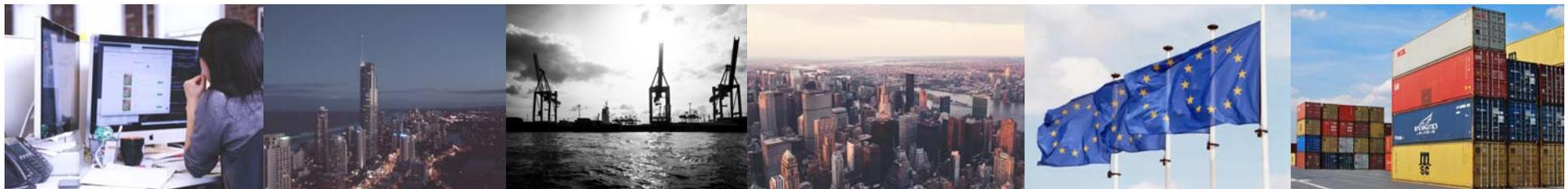


# Inside Out EU



Interreg Europe

New approaches to improve SME  
internationalisation support policies



# Interreg Europe Programme



*Sharing solutions for  
better regional policies*

- 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

# Context I

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)

# Context II

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*