



HOW WILL EIS BENEFIT BUSINESS? INVOLVING STAKEHOLDERS

- Each partner region has identified a group of main stakeholders
- These groups consist of stakeholders (e.g. chambers of commerce, trade associations etc.) who are part of the regional business support system for internationalisation of SMEs in the respective regions
- By engaging the stakeholders from the project's start, the implementation of the measures coming from the Action Plans, will be more successful and thus have a larger impact



WHO IS INVOLVED?

Hampshire County Council (UK)
Central Denmark EU Office (DK)
Central Denmark Region (DK)
Koprivnički poduzetnik Ltd. (HR)
Donegal County Council (Local Enterprise Office) (IE)
Emilia-Romagna Region (IT)
Pomerania Development Agency Co. (PL)
Regional Development Agency of Alentejo (PT)
WSX Enterprise Ltd (UK)



An interregional cooperation
project for improving SME
competitiveness policies



EIS promotes excellence in regional business support for internationalising SMEs by sharing and embedding best practice to enable more SMEs to expand their business across borders.

HOW TO GET INVOLVED:

 www.interregeurope.eu/eis
 @intSMEeis



ABOUT THE PROJECT



€1,670,615.00



from 1 jan 2017
to 31 Dec 2020

TOPIC
SME competitiveness

OBJECTIVES & METHODOLOGY

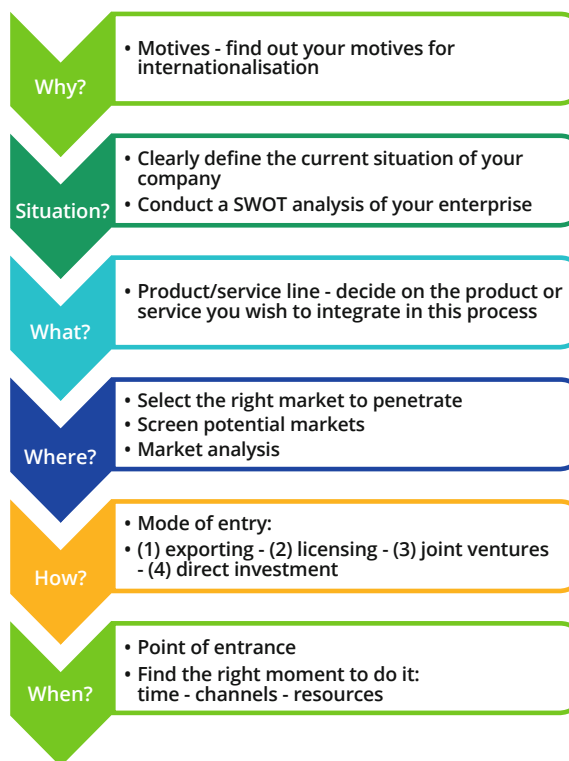
What?

Improve regional support mechanisms & governance structures to help more Small and Medium sized Enterprises (SMEs) internationalise by taking their business across borders.

How?

- An Interregional Learning Workshop (ILW) being hosted in each region
- Elaboration of a 6 step EIS model to support development of an EIS tool supporting decision-making of SME internationalisation
- A peer review of each of the 7 regions
- Capture 21 Good Practices (3 per region)
- Development & implementation of 7 Action Plans as a result of the Interregional Learning Workshop process and agreed by each region's local stakeholder group

SIX STEP INTERNATIONALISATION PROCESS



MAIN BARRIERS SMEs FACE IN THEIR INTERNATIONALISATION:

- Limited information to analyse market
- Inability to contact potential international customers
- Lack of managerial time/resources
- Lack of technology skills/knowledge
- High price of their own product/service
- High operational costs of internationalisation
- Legislation

OUTPUTS

- SWOT analyses completed by all EIS regions
- 21 Good practices collated
- Communication strategy implemented
- EIS addresses 7 ESIF Operational Programmes, provides & implements policy recommendations (Action Plans)

OUTCOME

A more coordinated, collaborative business support structure that supports more SMEs to internationalise from EIS participating regions (and beyond)