



**EIS**

**Interreg Europe**



European Union  
European Regional  
Development Fund

# Everywhere International SMEs (EIS)

## An introduction

**Insert name of presenter**

Position of presenter

E-mail address

DATE | OCCATION

# Interreg Europe introduction



<https://www.youtube.com/watch?v=buxm8Z7VGbM&feature=youtu.be>

# EIS in summary

- ❖ Interreg Europe project funded by ERDF under 2nd Call
- ❖ Budget 1.67m EUR (total ERDF = 1.4m EUR = 85% of grant)
- ❖ Duration: 4 years (1 January 2017 – 31 December 2020)
- ❖ Priority: SME Competitiveness
- ❖ 7 EU regions, 9 partners in total led by Hampshire County Council
- ❖ Knowledge exchange during phase 1 leading to implementation via local stakeholder groups of 7 Action Plans in phase 2
- ❖ Dissemination via social media (twitter, LinkedIn)
- ❖ All EIS results freely available



An interregional cooperation project for improving SME competitiveness policies.

**Project Partners**

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)



# Main barriers to SME internationalisation

Main barriers SMEs face in their internationalisation activities as documented in an OECD report in 2009:

- ❖ Shortage of working capital to finance exports
- ❖ 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



# Map of EIS partners



# Timetable of visits and workshops

Where?	When?
Winchester, UK	March 2017
Aarhus, Denmark	June 2017
Gdansk, Pomerania, Poland	September 2017
Alentejo, Portugal	December 2017
Koprivnicki, Croatia	April 2018
Donegal, Ireland	July 2018
Gdansk, Pomerania, Poland (mid term review)	November 2018
Bologna, Emilia-Romagna, Italy	November 2019
Final conference, Brussels (Central Denmark EU Office)	June 2020

# Objectives & methodology

## What?

Improve regional support mechanisms & governance structures to help more SMEs internationalise

## How?

- ❖ 7 interregional learning workshops (ILWs) across each EIS region & a final conference in Brussels
- ❖ Elaboration of a 6 step EIS model to support development of an EIS tool supporting decision-making of SME internationalisation
- ❖ Peer review of each EIS region
- ❖ Capture 21 Good Practices (3 per region)
- ❖ Development & implementation of 7 Action Plans

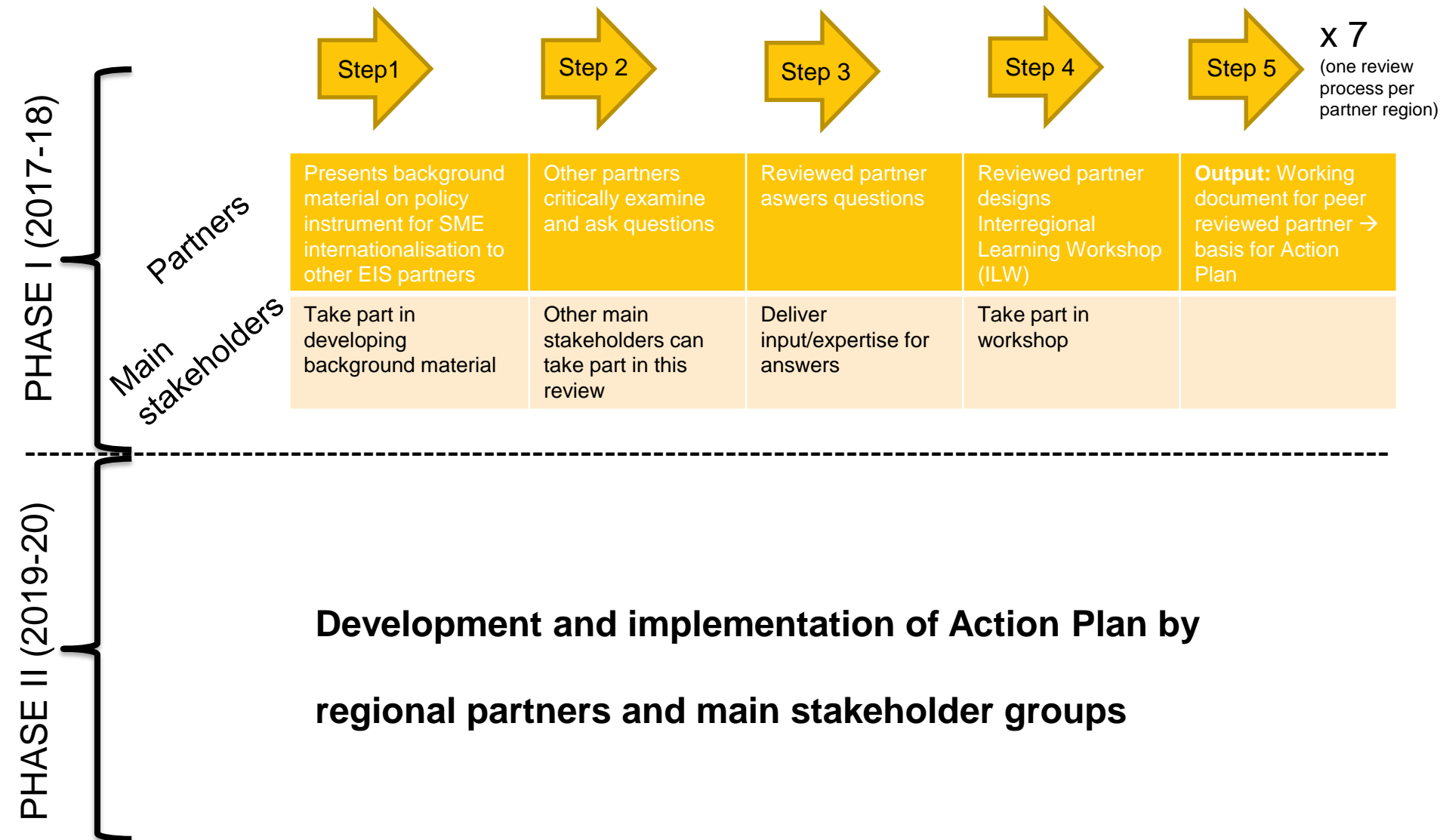


# Main stakeholders

- ❖ Each partner region has identified a group of main stakeholders
- ❖ These groups consist of actors (e.g. chambers of commerce, trade associations etc.) who are part of the regional business support 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



# Review process



# SMEs' six step internationalisation process



Julia Pearson/Hans-Christian Jäger: EIS Tool, ILLW Winchester, March 2017



Source: Alteration of Moberg & Palm, 1995, In: "The process of Internationalization in Small and Medium Enterprises (SMEs)" by Kishore Kumar Bandi & Kamlesh Bhatt

# Destination

## 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)



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# Thank you!

Questions are welcome

[www.interregeurope.eu/eis](http://www.interregeurope.eu/eis)