



**Educate, connect and expand
businesses of
small and medium enterprises
from local to global markets**

FH-Prof.Mag.Dr. Doris Kiendl, LL.M.

- **Regional and Cross-Border Cooperation**
between Slovenia and Austria:
Volume and Significance for SMEs
- **Education as a Key Factor to Success** – a
reference to the Interreg Project
“Connect SME Plus”
- The Present Situation for SMEs in the Covid-19 Crisis and beyond – **Opportunities in a Situation of many Threats**

Regional and Cross-Border Cooperation SI-AT

- **Alps-Adriatic Alliance**

SI + 4 Austrian provinces - Carinthia, Styria, Burgenland, Upper Austria

- **Operational Programme SI-AT 2014-2020:**

The European Regional Development Fund, together with national public resources, allocated EUR 47 million to co-finance cross-border projects in this programme.

- **Cross-border Cooperation at Municipal Level**

In this context, the most known is the Geopark Karavanke (Geopark Karawanken) with 14 municipalities taking part, five on the Slovenian and nine on the Austrian side.

■ Investment of Austrian companies in Slovenia

In 2016, the direct investments of Austrian companies in the Slovenian economy amounted to 3.2 billion euros, which is 24.7% of all direct foreign investment in Slovenia.

■ Imports/Exports

In 2017, Austria exported to Slovenia goods worth 2.9 billion euros, which is 10% more than in 2016. The volume of imports from Slovenia amounted to 1.9 billion euros, which is 9.4% more than in 2016.

Sources:

<http://country.eiu.com/Slovenia>

<https://www.wko.at/service/aussenwirtschaft/die-slowenische-wirtschaft.html>

What's in it for SMEs?



Educating SME for expanding their business operations

- Dynamic market setting and sparse time resources for expanding the know how
- Competitive business environment requires skills and knowledge
- Applied education is the key factor to success

Connect SME Plus

Pospeševanje internacionalizacije obmejnih malih in srednjih podjetij s potencialom za inovacije in rast

Projekt se v okviru Programa sodelovanja Interreg V-A Slovenija-Avstrija sofinancira s sredstvi Evropskega sklada za regionalni razvoj.

Förderung der Internationalisierung von grenznahen Klein- und Mittelunternehmen mit Innovations- und Wachstumspotenzial

Dieses Projekt wird im Rahmen des Kooperationsprogramms Interreg V-A Slowenien-Österreich vom Europäischen Fonds für regionale Entwicklung gefördert.



Interreg 

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SMALL AND MEDIUM ENTERPRISES
CONNECT PLUS



www.connect-smeplus.eu





Applied Education 4 SMEs

Content of the Education Programm

0. Vorbereitungsmodul (Graz, 08.11.2018)
1. Grundlagen der Internationalisierung (Graz, 20.11.2018)
2. Strategie des Markteintritts (Klagenfurt, 14.12.2018)
3. Interkulturelles Management (Graz, 25.01.2019)
4. Digitaler Vertrieb und Marketing (Klagenfurt, 05.02. und 19.02.2019)
5. Innovativität von Produkten und betriebliche Exzellenz (Klagenfurt, 22.03. und 29.03.2019)
6. Internationale Kommunikation (Klagenfurt, 12.04.2019)
7. Aktionsplan zur Internationalisierung (Graz, 17.05.2019)

Internationalization Strategy – Implementation in a dynamic setting

In this project



Each of the participating SMEs developed
their own Internationalization Strategy.

Now, the circumstances have changed
dramatically.

The Current Situation for SMEs in the Covid-19 Crisis

- Dramatic drop in the supply and demand side of business on a global scale
- Confidence has dropped
- High unemployment
- Uncertainties on the near future

[Source:https://read.oecd-ilibrary.org/view/?ref=119_119680-di6h3qgi4x&title=Covid-19_SME_Policy_Responses](https://read.oecd-ilibrary.org/view/?ref=119_119680-di6h3qgi4x&title=Covid-19_SME_Policy_Responses)

Opportunities in Times of Threats

Learning from the Crisis – Resilience

Taking Advantage of EU Programmes

Response of EU institutions to Covid-19 (1)

- The **European Commission** announced among a number of measures the Coronavirus Response Investment Initiative to mobilize cohesion policy to flexibly respond to the rapidly emerging needs in the most exposed sectors, such as healthcare, SMEs and labour markets, and help the most affected territories in the Member States and their citizens. And proposed a new set of additional measures in the Coronavirus Response Investment Initiative Plus. All the COVID-19 related actions and initiatives of the European Commission, including information material can be found on the dedicated website.
- The **Social Economy Initiative** is also collecting initiatives and actions that help in the fight against corona, such as technology solutions, services for elderly, volunteering requests, food delivery services, on-line courses, etc. You can access the open-source file and make your contribution.
- **DG Regio** is inviting to share acts of solidarity or new obstacles that the cross-border regions are facing during the current COVID-19 crisis. You can share news, information or thoughts on [Futurium](#)
- The **Committee of the Regions** endorsed an action plan and launched an exchange platform on COVID-19 that will help local and regional authorities to share needs and solutions and enhance mutual support. This platform will also act as a feedback mechanism to enable a reality check of the EU measures from the local and regional angle. The EPP and the PES group of the CoR are also collecting stories from their members.

Response of EU institutions to Covid-19 (2)

- The **European Investment Bank** (EIB Group) established a EUR 25 billion guarantee fund to deploy new investments in response to COVID-19 crisis
- The **European Bank for Reconstruction and Development** (EBRD) developed a 1 billion coronavirus solidarity package to support economies under huge pressure from the coronavirus pandemic.
- The **Fisheries Areas Network** (FARNET) collects best practices from the fisheries and aquaculture sector.
- The **European Network for Rural Development** (ENRD) presents rural responses to the COVID-19 crisis and resources from the EU actions and initiatives
- The European Commission's **Intelligent Cities** offers case studies of technology-based actions cities are implementing to support their citizens and ecosystem in relation to the current COVID-19 pandemic. You can also submit yours.
- The **Joint Research Centre** (JRC) created a website that provides an overview of the measures taken in the area of 35 states (34 UCPM Participating States plus Switzerland).

- 1) SI-AT cooperation has been very intensive in the last couple of years, and several programs have supported SI-AT joint initiatives.
- 2) In our knowledge based economy, more know how is crucial for the business success of SME.
- 3) Taking advantage of funding opportunities by international institutions may be beneficial.

Thank you!



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