



INTRA facilitates evidence-based policymaking on regional level by building on research findings and highlighting the importance of regional quadruple helix partnerships in research and design of new policy models for internationalisation of SMEs.

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E-newsletter 5



Introduction

The 5th E-newsletter of INTRA project is related to the 5th semester activities of the project and the results achieved

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Partnership

MRA - Maribor Development Agency (SI)

RAPIV - Regional agency for entrepreneurship and innovations - Varna (BG)

FUNDECYT-PCTEX - Foundation FUNDECYT Scientific and Technological Park of Extremadura (ES)

CAPITANK - Chemical And Pharmaceutical Innovation Tank – Limited Liability Consortium (IT)

UALG - University of Algarve (PT)

CUE - Coventry University Enterprises Limited (UK)





2nd round of Study Visit in Faro (PT)

On May 30th and 31st, 2018, the University of Algarve hosted the Second Study Visit in Faro to allow the stakeholders of the partners RAPIV (Bulgaria) and CAPITANK (Italy) to get a better insight into the good practices identified, to explore and discuss the potential of transferability to their respective regions.

Particular attention was paid to the 3 GPs, successfully implemented within the Operational Program in the Algarve region:

- Incentive for the internationalization of SMEs - Individual projects
- Incentive for the internationalization of SMEs - Joint projects
- Internationalization voucher

On May 30th, Francisco Serra, President of the Algarve Regional Authority CCDR-Algarve, clearly demonstrated his vision to the partners along with significant efforts to give Algarve's SMEs the chance to grow and go internationally.

On May 31st the CRIA staff hosted the partners and showed them their activities in supporting new entrepreneurs and SMEs during the various phases, to promote relations between the university and the industry, increase the technology and knowledge transfer, support the establishment of new firms and developing technological infrastructures to enhance specific research fields in the Algarve.



Project Partners' Meeting in Faro

During the Project Partners' meeting (Faro – May 29th) the Joint State of Affairs had been presented and the Joint Policy recommendations were elaborated.

The funds raising and financial instruments needed for internationalisation of SMEs and the role of governmental incentives have been at the centre of discussion.

Francesco Berrettini, Ex-CEO of INESTING S.A and Honorary Consul of Italy in the Algarve, was invited to the meeting, where he talked about his entrepreneurial experience and his vision on the strategies to support the internationalization of local SMEs.

With the help of Eurídice Cristo, CRIA an exercise was carried out with which the working groups focused the needs and policies to reduce the gap between the various partner countries for internationalisation.





2nd round of Study Visit in Badajoz (ES)

FUNDECYT-PCTEX hosted the second round of study visits attended by stakeholders of Maribor Development Agency (Slovenia), Coventry University (UK) and University of Algarve (Portugal), to learn about internationalisation policies potentially transferable within the INTRA project.

The first part of the Study Visit was organised around a presentation by experts from the University of Extremadura on the Internationalisation situation at regional level. A map of SMEs in Extremadura, as well as goals and opportunities of Internationalisation, were addressed.

During the study visit the visiting partners also deepened their knowledge on the Decree 31/2014 and the support programme launched by the regional executive for the internationalization of the economic activity in the region; or those that are promoted by Extremadura Avante, like the Plan PIMEX, Export Consortiums, the Consolidation Plan or the very successful Promotional Brands known as "Foods from Extremadura".

The stakeholders also learned more about the "Xpande" and "Xpande Digital" programmes of the Chamber of Commerce of Badajoz, which offers personalised advice to the companies in the province in order to design an internationalisation plan to reach an objective market abroad.



Preparing the Good Practice Handbook

CUE is preparing the INTRA Good Practice Guide on SME internationalisation. It comprises a collection of the 89 Good practices in SMEs internationalisation support that the INTRA partners viewed during the six study visits. During the first 2 years, partners showcased examples of initiatives from each region supporting the internationalisation of SMEs. After each study visit, Good Practices were evaluated, validated and classified by the partners. All good practices were categorised under:

- Financial support services for Internationalisation,
- Services for developing human resources/managerial capacity,
- SME support structure and other non-financial services
- Information provision services

The aim of the good practice guide is to gather the key information and allow policy makers, managing authorities, enterprises support agencies and internationalisation stakeholders, to access ideas and techniques that were successfully implemented under ERDF programmes in other European regions.



Next dates for 2nd round of SV

The next events with the second round of SV are scheduled for next September in England (Coventry) and in Italy (Pescara).



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Abruzzo on the Silky Road

In this 5th E-newsletter of INTRA, the Director of Capitank Eng. Ercole Cauti tells us about a good practice identified "Abruzzo made in China".

"European entrepreneurs have, for a long time, seen China as the object of their dreams of commercial development, of corporate internationalization, making many extemporaneous efforts to enter into contact with such a distant and peculiar market.

The case of China made in Abruzzo, on the other hand, has several innovative and structured aspects.

The case starts with its main promoter, the Proger, which became the first Abruzzo based Italian engineering company and among most important companies in Europe that is making large civil construction works around the globe, focusing on multidisciplinary and innovation. Proger has made internationalization its strength by succeeding in developing projects around the world and establishing numerous locations on 3 different continents, among them also in China - the world's second largest economy with its population of 1,37 billion, and at a crucial transformation phase.

Why should it apply to Abruzzo? Why should it look for distant and unknown partners?

It is true that Italianism is still a recognized value around the world; Italianism understood as a set of ideas that can be traced back to the idea of Renaissance art and culture and of a good quality of life; but is all this enough today? No, it's not enough.

Here comes the originality of the approach and the strength of the team. In the case of China made in Abruzzo, Proger has identified the Eurasian cooperation program – the New Silky Road - with the possibility of developing a stable and strategic cooperation with the city of Fuzhou (8 million inhabitants). The originality of the approach lies in having grasped the opportunity for internationalization starting from a field apparently far from the theme: the football field!



The project concerns a new „urban centre“ concept, starting with football, which is able to establish a business platform for hundreds of companies representing, in an integrated and organic way, the best Italian supply according to the Chinese market desires, such as: culture, fashion, food, design, commerce, services. The field of engineering for the infrastructural development of the territory integrates, in this case, the idea of economic development based on commercial cooperation.

To do this, the construction of a strong team is a fundamental step: Proger has gathered around the project the municipality of Pescara, the Pescara football team that currently plays in the B series and the Pescara Chamber of Commerce. Recently, the Mayor of Fuzhou (a Chinese-size medium city of 8 million on inhabitants), with the Mayor of Pescara, the CEO of Proger, the President of Pescara Calcio and the President of the Chamber of Pescara met together to kick-off the Agreement for the construction of the Football city tailored for 800k people and with a project cost of 600 Million €."