



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 2



Introduction

The 2nd E-newsletter, prepared within the project INTRA “Internationalisation of regional SMEs”, is related to the 2nd semester activities of the project.

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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)





3rd Interregional Event in Badajoz

Last December the INTRA Project held its 3rd meeting in the Spanish region of Extremadura, in the city of Badajoz.

The meeting included the following events:

- Interregional Thematic Workshop
- Presentation of identified good practices and study visits to regional SMEs
- Interregional Task Force Meeting
- Steering Committee Meeting.

On the 13th December 2016 the project participants attended to Interregional Thematic Workshop, in the headquarters of the Scientific and Technology Park of Extremadura, organized by FUNDECYT-PCTEX. The focus of the workshop was on the three sub-themes defined for the Interregional Task Force: Leadership, organisation and management of internationalisation policies; Training, human resources needed for internationalisation; Financial resources for internationalisation. A special attention was paid to gain a more in depth understanding of the policies tackled by the project.

On the 14th and 15th December, the 2nd Study Visit of the project took place, in order to show the partners the good practices identified in the region of Extremadura by FUNDECYT-PCTEX in the area of internationalisation support of SMEs, supporting the different phases of the export process.

The Study Visits started with the introduction of a general overview of the regional policy on internationalisation by Mr. Antonio Ruiz Romero, Economy and Commerce General Secretary of the Regional Government of Extremadura and Mrs. Nieves Franco, in representation of Extremadura AVANTE. Next, the partnership met in the 2nd Interregional Task Force Meeting. It began with the presentation of the Good Practice Report on the visit to Varna by FUNDECYT-PCTEX and finished with the agreement about the use of unified data to allow a future analysis.

Finally, the partners held the 2nd Steering Committee meeting that laid on the table discussing the effort and planning needed for the next project activities, specially the State of Affairs report by each participating region/country. The INTRA Communications Responsible, CAPITANK, presented a report about the project impact in media at that point.

Study Visits

The INTRA Project Study Visit in Extremadura (Spain) included the presentation of several regional support tools for internationalisation by Extremadura Avante (entity depending on the Regional Government of Extremadura), the Chamber of Commerce and the regional enterprise Iberoexport. The good practices selected are the following:

- Boosting internalisation in SMEs
- Consolidating internationalisation in SMES
- Promotional brands
- Export Consortiums
- International Public Tender Program
- Transversal services for internationalisation
- International Promotion Plan
- XPANDE Support Program
- Digital Xpande Support Program
- Outsourcing of export services for fine foods products

Iberoexport also shared its experience as beneficiary of the support tools for internationalisation available in the region. Later, all partners were invited to visit two regional SMEs that have used some of the presented tools in order to develop or consolidate its internationalisation plan, which in both cases is bound to a constant R&D activity. The selected SMEs were:

- COCIPREX, working in the production of deep-frozen gourmet bits with first class, high quality raw ingredients, based in the Mediterranean diet.
- SEÑORÍO DE MONTANERA, meat Enterprise working in Iberian pork breeding and production of first quality Iberian ham and other Iberian pork meat products.





Steering Committee



Regional Stakeholders Group in Maribor

The second Slovenian RSG meeting was held on Friday, February 17th, 2017 in Maribor at the premises of MDA.

There were 16 participants present at the event.

The meeting featured the following agenda points:

1. Information about good practices of internationalisation as part of the study visits in Varna (Bulgaria) and Extremadura (Spain). Introducing the cases, establishing a consolidated opinion of the stakeholders about the practices;
2. Preparatory activities for organization of the Slovenian good practices study visit in Maribor (on March 15th, 2017) were presented;
3. Workshop: Internationalisation model.



INTRAorganizational meetings

On Monday, February 13th, 2017 Maribor Development Agency (MDA) organized its 2nd intraorganizational meeting, where experienced gathered during the INTRA project was shared with the department of regional development and the European Enterprise Network.

At the same time, the MDA colleagues were identifying synergies with their own programs, chiefly with the training programme of young entrepreneurs PVSP and the self-sufficiency initiative within the region.

The presentation by Amna Potočnik was about the overview of the mechanisms of good practice examples on the case of Interreg Europe and knowledge sharing about good practices of Internationalisation in other project regions: Varna (BG) and Extremadura (ES).



Regional Stakeholders Group in Varna

The 2nd RSG meeting in Varna was held on 10th of March, 2017. Representatives from Ministry of Economy, GD European Funds for Competitiveness, District Administration of Varna, business support organizations, NGOs, EEN-Dobrich, SMEs attended the event. During the meeting was presented the stage of implementation of INTRA project and particularly the activities related with the preparation of the Regional State of Affair.

The evaluation of the 1st Study Visit in Varna was also presented as well as the good practices of Extremadura for internationalisation presented during the 2nd Study Visit in Badajoz, Spain. The meeting included lively discussions about the current state of the region and the policy measures used for internationalisation.

Finally, stakeholders validated some of the presented good practices that would be interesting to be transferred in the region and agreed that final validation on the good practices for transfer to be made after the last Study Visit from the first round.

The meeting of RSG was constructive. All the participants confirmed the understanding of the importance of their role in the project.

Other Events

On October 20th 2016, INTRA project was invited to participate in the event “*building Extremadura from the territorial cooperation*” organized by the Regional Government of Extremadura through the European Projects Office (OPE), in Merida (Spain).

The objective of the meeting was to raise awareness about the collaboration opportunities among other European regions in order to foster the participation of Extremadura public and private entities in Interreg SUDOE and Interreg EUROPE programmes.

Represented by Lucila Castro Rovillard, from FUNDECYT-PCTEX, the INTRA project was presented as a success case in the Interreg Europe programme, explaining the development of the project idea as well as its objectives and different phases.



RSG in Varna



European Union
European Regional
Development Fund

Next Study Visit in Maribor

On the 15th and 16th March 2017 a two day study visit will be hosted by the lead partner of the INTRA project.

The event will begin with a press conference, with the representative of the Ministry of Economy and Technological Development, DG Tourism and Internationalisation, mag. Polona Jerina, Head of Division for internationalisation and foreign direct investment, mag. Ana Božičnik, Senior Officer, to open the morning session, followed by 24 cases.

The good practices will be in the field of: Slovenia's Economic Diplomacy, Export Credit and Investments Insurance, Financial Services for Exporters, Funding of foreign subsidiaries, Analysis and information services for exporters, Equity financing in the form of seed and venture capital, Trade finance products, Export Window, Business partnerships, ITM, Fairs, Slovenian business clubs, Market research, New measures, Individual for internationalisation, Services for internationalisation, and Slovenfairs, Slovene American Business Association, Cleveland, Tiko Pro d.o.o., Internationalisation Services, Cross-border services, GoGlobal Slovenia, IPR Services ian EEN Consortium and Internationalisation.



On the second day, additional cases will be presented in-situ at the location of the companies: Krebe-Tippo d.o.o., IOS d.o.o. and Geberit Slovenia that are exporting to the third markets and made use of services provided by the public sector.

INTRA Project description

INTRA project focuses on the role of public authorities in creating internationalization services to support the competitiveness of the regional economies and thus contribute to the **Europe 2020 strategy**.

Developed by the project partners, it builds on internationalisation research findings as well as highlights the importance of regional quadruple helix partnerships to bring together universities, business, civil society and local authorities.

The stakeholders are central to: the research and design of new internationalisation policy models, the wider acceptance of the good practices (GP) identified within the INTRA regions and for the preparation of new project proposals to be funded under the respective national Cohesion policy 2014-2020.

In order to facilitate the evidence-based policy making on regional level the main objective of the INTRA is to better understand and address the internationalisation of SMEs, in particular the **European Regional Development Fund**. Policy instruments.

The objectives of INTRA are to provide comprehensive mapping, evaluation and benchmarking of various internationalisation services available across the regions, highlight good practices/gaps that promote/impede on SMEs at various stages of the internationalisation process.

Upon the selection of GP the viable strategies/instruments to enhance good practices and address gaps within the regional development programmes will be elaborated and described in the Policy recommendations .

They will then be implemented in the regional Action plans as to contribute to the internationalisation policies aligned to the needs of SMEs and gaps not filled by the existing instruments.