



# Enterprise Europe Network & Internationalisation of SMEs

Eurochambres Economic Forum

*Session*

**Go International – Business opportunities beyond the EU**

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*Giacomo Mattinò*

*European Commission DG GROW*

*Head of Unit*

*Enterprise Europe Network and internationalisation of SMEs*



## EC COSME Programme

# Enterprise Europe Network (EEN)

(<https://een.ec.europa.eu/>)

The World's largest Network for **SMEs** with **International** ambitions

### INTERNATIONAL PARTNERSHIPS

Partnership database

Brokerage events

Company missions

### ADVISORY SUPPORT

Advice on EU laws and standards

Market intelligence

IPR expertise

### INNOVATION SUPPORT

Access to finance and funding

Innovation Management Services

Technology transfer



# EEN Global Presence

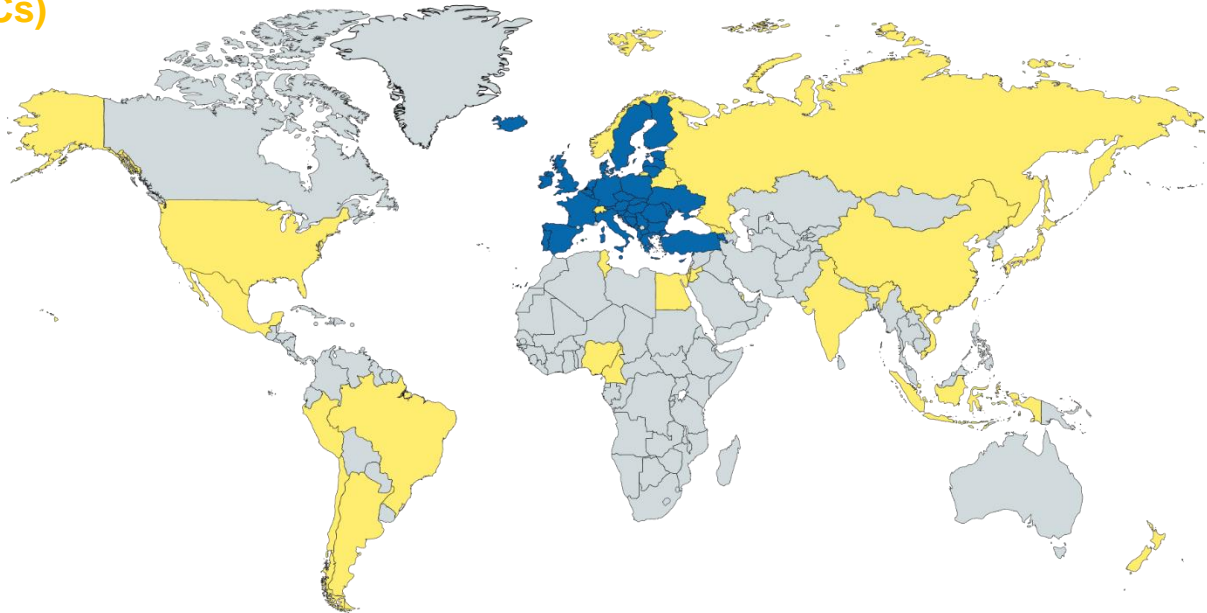


## Funded EU Member States +

Iceland	Armenia
Albania	Turkey
N, Macedonia	Moldova
Montenegro	Serbia
Bosnia Herz.	Ukraine

## Non Funded Business Cooperation Centres (BCCs)

Switzerland	Mexico
Norway	Argentina
Russia	Brazil
Belarus	Chile
Georgia	Peru
Qatar	South Korea
Tunisia	India
Egypt	Japan
Nigeria	China
Cameroon	Indonesia
Israel	Singapore
Jordan	Taiwan
New Zealand	Vietnam
USA	





## EC COSME Programme

### Support for the Internationalisation of SMEs

#### *Pilot Projects on Internationalisation of SMEs - EEN relevant*

##### **> Ready2Go**

- Support SMEs with no experience of going international beyond the EU. 80 companies selected
- 5 target markets: USA, Canada, Chile, Cameroon, India
- Training, coaching, relevant tools + distance matchmaking (POD) + 5 Brokerage Events in 5 target countries
- Guidebook on Internationalisation for SME BSOs + shorter Guide for SME Managers
- Recommendations to upgrade Internationalisation methodology

##### **> SME Networks for Export (EEN partners specific)**

- Fostering SME internationalisation by setting up a number of SME Networks for Export.
- Support to small groups of SMEs (typically 4 to 8)
- EEN partners identify SMEs proceeding from different EU countries (at least three)
- Objectives for SMEs: develop common objectives, sharing of knowledge and information about markets, identification and overcoming of obstacles...
- Activities/Outcomes: training, mentoring, development of export advisory & consultancy services, Matchmaking (B2Bs, Fairs...), measurable outcomes (Partnership Agreements)



## EC COSME Programme

### The Erasmus for Young Entrepreneurs (EYE) Programme + (EYE) Global

- > **Erasmus for Young Entrepreneurs (EYE)** <https://www.erasmus-entrepreneurs.eu/index.php?lan=en>
- Objectives: Cross-border exchange programme giving new or aspiring entrepreneurs the chance to learn from experienced entrepreneurs running small and medium businesses in other Participating Countries.
  
- > **Erasmus for Young Entrepreneurs – Global (EYE Global)** <http://eyeglobal.eu/>
- Objectives: 2-year International pilot project started in March 2018 building on EYE's success.  
EU-nationals participating in the EYE programme may select 3 destinations outside the EU:
  - > Israel
  - > Singapore
  - > USA



## EC COSME Programme

### Intellectual Property Rights (IPR) Help Desks

*When helping SMEs Internationalise and/or Innovate, the protection of Intellectual Propriety can be of key importance. The EU funds 4 multilingual IPR HDs staffed by experts providing free of charge support.*

*Services offered include confidential first-line advice on registering formal IPRs (such as patents, trademarks or design rights), advice on intellectual property rights' infringements as well as information and training on relevant topics.*

> **European IPR Help Desk** (<http://www.iprhelpdesk.eu/>)

*Offers tailored advice to SMEs involved in **International** technology transfer processes, to researchers and to European SMEs participating in EU-funded research projects.*

> **China IPR Help Desk** (<https://www.china-iprhelpdesk.eu/>)

> **Latin America IPR Help Desk** (<https://www.latinamerica-ipr-helpdesk.eu/>)

> **South East Asia IPR Help Desk** (<https://www.southeastasia-iprhelpdesk.eu/>)



## EC COSME Programme

### Cluster Cooperation

> **European Cluster Collaboration Platform (ECCP)** (<https://www.clustercollaboration.eu/>)

- *Collects and structures a wide variety of information relevant for cluster organisations*

- *ECCP internet site: provides SMEs with an overview of the most relevant cluster-related projects  
+ information on learning opportunities that exist through them + possibilities to start  
cooperation*

> **Cluster cooperation beyond Europe** (<https://www.clustercollaboration.eu/international-cooperation>)

- *ECCP internet site: makes available a map with information on cluster development in strategic third countries*



## EC COSME Programme

### EU Centres for Business and Industrial Cooperation

#### > *EU SMECentre in China*

- *Includes a comprehensive range of support services for European SMEs interested in doing business with China.*
- *4 areas are covered: business development, law, standards & conformity and human resources.*

#### > *EU-Japan Centre for Industrial Cooperation*

- *Promotes all forms of industrial, trade and investment cooperation between Japan and the EU*
- *Aims at strengthening the technological capabilities and the competitiveness of the European and Japanese industrial systems*
- *The Centre's main strategic priority is reinforcing support for SMEs, with a particular focus on **Internationalisation***



## SME Chapters in Free Trade Agreements (FTAs) - EEN relevant

### Objectives:

- > *Help SMEs better understand and take advantage of the FTAs negotiated and concluded by the Commission*
- > *Enable the exploitation of otherwise untapped opportunities in particular in relation to the FTA's SME chapters*

### Activities:

- > *An EEN Working Group was set up to examine a possible role for the EEN (Draft report already available)*

### Outcomes:

- > *Future EEN international business and innovation support services will also address FTAs*
- > *Appointment of national FTA contact persons from the EEN Thematic Group on internationalisation*



## EU Gateway – Business Avenues

<https://www.eu-gateway.eu/>

- > Objectives: Initiative funded by the European Union helping European companies to establish long-lasting business collaborations in Asia.
- > Funded activities: selected European companies participate in a one-week business mission focused on a specific sector
- > Business support services include: coaching, logistical and financial support
- > Target Markets: China – Japan – Korea - South East Asia (ASEAN).
- > Targeted sectors (Technologies): Environment & Water, Green Energy, Clean Technologies, Construction & Building, Healthcare & Medical, ICT, Railway Technologies & Services, Contemporary European Design, Organic Food & Beverage

## USEFUL DOCUMENT ON INTERNATIONALISATION OF SMEs

*Contains an*

*Overview of EU instruments contributing to the Internationalisation of European businesses with relevant links:*

[\*https://ec.europa.eu/docsroom/documents/32522\*](https://ec.europa.eu/docsroom/documents/32522)