

### **Scaling up European SMEs**

**Online Thematic Workshop, 27 September 2021** 

LOUIS CHARPENTIER Julia Xport Accelerator manager AD Normandie Interreg Europe Project



European Union | European Regional Development Fund

### NORMANDY XPORT ACCELERATOR



#### FRENCH CONTEXT

- Will of the French government to reinforce the efficiency of internationalization supports
- Law : The Regions have leading competences on economic topics in France (loi NOTRE)

The Normandy Region has been the first Region to settle a new public tool for internationalization of the Norman companies : **XPORT ACCELERATOR** 



### XPORT ACCELERATOR : THE PRINCIPLE



#### <u>A SINGLE REINFROCED WINDOW</u> TO SIMPLIFY INTERNATIONAL STEPS FOR COMPANIES

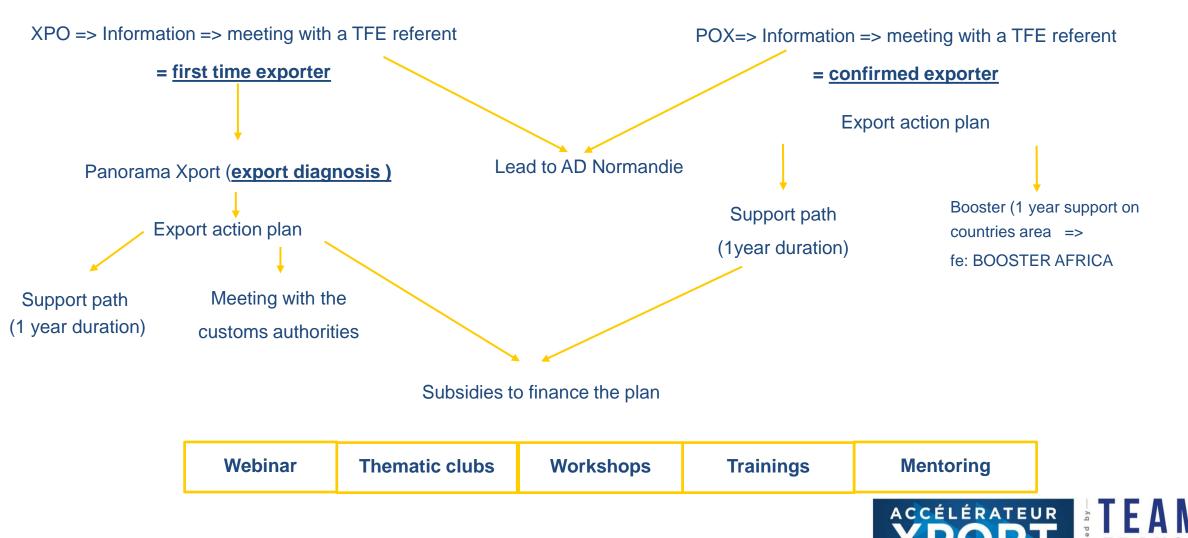


## XPORT ACCELERATOR : MAIN SERVICES

- Individualized support with one export referent
- Privileged access to packages of solutions and services
- Labeled workshops
- Access to a dematerialized and secture platform
- Preparation for joint missions abroad
- Networking with coaching & mentors



# Example of support to company "XPO" and "POX"



NORMANDIE 🌣

### **XPORT ACCELERATOR PLATFORM**



#### Full export regional & national offer from partners accessible to every



### FOCUS ON PANORAMA XPORT



#### An <u>export diagnosis</u> to structure the company's development

Panorama Export propose an action plan with market trends and the company's situation

This diagnosis is divided into **3 steps**:

- · Assessment of potential and initial advice,
- Identification of target markets,
- Development of an operational action plan in line with the company's resources (HR, financial, etc.) and ambitions.

→ the scheme is completely free of charge for the company

# FOCUS ON THE DIGITAL XPORT PROGRAM

A 5-month program for Norman SMEs, to design their digital strategy and develop their digital tools, with the right regulatory, editorial and marketing reflexes...

#### **Program Key Steps**



→ First promotion in October 2021

### Review





#### Visibility and clarification of a single interlocutor for businesses



Canibalisation of the initial project at national level and standardization of the process

- less flexibility
- less adaptability to different territories
- data sharing made more complex by regulation



It would have been interesting if the Regions had been able to **keep control of a common to**ol that could be adapted to the needs of each one.



### Thank you!

#### **LOUIS CHARPENTIER Julia**

**Xport Accelerator manager AD Normandie** julia.Louis-Charpentier@adnormandie.fr





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