

GOOD PRACTICE

Emilia-Romagna Go Global (ERGO) 2016 - 2020

ORGANISATION: Servizio Attrattività e internazionalizzazione - Regione Emilia-Romagna (Italy)

TOPIC: Penetration of territories

TOPIC OF THE GOOD PRACTICE

ERGO is a programme 2016-2020 of actions for the international promotion of the economic sector of Emilia-Romagna. The programme provides a coordinated framework of actions that the different departments of the Regional Government are implementing for next 4 years. Through this programme the Region offers companies and other organisations (both public and private) with a complete set of opportunities for the support to their internationalisation processes. On the other hand, the participatory elaboration of the programme stimulates an improved coordination between regional Government and other organisations and stakeholders (i.e.: business unions, chamber of commerce, universities). This emphasis on coordination also aims to improve the promotional activity in some target countries, presenting the regional system and its strengths as a whole and concentrating the financial resources on a limited number of target countries.

DETAILED DESCRIPTION OF THE GOOD PRACTICE

Strategy

The Emilia-Romagna Region is strongly determined to recover the high employment and low unemployment rates attained before the outburst of the global financial and economic crisis. The envisaged strategy is twofold: on the one hand increasing the competitiveness of businesses and regional production systems and, second, strengthening the capacity the regional production system to attract and meet the demand of the most dynamic foreign markets.

Target countries are selected in close consultation with business associations, universities, the departments of the Region (grouped into a steering committee).

The Regional Government provides companies with various programmes supporting directly their investments in trade promotion and internationalisation. A key component of the regional strategy is the commitment of entrepreneurial unions and chambers of commerce in the implementation of services and support to SMEs and in coordinating with regional government. These actors are involved both in the design of the programmes (sectoral focus, priorities for target countries...) and in their implementation.

Objectives

This programme responds to the objective of diversifying export markets and strengthening export propensity of the regional production system.

Targets

Enterprises, research centres, universities located in Emilia-Romagna

Typology of actions: different actions are available for different target groups of beneficiaries, according to their stage in the internationalization process: a) organisation of business or institutional meetings, b) promotional events (including cultural events) in target countries or with incoming delegations from abroad; c) institutional cooperation agreements with regional/provincial institutional counterparts in target countries; d) setting of priorities and evaluation criteria for the selection of projects to be financed through

open calls for enterprises; e) joint promotional projects in target countries with business unions and chambers of commerce (in which regional enterprises are involved as final beneficiaries).

Results

Improvement of the promotional activity in some target countries; concentration of financial resources on a limited number of targets; implementations of different and coordinated events in target countries.

Penetration of territories

The programme strengthens the ability of entrepreneurial unions and chambers of commerce to provide SMEs with tailor-made services and opportunities for their internationalisation. International agreements pursued by the programme aim to create a favorable business environment in targeted international markets for regional companies and research centres.

Juridical and ruling frame

Incentives provided by this programme are funded by regional resources and are coherent with the European regulation (General block exemption Regulation - GBER, Commission Regulation (EU) N° 651/2014 of 17 June 2014 declaring certain categories of aid compatible with the internal market in application of Articles 107 and 108 of the Treaty).

Categories of aid are the following:

RESEARCH & DEVELOPMENT;

INNOVATIONS IN SMEs;

PRODUCTIVE INVESTMENT (ONLY IN ASSISTED AREAS AND/OR BY SMEs);

PURCHASE OF ADVISORY SERVICES FOR SMEs;

ENVIRONMENTAL PROTECTION AND ENERGY SAVING;

RESEARCH FACILITIES;

TRAINING PROJECTS AND HIRING AND EMPLOYMENT OF DISADVANTAGED AND DISABLED WORKERS.

ROLE OF ACTORS

Target countries and main actions are selected in a participated way with business associations, universities, chambers of commerce, the departments of the Region (grouped in a steering committee). The same steering committee is involved in identifying priorities for the implementation of the regional calls for financing SMEs.

BENEFICIARIES

The final beneficiaries of the actions are the regional companies (mainly SMEs) and, to a lesser degree, universities/research centres. These stakeholders are: 1) involved directly by the Region in some actions (i.e.: organisation of events/business visits in target countries, cooperation agreements with institutional counterparts in target countries); 2) supported by the Region through financial contributions to their projects (regional calls); 3) supported through projects co-realised and cofinanced by the Region with other stakeholders such as: business unions, chambers of commerce, research centres and universities.

CULTURAL ASPECTS: POSSIBLE KEY LEVERAGES FOR INTERNATIONALISATION PROCESSES

N/A

INNOVATION OF THE GOOD PRACTICE, POTENTIAL FOR IMPROVEMENT AND REPLICABILITY

ERGO is a methodological and coordination instrument aiming to obtain an effective alignment of the different actions planned and implemented by the Region and its partners. This coordination is focused on selected targets (countries and sectors). It is also a good way to present to regional stakeholders and SMEs the different tools and actions implemented by the Region in the field of internationalisation. Finally, the method used to elaborate ERGO allows the Regional Government to coordinate not only actions carried out by its different departments, but also with other relevant partners outside the region and to concentrate actions and resources of all partners and stakeholders.

EVIDENCE OF SUCCESS AND THE ASSESSMENT OF THE IMPACT AND RESULTS OF GOOD PRACTICE

Year 2016: agreements with Gauteng (South Africa) and Guangdong (China); first contacts (with business meetings also realised) with Iran national institutions. 17 promotional projects implemented by regional partners and stakeholders (business unions, chambers of commerce) with financial support of the Region (1.3 million of Euro as a contribute to a total investment of 2.5 million euro).

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