

GOOD PRACTICE

TRIIP - The Regional Innovation Internationalization Project

ORGANISATION: Future Position X (FPX)

TOPIC: Penetration of territories

DETAILED DESCRIPTION OF THE GOOD PRACTICE

The TRIIP-project (The Regional Innovation Internationalization Project) targets micro-enterprises, innovators and entrepreneurs in the regions of Gävleborg, Dalarna and Värmland (North Central Sweden) with ideas, products or services with the potential to be developed and established internationally.

The conditions for companies working internationally has never been greater than now. The old truth that the company first must be strong in its home market before going international no longer applies. Many companies also broaden towards new geographical markets - but it could be even more companies that take the step out into the world. New technologies make internationalization faster, easier and more companies now see only one market - the global.

Swedish enterprises' investment abroad increases, as well as foreign companies' investment in Sweden. The challenges for Sweden and Swedish companies, not least for micro-enterprises, is to create good positions internationally.

Sweden needs new entrepreneurs and service providers who work together for the continued restructuring and internationalization. Meanwhile, the business community needs to become more competitive internationally. Innovation capacity has a crucial role for Sweden to create welfare. We compete in a global, creative and knowledge based economy.

The TRIIP-project contributes to this work. The project provides opportunities to the innovative companies from Gävleborg, Dalarna and Värmland for developing new methods to create internationally competitive product packages.

Participating companies get help to analyze their export and import venture and the project also provides network and contacts to various international markets.

The TRIIP-project will involve at least 60 companies in the process and has the objective that 20 companies should go through the whole process. The project will also develop a model for the internationalization of micro-companies that others can use when the project is finished.

The budget is 20 million SEK (approximately 2 million €) and is funded by the European Regional Development Fund (co-financing 50%).

How does it work?

An important part of the TRIIP process is delivered through workshops and seminars. Experienced coaches will lead the participants through a self-evaluation process, where the companies themselves assess their own maturity and capacity to manage an international launch.

Activities offered by the project:

- Business ideas and innovation development
- Strategic market planning

- Branding
- Product and service packaging
- Communication development
- Two field trips to identified markets

Who can join in TRIIP?

TRIIP targets micro-enterprises, innovators and entrepreneurs with ideas, products or services with the potential to be developed and established internationally.

It can also involve micro-enterprises that already have the international market as part of their growth strategy, but that wants to sharpen their existing tools.

A few mandatory requirements, participating companies must be:

- micro-enterprises, which means companies with less than ten employees and an annual turnover or balance sheet of less than two million €
- registered in Gävleborg, Dalarna or Värmland

Cost of participation

There is no cost to apply and to participate in the self-evaluation process.

For companies that get further and are accepted into the programme/qualify for support will pay a fee of 5000 SEK plus VAT (approximately 500 € plus VAT).

This fee is considered as a financial support for the project and enables the company to

- participate in workshops
- travel internationally for participation in business meetings and matchmaking events
- participate in seminars and coaching

TRIIP, The Regional Innovation Internationalization Project, will promote a culture among innovative companies to develop an internationally competitive product packaging in an earlier stage. TRIIP is funded by Tillväxtverket (the Swedish Agency for Economic and Regional Growth) through the European Regional Development Fund. Along with the cluster organization Future Position X, incubators and other organizations who promote internationalization, the company and the people with ideas get the opportunity to build skills and gain experience of working in international markets.

ROLE OF ACTORS

Future Position X (FPX, Europe's leading cluster in geographical information) is the project owner of the TRIIP-project. They have engaged the project leader and are responsible for the contacts with the companies, project activities, marketing, development of model for the internationalization of micro-enterprises and reporting.

The Region Gävleborg provides a full-time resource to the project, focusing on marketing and activities in the project.

Movexum, the regional incubator in Gävleborg, provides coaches to the participating companies and helps to develop/evaluate the model for internationalization of micro-companies.

Dalarna Science Park helps in the recruitment of companies in Dalarna and provides coaches for the participating companies. They support the marketing of the project and the development of the model for internationalization of micro-enterprises.

The Chamber of Commerce of Central Sweden participates in workshops and provides experts in specific issues in their field of business. They help with the marketing of the project.

Enterprise Europe Network (EEN) markets the project, helps with recruitment of companies, workshops and coaching and supports the development of the model for internationalisation of micro-enterprises.

BENEFICIARIES

Micro-enterprises registered in Gävleborg, Dalarna or Värmland (less than 10 employees, annual turnover < 2 million €).

CULTURAL ASPECTS: POSSIBLE KEY LEVERAGES FOR INTERNATIONALISATION PROCESSES

The cultural aspects of international trade and business is an important part of the workshops in the project. Participating companies get fundamental knowledge about sustainable business with consideration of different cultures. Specific knowledge regarding the selected markets is delivered by the partners in the project and the coaches.

INNOVATION OF THE GOOD PRACTICE, POTENTIAL FOR IMPROVEMENT AND REPLICABILITY

The target group of the TRIIP-project, micro-enterprises, usually doesn't get this kind of access to activities and support for internationalisation. Existing support system focuses on larger and more mature companies.

The cooperation between partners, their roles and responsibilities, could have been more developed before the start of the project. This has taken valuable time from the project and delayed the actual start of activities.

Once the model for internationalization of micro-enterprises is developed, this should have a good potential for replicability.

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

The project is ongoing and has so far delivered the following results (project goal):

- Involved in the process: 42 companies (60)
- Participated in workshops: 21 companies
- Participated in international trips: 2 companies
- Participated in full process: 0 (20)

One third of the participating entrepreneurs are women.

There was a delay in the start of the project, so the project started in practice in the autumn of 2016 and there has been a demand to extend the project time.

CONTACT DETAILS

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