

FACTSHEET:

INTERNATIONALISATION OF REGIONAL SMEs – WEST MIDLANDS REGION, UK

The project INTRA 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. The project duration is five years (from 01.04.2016 to 31.03.2021) and the total grant is 1.640.062 EUR.

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.

INTRA

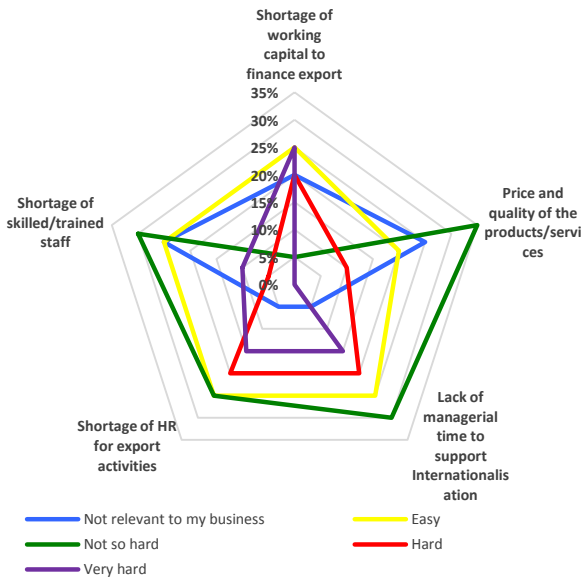
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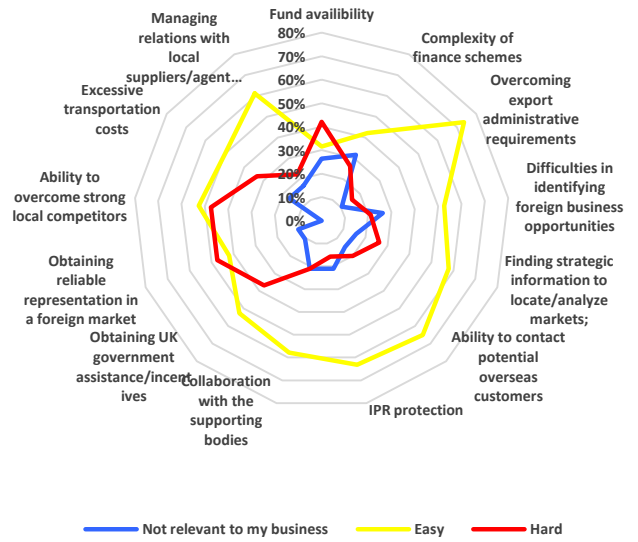
European Union
European Regional
Development Fund

1. BARRIERS AND DRIVERS FOR SMEs INTERNATIONALISATION

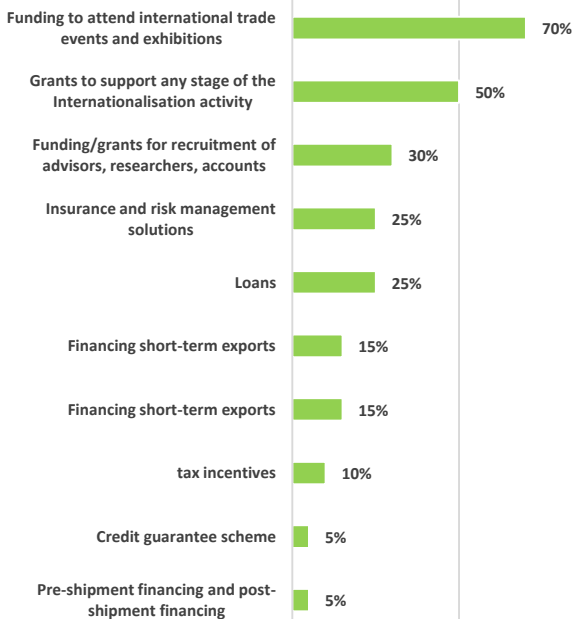
Internal barriers for SMEs internationalisation



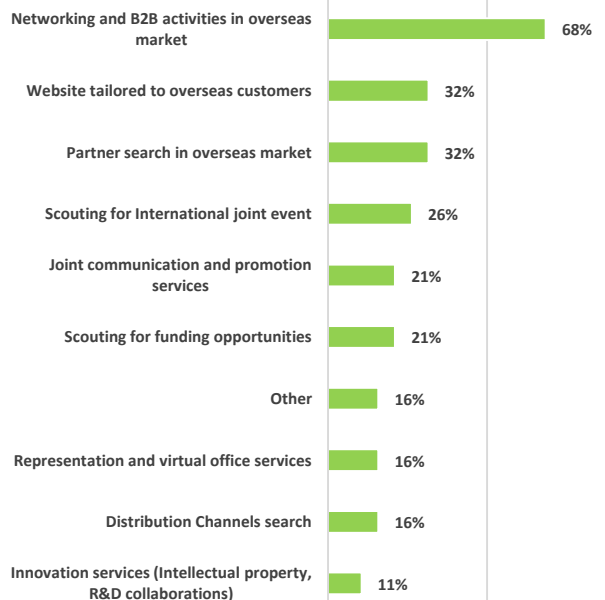
External barriers for SMEs internationalisation



Drivers for SMEs internationalisation: Financial tools



Drivers for SMEs internationalisation: Services



Typology of surveyed SMEs : micro-companies – 50%, small companies – 35%, medium-sized companies – 15%;
Motivation: Profit/ Market size/ Growth.



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- Regional authorities working together to improve the SMEs' growth journey

- One-stop shop (Growth Hub)



- Emerging markets as Asia and the Middle East

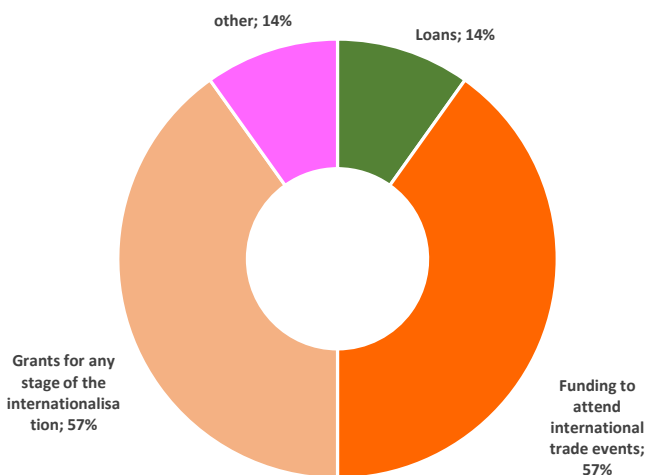


- Secure access to Single Market

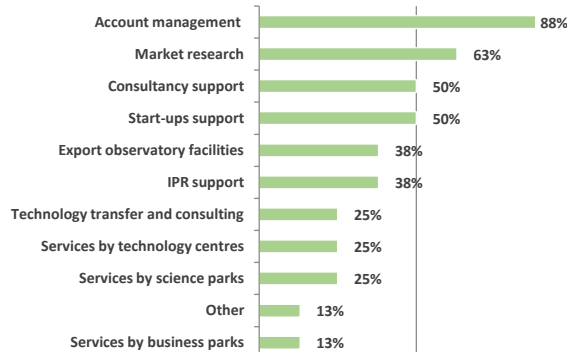


2. SUPPORT MEASURES FOR INTERNATIONALISATION OF SMEs

Financial support services for internationalisation



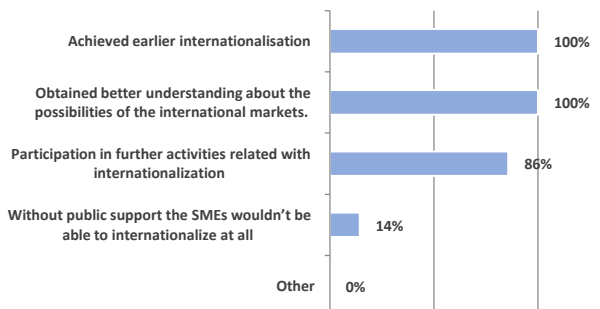
Infrastructure and support services for internationalisation



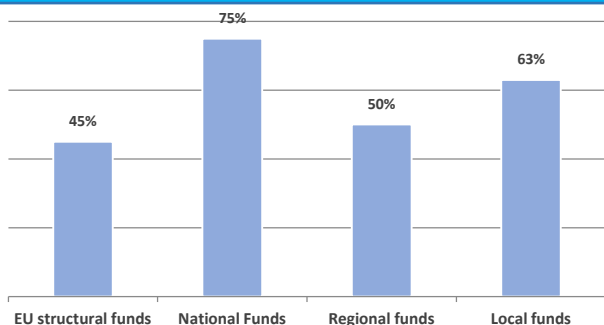
HR/ managerial services for internationalisation support



Importance of public support for SMEs



Importance of public funds for SMEs internationalisation



Information services for internationalisation support

