

About

EIS project (Everywhere International SMEs)

The objective of the EIS project is to improve regional support mechanisms & governance structures to help Small and Medium sized Enterprises (SMEs) internationalise by expanding their business across borders.

GlobalEIS Tool

The purpose of the GlobalEIS Tool is to help SMEs to prepare, plan and deliver export opportunities in a systematic way. It may also be used as a reference for both public and private Business Support Organisations for mentoring and support.

The application of a standardised SME exporting process helps ensure that all business support stakeholders have a common understanding of the exporting activities of SMEs and the required preparatory steps to become successful internationally.

Who is involved?

Hampshire County Council (UK)
 Central Denmark EU Office (DK)
 Central Denmark Region (DK)
 Koprivnički poduzetnik Ltd. (HR)
 Donegal County Council (Local Enterprise Office) (IE)
 Emilia-Romagna Region (IT)
 Pomerania Development Agency Co. (PL)
 Regional Development Agency of Alentejo (PT)
 WSX Enterprise Ltd (UK)

The GlobalEIS Tool - A guide to exporting



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More information:

 www.interregeurope.eu/eis/



SME Internationalisation Process

Think

The first step invites the SME to consider its own situation by thinking about its motivation for wanting to export, as well as reviewing its business and financial plan, available internal skills and competencies, resources and access to/knowledge of external networks.

Decide

Upon completion of step one, the SME needs to invest time and resources in analysing and selecting the right market for their product(s)/service(s), establish business relationships with potential customers and market experts, and prepare their business for the selected market(s).

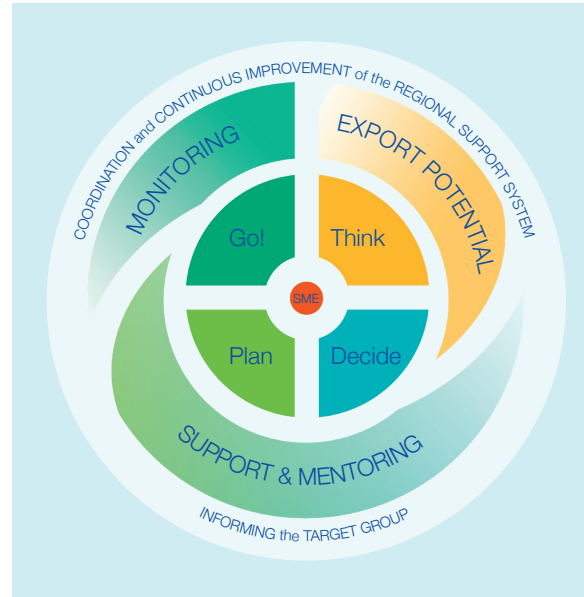
Plan

Based on the insights and the knowledge gained in the first two steps, the SME will now be able to draw up its export plan of how to reach the market including a finance and liquidity plan, product specifications, ability to scale-up production, internal resources (including staffing) and how to reach the intended market (e.g. B2B or B2C).

Go

This is the fourth step when the business will be ready to export to the chosen market(s) utilising the knowledge gained in the previous three steps.

GlobalEIS Tool



Business support

Export potential

The GlobalEIS Tool is also targeted at Business Support Organisations who should be able to offer a structured support and mentoring service addressing an SME's exporting activities by screening and assessing their business model, products/ services, competencies, competitiveness, innovation, organisation and finance.

Support & Mentoring

This focuses on the Decide and Plan steps and recognises that support and mentoring of an SME as they prepare to export creates a bespoke service based on the selected product-market combinations and the existing competencies of the SME. The SME should not only receive specific support services for one-off issues but should ideally be accompanied by a mentor during the overall preparation process for exporting.

Monitoring

A monitoring system tracking an SME's international growth path is needed to help create a long-term picture of the impact of support and mentoring on business development.

Support system

Information

SMEs are the target group of the GlobalEIS tool. Raising their awareness about business opportunities through internationalisation is a critical aspect of the support system.

Coordination & Improvement

The outer circle is completed by integrating the continuous improvement of the support system based on monitoring the effectiveness and impact of support services on beneficiaries.

