

# PROGRAMS AND SUPPORT FOR SMES INTERNATIONALIZATION

## FIRST TIME EXPORTERS

## CONSOLIDATION

## ESTABLISHMENT

SELF ASSESSMENT PROGRAMME

EXPORT DEVELOPMENT SUPPORT

EXPORT GROUPING GENERATION

GROUPING INTERNATIONALIZATION

EXPORT MANAGERS PROGRAMME

SPECIALIZED SERVICES

RECRUITMENT OF FOREIGN MARKETS STAFF

INTERNATIONAL INTERNSHIP

TRADE MISSIONS TO PRIORITY MARKETS

MENTORING PROGRAMME



# Support to export grouping in Navarra

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Head of the International Unit  
Government of Navarra

# Barriers to internationalization



**SMALL COMPANIES**



**"SCARED" OF  
INTERNATIONALIZATION**



**LACK OF EXPERIENCE IN  
INTERNATIONALIZATION**



**LACK OF HUMAN  
RESOURCES**

# Grouping programmes

## GEX PROGRAMME

Generation of new groups for internationalization



## SUBSIDIES FOR CLUSTER INTERNATIONALIZATION

Call for proposals



3 Plan Internacional de Navarra  
International Plan for Navarra  
2017/2020

Nafarroako  
Gobernua



Gobierno  
de Navarra

# GEX PROGRAMME



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# Programme key points

**1** Starting point: demand, not supply



**2** Discover niche market



**3** Organize a “joint export platform” according to the niche



# GEX PROGRAMME. Phases

1

**IDENTIFICATION  
OF NEW NICHE  
MARKETS**



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# GEX PROGRAMME. Phases

2

**COMPANIES  
'RECRUITMENT'**



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# GEX PROGRAMME. Phases

3

**COMPANIES  
SELECTION**



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# GEX PROGRAMME. Phases

4



**FIRST  
WORKSHOP**



# GEX PROGRAMME. Phases

5

**GROUP  
CREATION**



# GEX PROGRAMME. Phases

6

**STARTING THE  
INTERNATIONAL  
ACTIVITY**



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# SUBSIDIES FOR GROUPING INTERNATIONALIZATION



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# Subsidies for grouping internationalization

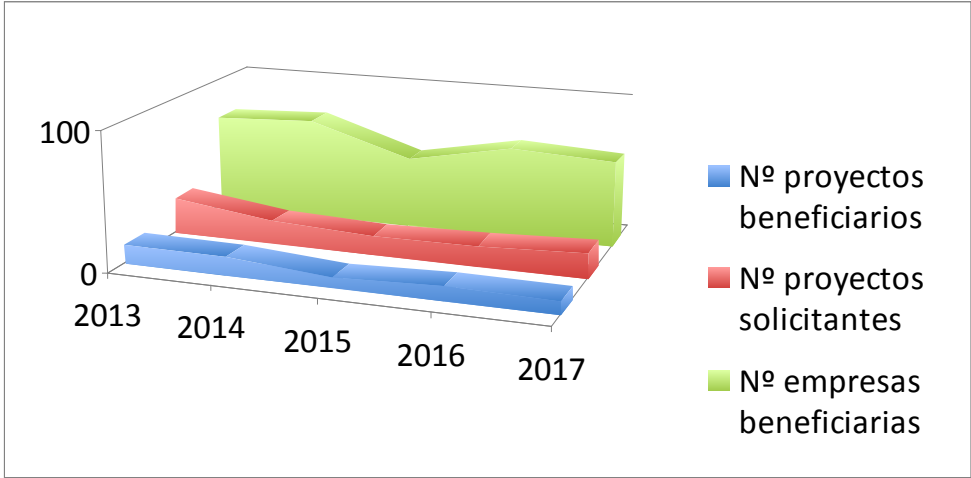
- ❑ **Groups** formed by 2 to 15 SMEs, signing a formal agreement with an independent manager who leads the project.
- ❑ **Subsidies up to 60.000 euro** covering:
  - Manager costs
  - Travel costs
  - Joint promotion material.
  - Joint exhibition at fairs and other events.
  - Specialized consultancy
  - Rental of offices/store in a foreign country
  - Expenses for making prototypes of products



# Subsidies for grouping internationalization

2013-2017  
Number of projects

|      | Projects approved | Proposals received | Companies funded |
|------|-------------------|--------------------|------------------|
| 2013 | 13                | 26                 | 71               |
| 2014 | 13                | 17                 | 74               |
| 2015 | 8                 | 14                 | 51               |
| 2016 | 10                | 15                 | 66               |
| 2017 | 9                 | 18                 | 62               |



# Subsidies for grouping internationalization

2013-2017  
Amount of the subsidies

|      | Importe total concedido | Importe medio por proyecto | Importe medio por empresa |
|------|-------------------------|----------------------------|---------------------------|
| 2013 | 250.000                 | 17.442                     | 3.194                     |
| 2014 | 325.000                 | 19.542                     | 3.433                     |
| 2015 | 300.000                 | 28.589                     | 4.485                     |
| 2016 | 400.000                 | 40.000                     | 6.061                     |
| 2017 | 400.000                 | 44.333                     | 6.435                     |



# Subsidies for grouping internationalization

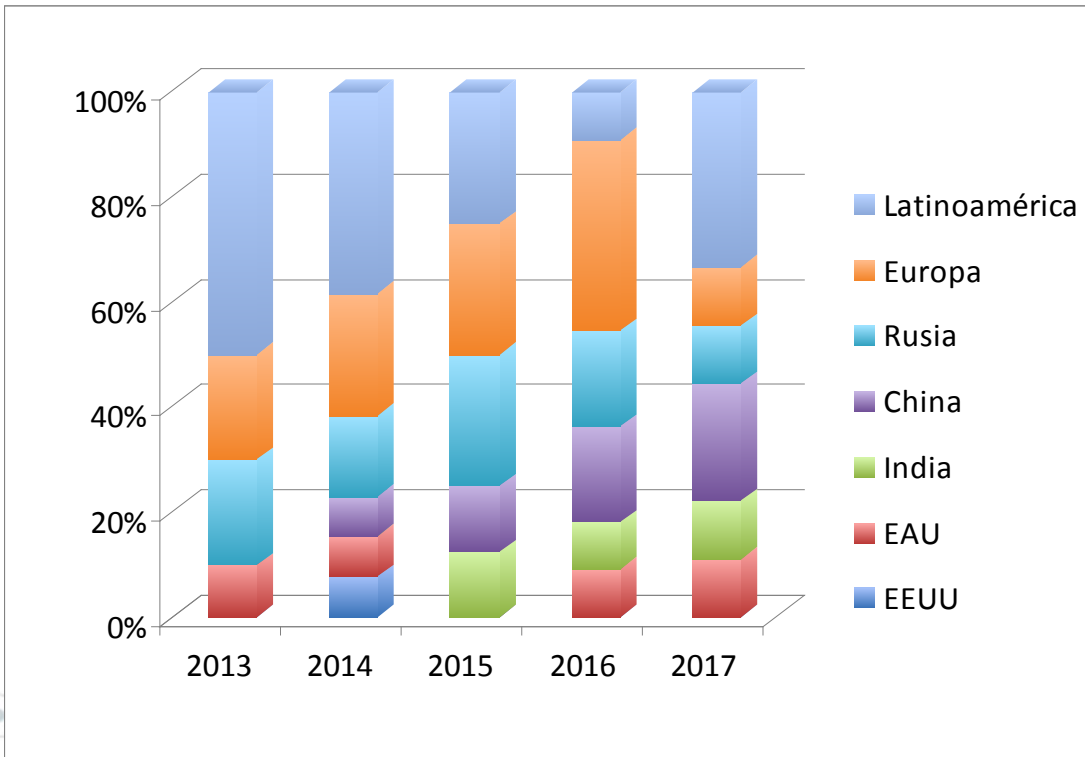
**2013-2017  
Projects by sectors**

| 2013               | Projects approved |
|--------------------|-------------------|
| Food chain         | 6                 |
| Renewable energies | 2                 |
| Tourism            | 1                 |
| Consultancy        | 2                 |
| ITCs               | 2                 |

| 2017                 | Projects approved |
|----------------------|-------------------|
| Food chain           | 2                 |
| Renewable energies   | 1                 |
| Tourism              | 1                 |
| Metal - mechatronics | 1                 |
| Environment          | 1                 |
| Building             | 2                 |
| Furniture            | 1                 |

# Subsidies for grouping internationalization

2013-2017  
Projects by country





**THANK YOU!**

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