

The International Plan for Navarra and priority markets

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International Plan for Navarra
2017/2020

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PROMOTE PRODUCT EXPORTS AND INTERNATIONAL IMPLANTATIONS



[Video](#)



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International Plan for Navarra – PIN3



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Internationalization in Navarra.

Diagnosis

NAVARRA EXPORTS	Thousand euro	Companies	Regular export companies*	Exports annual variation	Companies annual variation	Regular exporters annual variation
2013	7,447,170.00	2,587	754	2.92%	5.76%	6.35%
2014	8,141,092.16	2,608	809	9.32%	0.81%	7.29%
2015	8,539,726.54	2,500	862	4.90%	-4.32%	6.55%
2016	8,338,081.86	2,579	888	-2.42%	3.16	3.02%
2017	8,073,716.53	2,724	925	-3.17%	5.6	4.2%

Source: Dataempresa & ICEX

*Companies exporting during the last 4 years



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Internationalization in Navarra.

Diagnosis

- 2,724 companies exporting
- 925 companies exporting regularly (4 years in a row)
- 8,073,716 thousand euros
- Favorable trade balance: 182.14%



Internationalization in Navarra.

Diagnosis

- Five countries, 52% of exports: France, Germany, Italy, UK, Turkey
- France + Germany: 1/3
- Outside EU: Turkey, USA and Mexico

Internationalization in Navarra.

Diagnosis

Regular exports
(4 years in a row)

- Insufficient
- Slow growth

% internationalized
companies

- Insufficient (4.2%)

Exports

- Focus on few countries
- Focus on few sectors
- By small number of companies

Exports'
technological
level

- Medium-high (71%)

Internationalization in Navarra. Evolution

International Plan 2008-2012

- Launch of internationalization actions

International Plan 2013-2016

- Budget reduction and better coordination with stakeholders

International Plan 2017-2020

- Strategic focus and further coordination with stakeholders



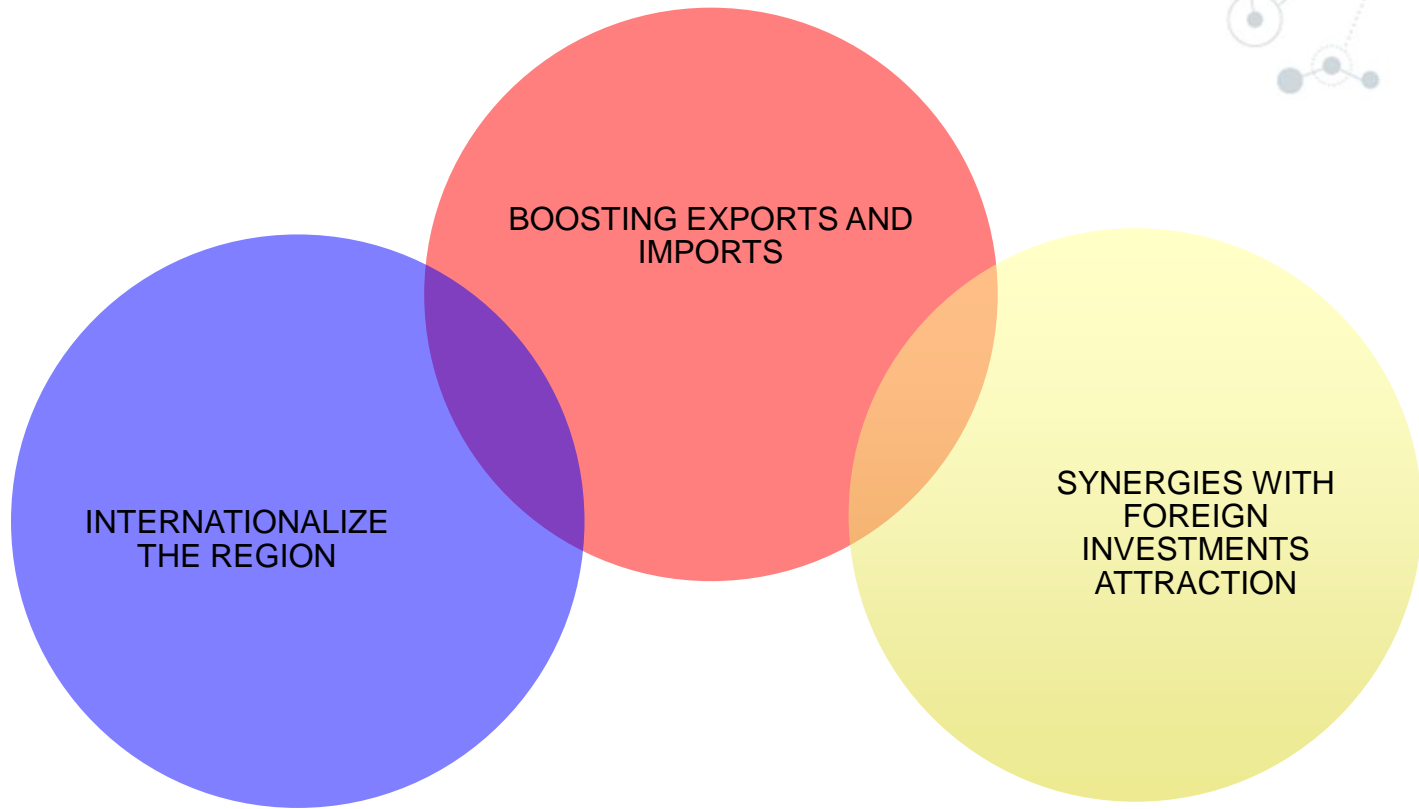
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Objectives



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Strategic Axis



Priority markets for Navarra



Smart specialization strategy

2030→

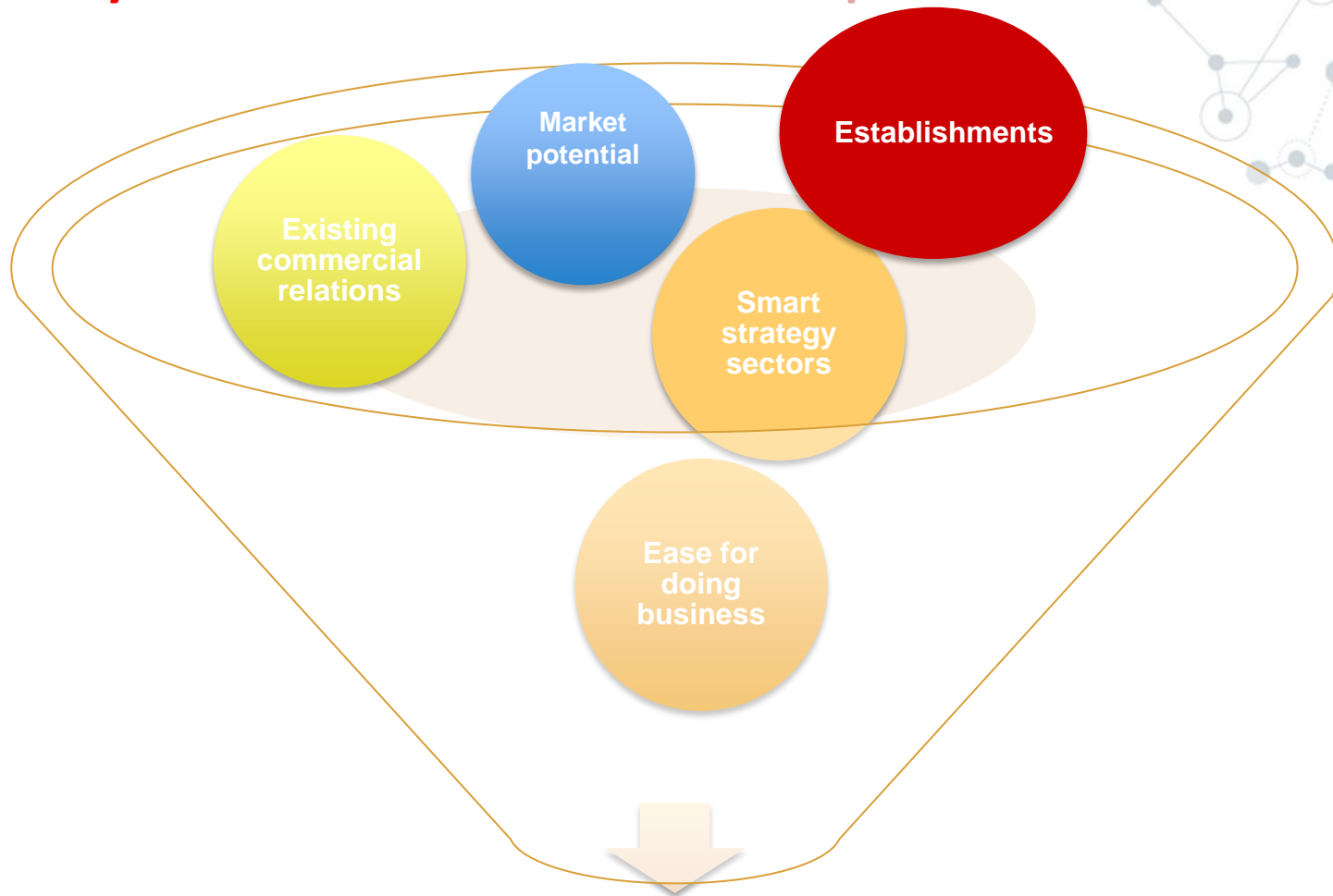
These themes act as transversal criteria or themes for future regional development that are applicable to different business sectors and public policies, such as fostering focused innovation, actions of diversification or hybridisation of opportunities, new lines for providing value to products and services, actions for awareness raising or clustering, etc.



Smart specialization strategy

THEMATIC PRIORITIES S3		NAVARRE DEVELOPMENT AXES				
		COHESIVE	HEALTHY	SUSTAINABLE	INDUSTRIAL	COMPETITIVE
STRATEGIC ECONOMIC AREAS (Companies + Technology + Demand)	Automotive and Mechatronics					
	Food chain					
	Renewable energy and resources					
	Health					
	Comprehensive Tourism					
	Creative and Digital Industries					

Priority markets. Selection process



**PRIORITY MARKETS
AND COUNTRIES**



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Priority markets



EUROPE

- France
- United Kingdom
- Germany
- Belgium
- Netherlands

RESTO DEL MUNDO

- China
- India
- United States
- Mexico



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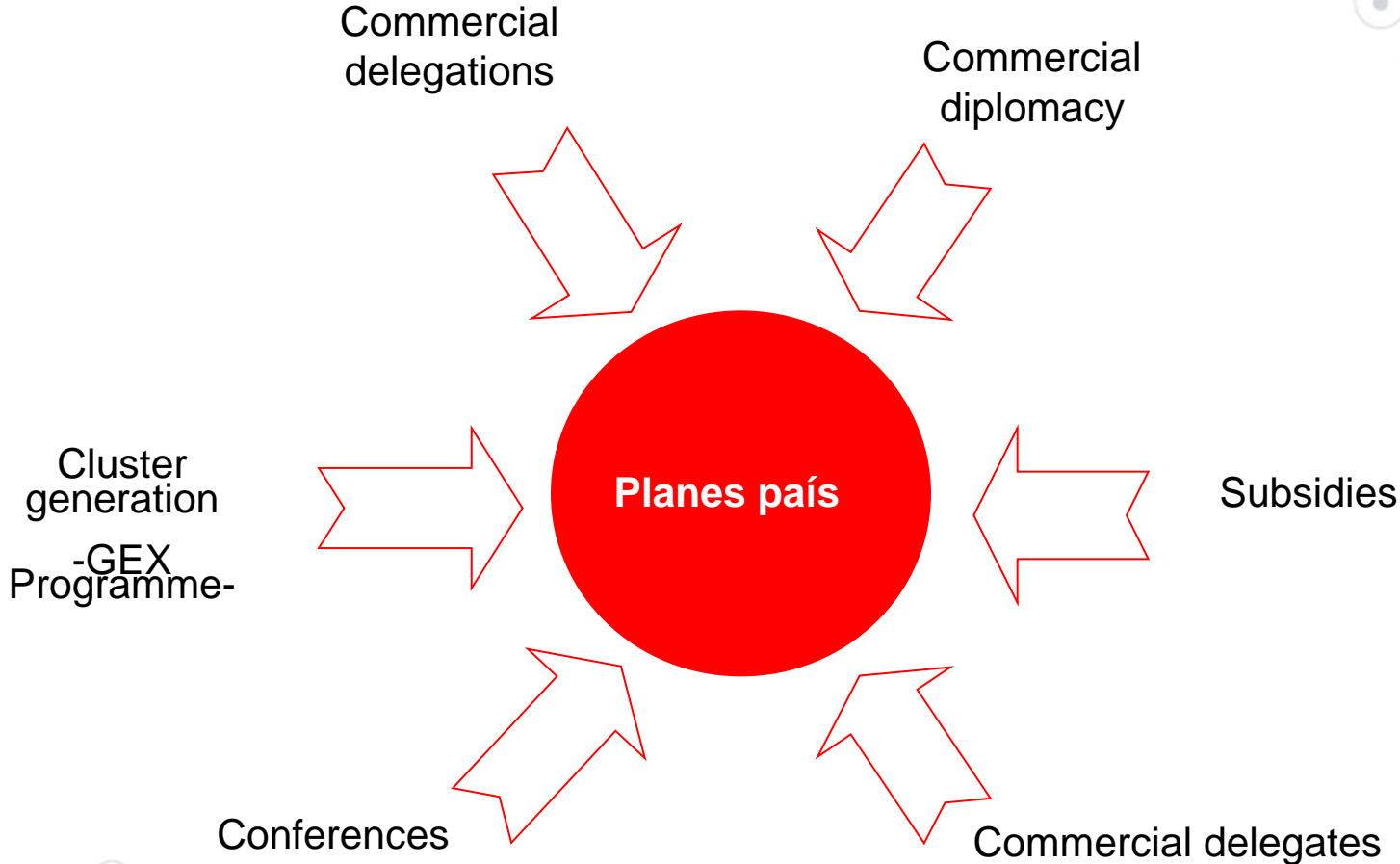


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Priority markets and strategic sectors

	Automotive and mechatronics	Food chain	Renewable energy and resources	Health	Creative and digital industries
China	X	X			
USA	X	X			
Germany	X	X	X	X	X
France	X	X	X	X	X
United Kingdom	X	X	X	X	X
India	X	X	X		
Mexico	X	X	X		
Netherlands					X
Belgium				X	X

Country plans. Actions



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Commercial representatives



Gracias

Thank you

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