

**Project INTRA: 6<sup>th</sup> Regional Stakeholder Meeting**  
**REPORT**  
CUE

## **1. Introduction**

The sixth RSG meeting was held in Coventry on Wednesday, February 27<sup>th</sup>, 2019.

There were 5 participants present at the event (for more details see the full list attached).

## **2. Set up of the task**

SL started by recapping previous regional stakeholder meeting (19.09.19) where it was agreed with (DH) that all regional ERDF support should incorporate and should offer to companies the possibility to receive digital support to make them internationalisation ready and should become part of the basic SMEs support package.

SL explained that this meeting objective was to iron out the fine detail of how this would happen in practice and help CUE Ltd and Coventry City Council furnish the Regional Action plan for phase 2.

DH agreed that the following 4 ERDF regional programmes will now be proposing digital support to increase SMEs internationalisation readiness:

- C&W Innovation Test Beds
- Focus Digital
- C&W Green Business
- C&W Business Support

DH said that they will use the findings of INTRA to further shape services being delivered through these projects that would not have included this angle otherwise. DH Continued to highlight areas where specific programmes can assist the offering to SMEs and included the following:-

- Workshops specifically focusing on processes associated with internationalisation. This will include the delivery of workshops on e-commerce and branding and marketing – for CW Innovation Test Bed, adding digital marketing themed workshops to the existing workshops being delivered on product development. It will include specialist workshops around e-commerce and how to access international markets for the Focus Digital projects. It will include delivering workshops through CW Green Business on using e-commerce as an alternative technique to current processes as a means of reducing Greenhouse Gas emissions.

- One to one consultancy digital support for internationalisation of the SMEs. This strand will include support through CW Business Support on potentially growing the business through accessing international markets.

- Access to revenue grants, particularly through Focus Digital (e.g. financial support to access specialist support to develop websites) and CW Innovation Test Bed to test and launch new products that could be exported internationally (including securing of any IP rights).

SL asked if there were any grants that could be proposed to help SME with their internationalisation agenda. DH suggested that there is potential for a form of “digital voucher” which could be proposed to the focus digital project to help improve SME internationalisation as Focus Digital has a “grant fund” that that this would need to be investigated further with the managers and ITA/DIT. SL confirmed that she would take this up with each projects ERDF managers.

### **3. Conclusion**

The meeting was successful. The project partner will prepare and submit the propositions for the projects in the three areas supporting regional SME internationalization that were discussed and elaborated upon during the workshop session of the RSG.

#### 4. Annexes

- Attendance sheet

Regional Stakeholder Group meeting 27th Feb 2019



INTRA  
Interreg Europe  
European Union  
European Regional  
Development Fund

NAME	ORGANISATION	SIGNATURE
David Hope	Coventry City Council	<i>D.R. Hope</i>
Soizic Linford	CUE Ltd	<i>[Signature]</i>
Ranbir Jabanda	CUE Ltd	<i>[Signature]</i>
Steve Shorthouse	CUE Ltd	<i>[Signature]</i>
Sarah Barsby	CUE Ltd	<i>[Signature]</i>

- News for the INTRA website

<https://www.interregeurope.eu/intra/news/news-article/5185/6th-regional-stakeholder-meeting-in-coventry/>