

2nd INTRAORGANISATIONAL MEETING

Maribor development Agency

1. Introduction (max. 1 page)

On Monday, February 13th, 2017 Maribor Development Agency (MDA) – the lead partner of the INTRA project – has organized its second intraorganizational meeting iORG, where experienced gathered during the INTRA project was shared with the colleagues of other departments within MDA, specifically with the department of regional development and the European Enterprise Network.

At the same time, the MDA colleagues were identifying synergies with their own programs, chiefly with the training programme of young entrepreneurs PVSP and the self-sufficiency initiative within the region.

17 members of the MDA staff attended the event, of which 3 were representing the INTRA project core team.

The presentation was done by dr. Amna Potočnik, who is the project manager of INTRA, according to the agenda proposed in the invitation:

- 1) Overview of the mechanisms of good practice examples on the case of Interreg Europe
- 2) Knowledge sharing about good practices of Internationalization in other project regions: Varna (BG) and Extremadura (ES).

The iORG lasted for 60 minutes in total.

2. Brief info on the event

The main topics of the event were two:

- Overview of the existing structures supporting internationalization on the national and EU scale, with overlapping fields;
- The identified examples of good practices by project partners that have already organized the study visits within the INTRA project.

As the core activities of the MDA are closely connected with the EU funds and national funds for supporting the local/regional economy, as well as preparation of strategic documents and providing inputs for local/regional/national/EU strategies, the overview was brief as the topic mostly explained the overlapping fields and how the national and EU funding is complementary when it comes to the support of internationalization. A special emphasis was given on the impact of these mechanism on the end user – the SMEs of the Podravje region, their needs and the gaps between their needs and the possibilities the mechanism offer.

Following the presentation of the support mechanisms the case by case presentation of good practices presented during the 1st round study visits in Varna and Badajoz (conducted in 2016) were discussed.

Potočnik presented each of the good practices, with a brief description of the practice, the mechanisms used to support the practice, the possible transferability of the practice and the similarities or differences of the support environment that was crucial for the success of the practice.

During the presentations, special attention was given to the presented examples of Spanish support environment and the examples of Spanish food processing SMEs.

Direct comparisons were drawn between the PIMEX – FORMAXOEX accelerators of internationalization in the region of Estremadura and the PVSP programme in the region of Podravje, that the EEN department is conducting.

A clear difference between the methods of including the target groups in the programme was identified, as well as the shortcomings of the Podravje programme, where the duration of the services is considered too short with no possibility of providing a clear follow-up after the initial period is concluded.

The food processing SMEs were identified as good practice examples, which could be partially transferable. The RD department, in particular, found similarities with previous initiatives within the region, that were based on branding (such as Pohorje Beef).

The comparison between the regions was made, where the size of Podravje was exposed as one of the problems, but also the size of individual SMEs, which usually cannot produce enough quantity to truly start the expansion.

As a possible solution to the latter mentioned problem, the GP4 was proposed, which is the Estremadura's mechanism for support of exporting consortia, encouraging the micro, small and medium sized entrepreneurs to form an exporting consortium, which would enable the Podravje entrepreneurs to produce large enough quantities to supply the demand of the products promoted.

Additionally the support with tenders was exposed as a possibility to support the SMEs with a clear distinction to what is already implemented on the level of MDA's EEN – where the complete package (from identification of tenders onwards) should be offered.

3. Recommendations and next steps

Follow up activities were proposed to have an in-detail look into the good practices of the Spanish food processing SMEs and further assess their transferability to the region of Podravje.

No specific suggestions were provided for the next iORG, however, the overall format was well accepted and the colleagues expect further presentations of the good practices following the next study visits of the INTRA project team.

4. Annexes

- Attendance sheet
- Photos
- News for the INTRA website

Annex 1: Attendance sheet

LISTA PRISOTNOSTI

Zadeva:	interni organizacijski prenos znanj v okviru projekta INTRA
Datum & ura:	13.02.2017 / 11:00
Lokacija:	Poslovni prostori MRA

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Annex 2: Photos



Annex 3: News published at INTRA website



The screenshot shows the INTRA website interface. At the top, there are navigation links for 'My Interreg Europe', '100%', 'Logout', 'Search', and 'Discover projects'. Below this is a menu with 'NEWS', 'EVENTS', 'CONTACTS', 'LIBRARY', and 'WHO IS WHO IN INTRA'. The main content area features a large image of a meeting with the headline '2nd INTRA iORG meeting held in Maribor' and the date '13/02/2017'. Below the image, there is a text block describing the meeting and a small thumbnail image of a presentation slide titled 'INTRA Project'.

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INTRA > News

13/02/2017
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INTRA Project
257 likes
Sharing on regional level by
writing on research findings
and highlighting the importance of regional
quality public partnerships in research
and design of new projects