



Project INTRA:

Collection of good practices from East Slovenia region in Slovenia

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1. Name of the organisation owner of in charge of the practice

Republic of Slovenia, Ministry of Foreign Affairs

2. Region/country where the practice takes place

Global

3. Title of the case/practice

SLOVENIA'S ECONOMIC DIPLOMACY

4. Website (If available)

http://www.mzz.gov.si/si/gospodarska_diplomacija/

5. Description of the case/practice (around 2000-2500 characters)

Ministry of Foreign Affairs of Republic of Slovenia protects, pursues and promotes the interests of the Slovenian economy abroad through its network of diplomatic missions and consular posts. Economic diplomacy services include all the relevant activities of the Foreign Ministry and Slovenia's 52 diplomatic missions and consular posts with their 22 economic advisers. The economic diplomacy network also includes more than 120 honorary consuls, a number which is constantly rising, which is one of the Foreign Ministry's top priorities.

Tasks and competences of the Directorate for economic and public diplomacy performs activities in economic diplomacy, bilateral economic cooperation and economic promotion carried out within two of its economic departments. The directorate:

- organise meetings of intergovernmental commissions on economic cooperation,
- make all necessary arrangements for business delegations during visits of high level state representatives,
- promote Slovenia as a location for foreign direct investment,
- support Slovenian businesses in entering and expanding to foreign markets, and in solving problems in the form of various free of charge services,
- support foreign businesses in establishing contacts with Slovenian businesses
- coordinate economic activities related to the EU and international organisations.

Economic diplomacy is integrated into the everyday work of ambassadors, consuls and other diplomats.

What diplomatic missions, consular posts and economic advisers offer Slovenian businesses:



- assistance in establishing contacts with ministries and other state institutions, chambers of commerce, business associations, and media at national and regional levels, as well as in connecting these with similar institutions in Slovenia,
- services to boost exports,
- assistance in tackling problems indicated by ministries, other institutions and businesses,
- organisation of, and participation in business meetings (of business delegations), presentations at fairs and other presentations, seminars and conferences as well as other promotional events,
- information on business opportunities, international tenders, sectors and fairs that are relevant to Slovenian institutions and businesses,
- business information and business opportunities,
- advisory support in entering a foreign market,
- assistance in establishing contacts with potential business partners,
- advice and information support for potential foreign investors,
- implementation of tasks aimed at obtaining foreign investors.

In addition to direct support for businesses, diplomatic missions and consular posts provide:

- review and analysis of the macroeconomic situation in countries of accreditation,
- coordination of institutional bilateral economic cooperation between Slovenia and countries of accreditation,
- coordination of economic activities related to the EU and international organisations,
- Providing assistance and advice in establishing companies or subsidiaries abroad;
- Helping Slovenian companies to find and hire local experts or adviser,
- Encouraging companies to participate in existing business clubs, and promoting the establishment of new ones to help small and medium-sized enterprises penetrate foreign markets;
- Providing business offices for Slovenian companies at Slovenian representations abroad.

5.1. Duration (start-end)

Ongoing

5.2. Goals



Economic diplomacy is one of the priorities of the Foreign Ministry of the Republic of Slovenia. The goals of economic diplomacy are to provide assistance and support to Slovenian companies that have the capacities to, or wish to, do business globally, notably through a network of economic advisers and ambassadors, who are the driving force of economic diplomacy.

5.3. Partners involved

Ministry of Foreign Affairs of the Republic of Slovenia (MZZ)
Ministry of Economic Development and Technology of the Republic of Slovenia (MGRT),
Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology (SPIRIT),
Slovenian Tourist Board (STO),
Chamber of Commerce and Industry (GZS),
SID Bank,
Slovenian business clubs,
Honorary consuls of the Republic of Slovenia.

5.4. Total cost of the practice

N/A

6. Why do you think this could be a good practice?

As the diplomatic network is already set up and presents in various countries, this good practice optimizes the existing network by upgrading it for the needs of the SMEs. Thus, the activities of economic diplomacy present a utilization of both infrastructure and human resources of the diplomatic network of Slovenian representative abroad.



7. Type of practice (multiple response)

POLICY/REGULATION	
	policy + successful implementation
<input checked="" type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
	dissemination (please specify)
	event/festival
FUNDING	
	funding measure
	financial measure (e.g. tax relief, grant for exports, etc)
	investment attraction measure
KNOWLEDGE & INNOVATION	
	entrepreneur training, coaching, mentoring, consultancy
<input checked="" type="checkbox"/>	access to knowledge
	technology transfer
	open innovation
<input checked="" type="checkbox"/>	cross-sectoral networking
MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
	cluster development
	incubator/ promotion of start-up
<input checked="" type="checkbox"/>	networking, matchmaking, ...
OTHER (please specify)	

8. How does the practice support and help enhance the SME Internalisation?

It provides data about potential foreign markets, provides support upon entering a foreign market, provides premises for initial setting up of the business and helps build up partnerships / communities for successful international businesses.

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)¹

Challenges	OBJECTIVES	Tick where appropriate
Human Resources /	Export coaching course	
	Incentives to foster internationalization activity	
	Exports forums	

¹ Based on OECD report on 'Top Barriers and Drivers to SME Internalization'



Managerial Capacity	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	X
	Internationalization/Export Academies	x
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	x
	Export/Internalization observatory facilities	
	IPR support/ Institutional protection of intellectual property	X
	Account management support	
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
	Other : please specify	
Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	x
	Grants to support any stage of the internationalization activity	
Other: please specify		
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	x
	Regularly updated analysis reports on foreign markets	
	Trade missions	x
	Partner search & alliances	x



	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
	Market intelligence services	X
	Other: please specify	
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	

10. Source of funding (multiple response)

	regional funds
<input checked="" type="checkbox"/>	national funds
	EU funds – H2020
	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

<input checked="" type="checkbox"/>	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector: (not exclusive to SME)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

Foreign Affairs Act

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?



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13. Geographical focus (choose one answer)

<input type="checkbox"/>	local
<input type="checkbox"/>	regional
<input type="checkbox"/>	national
<input type="checkbox"/>	European
<input checked="" type="checkbox"/>	international

14. Actors involved in the practice (multiple response)

<input type="checkbox"/>	regional government
<input checked="" type="checkbox"/>	national government
<input type="checkbox"/>	development agency
<input type="checkbox"/>	university or research institution
<input checked="" type="checkbox"/>	SME, enterprises
<input checked="" type="checkbox"/>	association of enterprises/professionals
<input type="checkbox"/>	other (please specify)

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME	INFO SOURCE (if available)
<i>No. of economic attaches: 22</i>	<i>2015</i>	<i>MZZ</i>

16. Please state if this practice is transferable in terms of:

<input checked="" type="checkbox"/>	organisational model / implementation process
<input type="checkbox"/>	specific tools (e.g. training, financial support,)
<input type="checkbox"/>	policy making process
<input type="checkbox"/>	definition of financial feasibility
<input type="checkbox"/>	methodology for the assessment of the problem to be address
<input checked="" type="checkbox"/>	methodology for the involvement of the targeted stakeholders
<input type="checkbox"/>	risk management strategy involved
<input type="checkbox"/>	exit strategy involved
<input type="checkbox"/>	review and maintenance methodology



	metrics for the evaluation of the implementation process
	marketing strategy
	other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>Efficient public support – internationalisation.</i>		Very relevant
	x	Relevant
		Party relevant
		Not relevant
<i>Strong training organisation already existing on the area</i>		Very relevant
	X	Relevant
		Party relevant
		Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

http://www.mzz.gov.si/fileadmin/pageuploads/foto/1604/Aktivnosti_in_prakse_slovenske_gospodarske_diplomacije_zadnja_-_ENG.pdf

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

Ministry of Foreign Affairs, Directorate for economic and public diplomacy
Department for Bilateral Economic Cooperation I
Head of Department
Mag. Franc But, Ambassador
Phone: +386 1 478 20 63
E-mail: franc.but@gov.si

Contact Details: person compiling this form (name, e-mail, ...)



See above.

OTHER RELEVANT INFO



1. Name of the organisation owner of in charge of the practice

SID Bank / SID – Slovenska izvozna in razvojna banka, d.d. (Slovenian export and development bank)

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

Export Credit and Investments Insurance

4. Website (If available)

<http://www.sid.si/en-gb/Insurance>

5. Description of the case/practice (around 2000-2500 characters)

About SID Bank

SID Bank is a promotional export and development bank with the authority to carry out long-term financial services to complement the financial market in various areas in accordance with the Slovenian Export and Development Bank Act which are relevant for the sustainable development of the Republic of Slovenia.

SID Bank was established in 1992 as Slovene Export Corporation with the aim of providing insurance and financing of export for Slovenian companies. Since then SID have grown and evolved in step with development of Slovene economy. The mission of SID Bank is to develop, provide and promote long-term financial services designed to supplement financial markets for the sustainable development of Slovenia. SID's primary orientation is to be complementary to the financial market in the areas not covered by the financial market, and which have a development component.

On behalf and for the account of state of Slovenia, SID Bank provides services of export credits and investment insurance as a national Export Credit Agency (ECA). The main activity provided



for its own account is financing of business transactions in the area of market gaps (SME, internationalization, research, environment, etc.). SID Bank acquires resources mainly through borrowing on foreign financial markets on its own behalf and for its own account, as well as with the guarantee of the Republic of Slovenia. Possibility of this type of borrowing provides Slovene economy an opportunity to acquire competitive financial resources, which ensures directly or indirectly support of development and penetration onto foreign markets.

The Republic of Slovenia as the single shareholder is irrevocably and without limitations responsible for the liabilities incurred by SID Bank from transactions. If SID Bank fails to settle its due liability to a creditor at the latter's written request, the Republic of Slovenia is obliged to settle such liability promptly at the request of the creditor. This allows SID Bank to borrow on financial markets without the need to obtain a guarantee from the Republic of Slovenia for each transaction.

In pursuing its activities, it does not compete with other financial institutions on the market. To achieve the goal of non-competition with financial institutions on the market, SID Bank also follows the principle of equal access or non-discrimination for all users of SID Bank's financial services and the transparency of the services offered, business operations and business results.

SID Bank is the parent company of SID Bank Group, which provides its customers a wide range of services for promotion of competitiveness in international business cooperation:

- financing of the internationalisation of SMEs:
 - export loans;
 - financing of Slovenian outward FDI (stakes, shareholder and non-shareholder loans).
- Associated companies
 - insurance of short-term export receivables, risk management (SID-Prva kreditna zavarovalnica, d.d.);
 - collection of debts, information on benefits, risk monitoring (Pro Kolekt d.o.o.);
 - factoring, receivable insurance, discount of bills of exchange, discount of invoices (Prvi Faktor d.o.o.);
 - export research, analysis and advisory services; bilateral official development aid – soft loans, mixed credits; Centre for International Cooperation and Development).

SID Insurance services in the field of internationalisation



SID Bank insures risks of the nature and level for which financial institutions and private reinsurance market are not willing to cover or have limited capabilities to cover.

In the field of internationalisation, SID Bank offers following credit and investment insurance services:

1. Export credit insurance services
 - 1.1. Insurance of pre-delivery risks
 - 1.2. Insurance of post-delivery risks:
 - a. supplier credit insurance,
 - b. foreign buyer/bank credit insurance
 - b.1. foreign buyer credit
 - b.2. foreign bank credit
 - b.3. purchase of trade receivables,
 - b.4. post-financing of L/C
 - c. performance of other transactions on special authorizations (official development aid).
2. Insurance of bank guarantees/contractual bonds
3. Insurance of pre-export financing
4. Investments insurance
5. Reinsurance of receivables – support for small and medium enterprises
6. Project financing insurance

1. Export credit insurance services

As an authorized institution SID Bank insures on behalf and for the account of the Republic of Slovenia commercial and/or non-commercial (non-marketable) risks of the nature and level for which private reinsurance, market is not willing to cover or has limited capabilities to cover. In compliance with regulations of the European Union non-marketable risks are commercial and political risks above two years in countries members of OECD and all the risks in the countries outside OECD.

Non-commercial risks include: failure of repayment of a loan by public debtor; political occurrences, such as wars, revolutions and general strikes; moratorium of payments, restriction of conversion and transfer; restriction of import; unilateral termination of agreement by public-law entity client; various forms of dispossession of property or destruction of documents by the state and natural catastrophes.



Commercial risks include: an issued final order of court of other competent organ for institution of bankruptcy; concluded court settlement in out-of-court proceedings; unsuccessfully concluded execution; an issued final court decree for institution of court settlement; if 6 months have elapsed from the day policyholder notified the company about overdue outstanding debts, or 6 months from the day of the last payment made in the time period from the notification of overdue outstanding debts.

1.1 Insurance of pre-delivery risks:

Insurance of pre-delivery risks enables the exporter **reimbursement of production expenses**, due to his inability to supply the goods agreed by contract because of outset of non-commercial risks (including interruption of transport lines) and/or certain commercial risks (cancellation of contract, bankruptcy of the buyer).

This type of insurance is used mainly **in case of special orders/contracts with a foreign buyer**, where preserver sale is hindered by special characteristics of the equipment, and when **performing investment work abroad**, where the performer is exposed to risks connected with already performed, but not yet acknowledged works, during the whole period of performance.

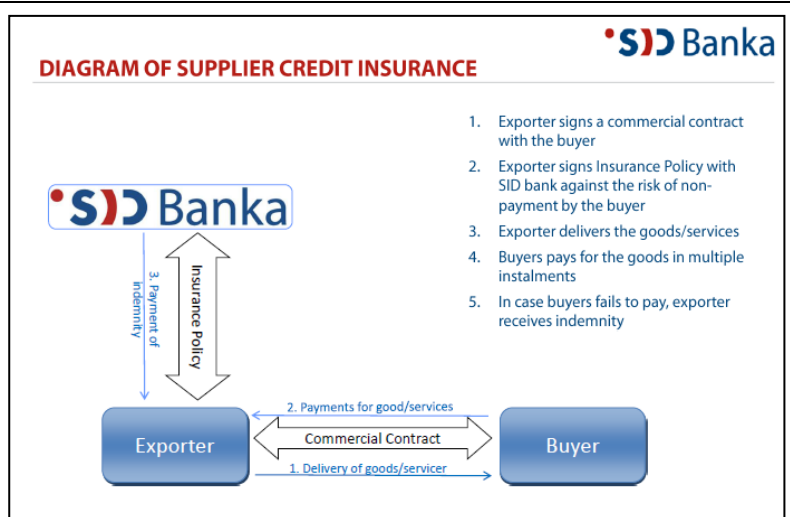
The basis for calculation of damages are the **actual expenses** of policyholder arising from production of the object of supply contract (planning expenses, services and work expenses, material expenses, other production expenses). All the amounts received by policyholder as advance and all the amounts received as purchase money in case of preserver sale (material, semi-products or products) are subtracted from the damages.

1.2. Insurance of post-delivery risks

a. Supplier credit insurance:



Insurance of receivables exporter holds to foreign buyer according to export agreement is one of the basic credit insurance schemes. Exporter is the policyholder; the object of insurance can be receivables connected with the agreed upon payment delay (credit), which enables the buyer to pay the supplied goods and/or services in a specified period after



delivery. Exporter can transfer the rights arising from the insurance policy to a bank (assignment), therefore ensuring more favourable financing conditions or in some cases, making financing possible at all.

b. Foreign buyer/bank credit insurance

Foreign buyer/bank credit insurance is an advanced form of export transactions financing, which enables the exporter to receive the whole payment for each executed supply (situation) or conclusion of work abroad from the bank/creditor. Therefore, the exporter does not need to wait for the buyer's payment for a longer period or assume the risks connected with that.

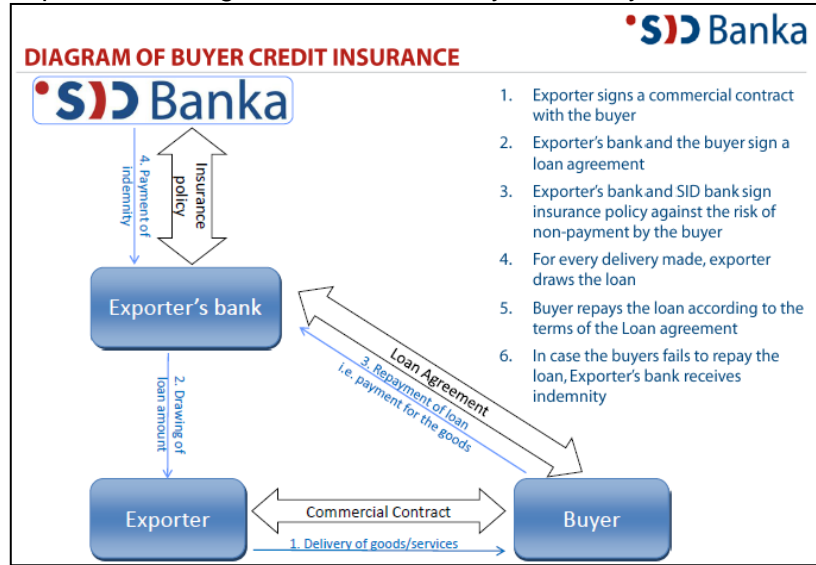
Buyer repays the exporter wholly with advances (pre-delivery payments or payments by delivery) and from the credit approved to the buyer by exporter's bank or bank/creditor. In this case the objects of insurance are receivables arising from this buyer credit, the policyholder being the bank or other financial institution, which grants it.

Several variations of this scheme are eligible for insurance (following are the most frequent ones):



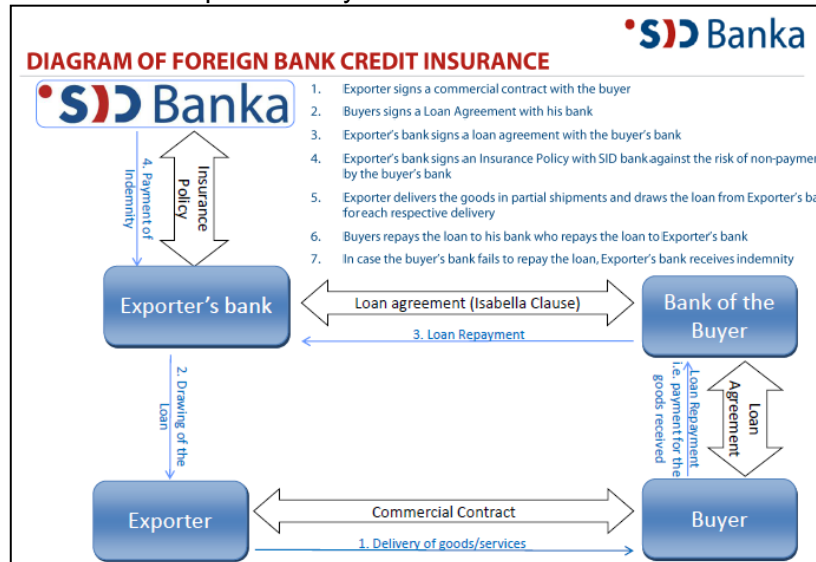
Foreign buyer credit:

Exporter's bank grants a credit directly to the buyer.



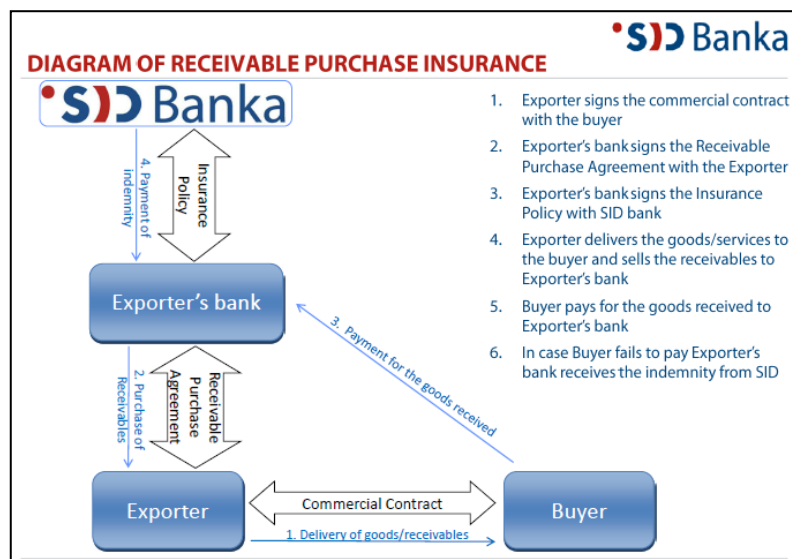
Foreign bank credit

Exporter's bank grants a credit to the buyer's bank, which finances the exporter's buyer.



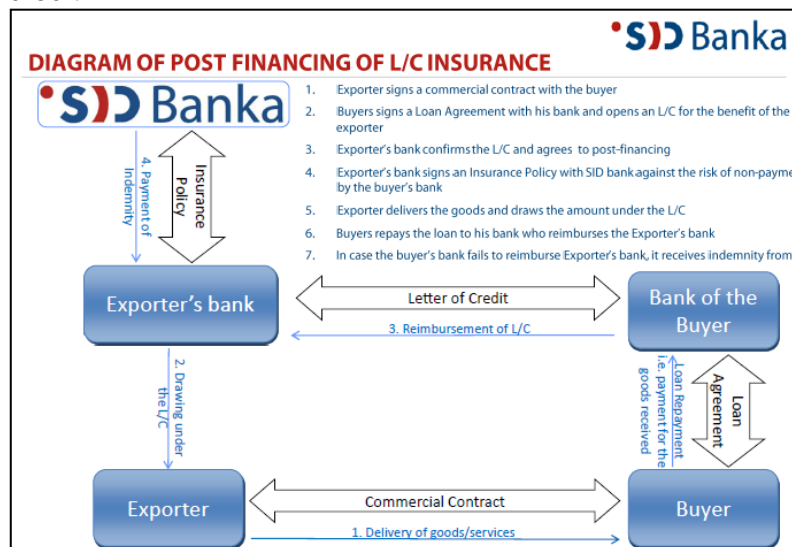
Purchase of receivables

In this case bank purchases receivables from the exporter, pays out the exporter and enters into a debt relationship.



Letter of Credit

Various forms (sight, with deferment of payment, confirmed); deed of sale and payment terms are agreed under the letter of credit.



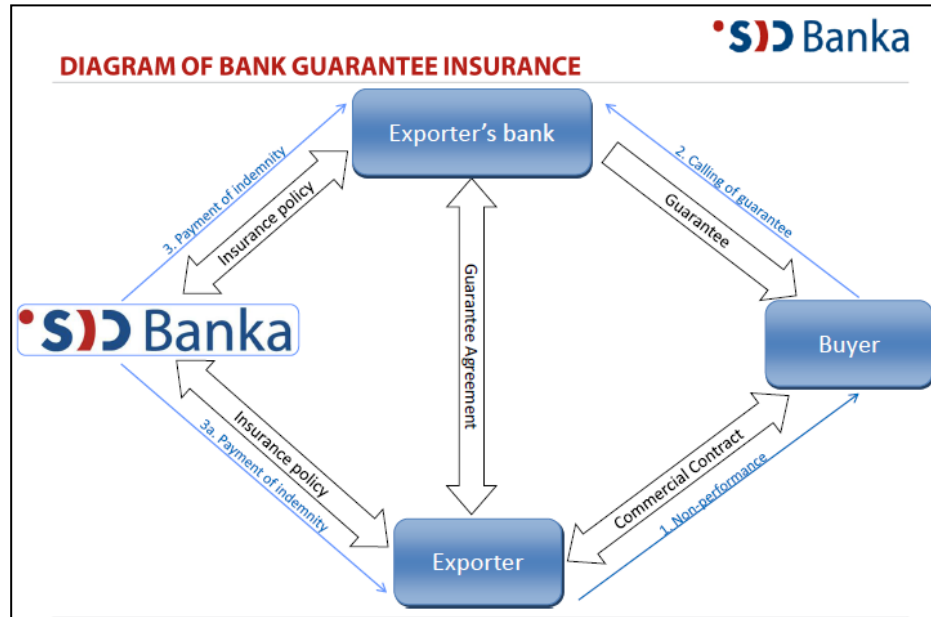
2. Insurance of bank guarantees

In international business operation, particularly in export of equipment, performance of investment work etc., it is an established practice for the buyer to require from the exporter adequate guarantees for coverage of risks on exporter's side (i.e.: bid bond, performance bond - for good execution of works, advance payment bond, warranty bond, retention money bond).

These guarantees are often a prerequisite for the exported to obtain the business. Guarantees, issued mostly by first-class banks and other financial institutions upon order of originator, are

issued in content and form as required by beneficiaries and therefore efficiently protect them against commercial risks, and have to be provided by the exporter - the opposite party of the original agreement.

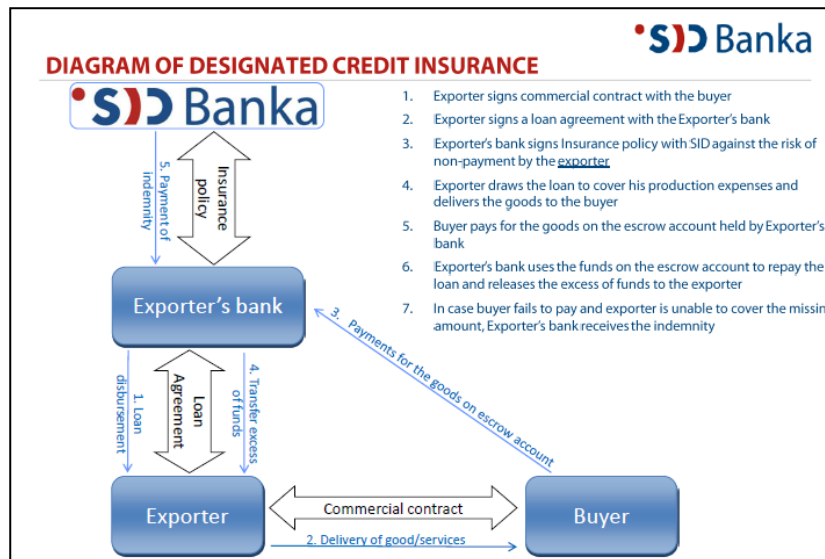
The exporter and exporter's bank (the latter in case exporter is insolvent or the given guarantees fail to cover its recourse) face certain risks in connection to guarantees in international trade, which they can insure



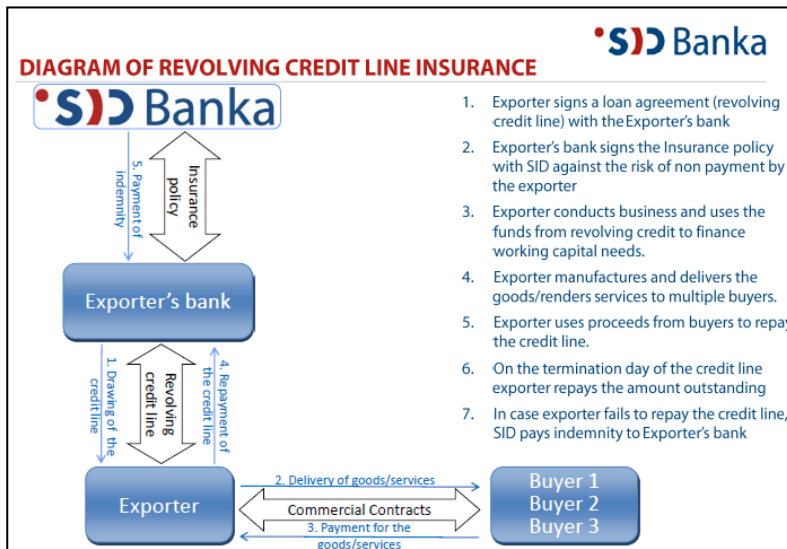
at SID Bank. Part of these risks can be transferred to the insurer - SID Bank - with insurance against unfair calling and calling of guarantees due to political and other non-commercial risks.

3. Insurance of pre-export financing

Insurance of pre-export financing is available in two options. One option in terms of designated credit with specific intention to finance the production of goods subject to signed export contract.



Second option is in term of revolving credit line. Eligible exporters for the revolving line must exhibit at least 50% of export proceeds on last three year average.



Both options enable exporters to raise fund to finance their production. Funds are to be used for working capital needs specifically.

4. Investment insurance services

Outward investment indicates complicated and time consuming projects, during which investors are exposed to risks quite different from the risks inherent in the domestic market. These risks are a sign of force majeure and are not under control of the investor; nevertheless, they can severely jeopardize the existence and performance of the investment (war, civil unrest, natural catastrophes, expropriation, conversion restrictions etc.). Therefore, it is advisable for investors to insure their investments against these risks with investment insurance for the Slovene economy on behalf and for the account of the Republic of Slovenia, provided by SID Bank.

Forms of investment eligible for insurance:

- a. equity,
- b. shareholder's loan
- c. non-shareholder's loan.

a./b. Equity insurance and shareholder's loan

Equity insurance is insurance of funds invested by a Slovenian investor into the project company abroad. This can include founding of a new company (including joint investments), purchase of an



existing company or increase in capital of a company. The investor can also invest funds in the form of long-term loan (**shareholder's loan**).

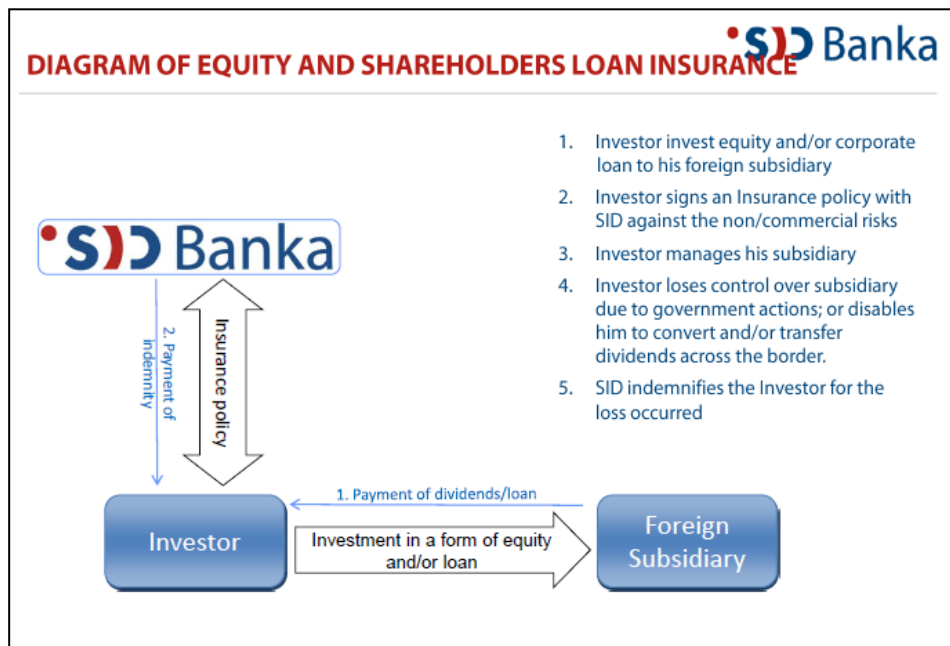
Insurance policy usually covers a "package" of risks, with an option of custom-made choice of insurance coverage with regard to type of risks as well as coverage level of each risk. This is a 90% coverage, where 10% stands for own share of the investor (meaning that the policy holder to assumes the risk amounting to 10% of sum insured).

Sum insured is the amount of investment the investor wants insured. Investor can include in insurance just a portion of investment, as a current sum insured. The portion of investment not included in the first period of insurance, or for including future undistributed profits, can be included in the insurance in the form of reserved sum insured, for which the policy holder pays only a portion of premium charged for the current sum insured.

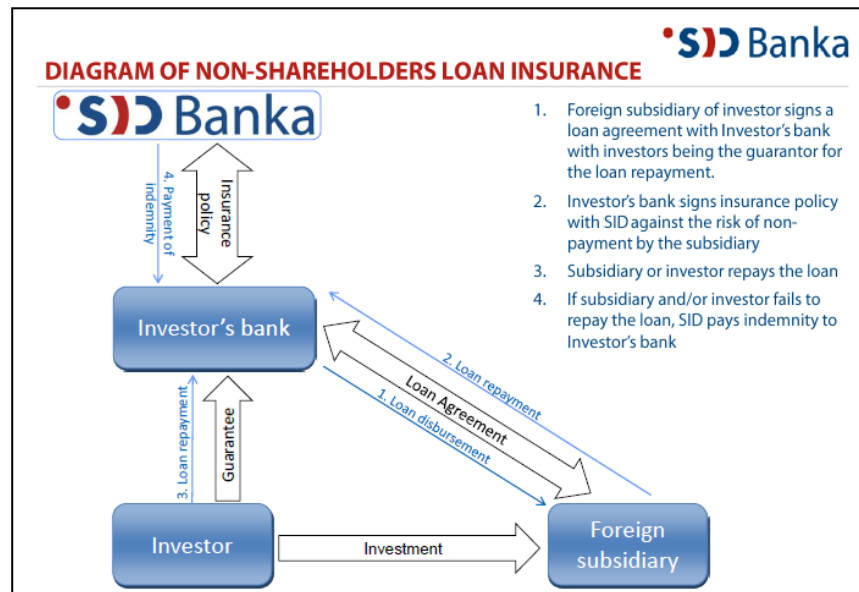
Insurance period can last from minimum 3 (or 5 when insuring shareholder's loans) to maximum 15 years.

Nevertheless, policyholder can cancel the insurance any time after expiration of the minimum insurance period.

c. Insurance of non-shareholder's loan



When issuing a non-shareholder's loan, SID Bank insures funds/loan granted by a financial institution to the investment company with a majority ownership share of a Slovenian investor.



5. Project financing insurance

Project financing is the most complex service of insuring and financing of (export) projects. It represents a special non-conventional form of financing of long-term projects, where creditors and insurers in their decisions mainly rely on the planned future income of the project company (the newly founded company) as the principal resource for the servicing of granted loans and the property of the project company as the main form of insurance (collateral).

The policy is based on risk sharing among the participants in the project (non-commercial as well as commercial under certain conditions), following the principle that a certain risk is assumed by the participant best equipped for its managing, or most capable of influencing it. The minimum of 30% of the project value has to be provided by the project sponsors, while SID Bank provides up to 40% with its support, and the remainder minimum 30% is provided by commercial banks experienced in the area of project financing. Combinations with other financing sources are also possible.

5.1. Duration (start-end)



all year programme, insurance periods are different depending on the insurance service

5.2. Goals

SID Bank insures risks of the nature and level for which financial institutions and private reinsurance market are not willing to cover or have limited capabilities to cover in order to promote seizing of opportunities in international economic and development cooperation for Slovenian economy with instruments of long-term financing and insurance.

5.3. Partners involved

SID Bank, commercial banks, Slovenian companies - exporters and investors

5.4. Total cost of the practice

In mio EUR	2008	2009	2010	2011	2012	2013	2014	2015
Scope of insured transactions	914.270.261	897.313.571	1.440.058.606	1.203.429.927	942.324.321	919.811.195	798.664.979	644.362.329

6. Why do you think this could be a good practice?



Measure assists Slovenian companies/exporters in insuring commercial and/or non-commercial export risks of the nature and level for which private reinsurance market is not willing to cover or has limited capabilities to cover.

7. Type of practice (multiple response)

POLICY/REGULATION	
<input type="checkbox"/>	policy + successful implementation
<input type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)
<input type="checkbox"/>	event/festival
FUNDING	
<input type="checkbox"/>	funding measure
<input checked="" type="checkbox"/>	financial measure (e.g. tax relief, grant for exports, etc)
<input type="checkbox"/>	investment attraction measure
KNOWLEDGE & INNOVATION	
<input type="checkbox"/>	entrepreneur training, coaching, mentoring, consultancy
<input type="checkbox"/>	access to knowledge
<input type="checkbox"/>	technology transfer
<input type="checkbox"/>	open innovation
<input type="checkbox"/>	cross-sectoral networking



MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
<input type="checkbox"/>	cluster development
<input type="checkbox"/>	incubator/ promotion of start-up
<input type="checkbox"/>	networking, matchmaking, ...
OTHER (please specify)	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

8. How does the practice support and help enhance the SME Internalisation?

Insures commercial and/or non-commercial export risks

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)²

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	<input type="checkbox"/>
	Incentives to foster internationalization activity	<input type="checkbox"/>
	Exports forums	<input type="checkbox"/>
	Improving interregional technology transfer bodies and mechanisms	<input type="checkbox"/>
	Trade visits	<input type="checkbox"/>

² Based on OECD report on 'Top Barriers and Drivers to SME Internalization'



	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	
	Export/Internalization observatory facilities	
	IPR support/ Institutional protection of intellectual property	
	Account management support	
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (e.g. advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
	Other : please specify	
Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	x
	Financing short-term exports	
	Pre-shipment financing	
	Post-shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
	Other: please specify	
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	
	Regularly updated analysis reports on foreign markets	



	Trade missions	
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
	Market intelligence services	
	Other: please specify	
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	

10. Source of funding (multiple response)

	regional funds
x	national funds
	EU funds – H2020
	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)



x	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

SID – Slovenska izvozna in razvojna banka, d.d., Ljubljana (SID – Slovenian export and development bank), ("**SID bank**") was established by the Slovenian Export Finance and Insurance Company Act (*Zakon o Družbi za zavarovanje in financiranje izvoza Slovenije* ("**ZDZFI**"), Official Gazette, Nos. 32/92, 13/93 - ZP-G, 37/95, 34/96, 31/97, 99/99 and 2/04) as an export credit agency ("**ECA**") and, after obtaining its banking licence at the end of 2006, began operating as a bank. In 2008, SID bank was authorised to act as a specialised Slovenian export and development bank to support economic, structural, social and other policies of the Republic of Slovenia pursuant to Article 11 of the Act by primarily providing financial services in segments where market gaps occur or have been observed. Pursuant to Article 12 of the Act, SID bank may perform, in order to carry out the tasks set out in Article 11, all activities allowed under the law governing banking and may also perform other services, such as counselling and education, as well as provide different development funding schemes and carry out different action programs of the Republic of Slovenia and other programs and projects which comply with the EU regulations, including in co-operation with different European financial institutions in various forms. Article 12 of the Act also provides that, in provision of its services, SID bank may use all financial instruments available under financial legislation, such as loans, guarantees and other forms of security, factoring, financial leasing, concession credits and other international development cooperation instruments, other forms of funding, grants, subsidies, capital investments and other forms of undertaking risk and that SID Bank may obtain the financing necessary for the performance of its tasks set out in Article 11 and for the use of instruments set out in Article 12 by borrowing, including by borrowings in the form of loans and issuance of debt securities. Accordingly, SID bank is engaged in general banking activity and also acts as an agent of the Republic of Slovenia, including in insurance and guarantee schemes (for further details on the principal activities of SID bank see "*Activities*" below). The objective of SID bank is to support long term financing for the sustainable development of the Slovenian economy. SID bank performs all transactions envisaged under the Act Governing Insurance and Financing of International Commercial Transactions (*Zakon*



o zavarovanju in financiranju mednarodnih gospodarskih poslov ("ZZFMGP"), Uradni list RS, Nos. 2/2004 and 56/08 - ZSIRB). This consists mainly of insurance activities. The only financing activity that can be performed thereunder is financing of international trade and investment financing (i.e. credit transactions, by which SID bank provides participants in international trade and financial institutions with financing for international economic transactions).

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

n.a.

13. Geographical focus (choose one answer)

	local
	regional
x	national
	European
	international

14. Actors involved in the practice (multiple response)

	regional government
	national government
	development agency
	university or research institution
x	SME, enterprises
	association of enterprises/professionals



x	other (please specify): commercial banks
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15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
<i>Over a 1000 of enterprises supported with insurance services</i>	<i>In past 6 years of the practice lifetime</i>	<i>(internal reports)</i>

16. Please state if this practice is transferable in terms of:

	organisational model / implementation process
x	specific tools (e.g. training, financial support, ...)
	policy making process
	definition of financial feasibility
	methodology for the assessment of the problem to be address
	methodology for the involvement of the targeted stakeholders
	risk management strategy involved
	exit strategy involved
	review and maintenance methodology
	metrics for the evaluation of the implementation process
	marketing strategy
	other (please specify)

17. List main success factors referred to the context where the practice took place



SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>Efficient laws on public support of enterprises.</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant
<i>e.g. positive perception of public funding mechanisms</i>		Very relevant
	x	Relevant
		Party relevant
		Not relevant
<i>e.g. social capital and competent HR available</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant
<i>e.g. strong training organisation already existing on the area</i>		Very relevant
		Relevant
		Party relevant
	x	Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

Annual reports: <http://www.sid.si/en-gb/About-SID-Bank/Financial-results>

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)



Contact person: Roman Rojc, Executive Director

SID Bank Inc., Ljubljana

Josipine Turnograjske 6, SI - 1000 Ljubljana, Slovenia

Tel: +386 1 20 07 500

E-mail: roman.rojc@sid.si

Contact Details: person compiling this form (name, e-mail, ...)

See above.

OTHER RELEVANT INFO



1. Name of the organisation owner of in charge of the practice

SID Bank / SID – Slovenska izvozna in razvojna banka, d.d. (Slovenian export and development bank)

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

Financial services for exporters

4. Website (If available)

<http://www.sid.si/en-gb/Financing>

5. Description of the case/practice (around 2000-2500 characters)

With the help of various financial instruments SID Bank promotes projects of banks and companies, the objective of which, among others, is:

- a. realization of international business transactions with financing of Slovene exporters or with financing of foreign buyers of Slovenian goods/services and their banks,
- b. investments of Slovene companies abroad (e.g. founding or purchase of company, increase in capital),
- c. development of internationalization,

In cooperation with commercial banks SID Bank provides financing of internationalization of SMEs. Furthermore, SID Bank provides the following services for all Slovenian exporters and investors abroad:

1. Post-shipment financing of export transactions, and financing of outward investment:



With post-shipment financing of export, financing of outward investment (primarily that is financing of long-term transactions on foreign markets and transactions of larger value) SID Bank complements financing possibilities of companies from its own sources and financing of their transactions by commercial banks and other financial institutions. SID Bank provides two forms of export transactions financing:

- financing of domestic companies or exporters (supplier credit) and
- financing of foreign buyers of Slovene goods and services or their banks (buyer credit), including credit lines.

Financing is available in domestic currency (EUR) or foreign currency (USD), in which case SID Bank:

- refinances credits of banks and other financial institutions,
- co-finances transactions and investments or
- SID Bank finances directly.

SID Bank performs majority of its lending operations by lending to commercial banks, which use the funds to on lend to their clients in line with the purposes laid down in the Slovenian Export and Development Bank Act. Following credit lines, that among others, finance internationalisation, are available:

a. Financing of SMEs and MID-Caps:

- favourable interest rate,
- possibility to finance up to 85% of the project value
- financing of project in value up to 25 mio EUR (SME and MID-Cap) or 50 mio EUR (MID-Cap)
- project duration up to 3 years, loan term 2 -12 years
- possibility of combining SID Bank funds with EU funds and other public funds
- possibility of financing of implemented (completed) projects

b. Development of competitive economy and internationalisation:

- favourable interest rate,
- possibility to finance up to 85% of eligible project expenditure
- possibility of combining SID Bank funds with EU funds and other public funds
- permanent offer of loans
- possibility of financing of implemented (completed) projects
- loan term 2 - 8 years, possibility of min 6-month moratorium
- also for foreign buyers of Slovene goods and services or their banks.



SID Bank provides financing for the remaining share of direct purpose lending to corporates and other clients, either within the state aid schemes or by means of co-financing together with other commercial banks.

c. Project financing

Project financing is a **special form of financing of long-term projects**, mainly from the area of traffic and municipal infrastructure, telecommunications, power supply, mining, paper industry, ecology, tourism, entertainment industry and the like. As a rule, this is financing of larger new projects or extensive widening of existing facilities, where credit and investment insurers and **creditors in their decisions mainly rely on the planned future income of the project** as the principal resource for the servicing of granted (insured) loans and the **property of the project company** as the main form of insurance (collateral).

Project financing is **suitable primarily in the cases where supply of money can be predicted or planned with high certainty**. Special attention is kept on (long-term) contracts of the project company, mainly in adequate off-take agreements, and case by case also on contracts on supply of key raw materials, concession agreements without which the company can't operate etc..

Project financing itself is **not an automatic substitute** for the realization of export transactions, which were not possible to be realized because of various reasons with more conventional forms of financing (inadequate credit rating of the debtors, securities and the like), but can be an important **financial lever** for a quicker or more large-scale realization of the project sponsors' plans.

The **policy is based on risk sharing among the participants in the project**, non-commercial as well as commercial, following the principle that a certain risk is assumed by the participant best equipped for its management, or most capable of influencing it. The **minimum of 30%** of the project value has to be provided by the **project sponsors**, while **SID Bank provides up to 40%** with its support, and the **remainder minimum 30% is provided by commercial banks** experienced in the area of project financing. Combinations with other financing sources are also possible.

The **role of SID Bank** is principally in assuming of certain risks, for which it is most qualified, (mainly so called non-commercial risks), or for enabling acquisition of additional/supplementary sources (funding),



which is mostly connected with possible coverage (in limited extent) against commercial risks of the project.

5.1. Duration (start-end)

Micro financing of SME`s working capital (will end 31.10.2017)

Financing of SME`s working capital (will end 31.10.2017)

Financing of SME investment and employment (will end 31.10.2017)

Financing of SME research, development and innovation (will end 31.10.2017)

Financing of SME investment and capital strengthening (will end 31.10.2018)

Financing SME`s working capital and capital strengthening (will end 31.12.2018)

5.2. Goals

- realization of international business transactions with financing of Slovene exporters or with financing of foreign buyers of Slovenian goods/services and their banks,
- investments of Slovene companies abroad (e.g. founding or purchase of company, increase in capital),
- development of internationalization,
- development of small and medium enterprises.

5.3. Partners involved



SID Bank, commercial banks, SMEs, exporters and other financial institutions.

5.4. Total cost of the practice

Credit line Financing of SMEs and MID-Caps: approximately 100 million EUR

Credit line Development of competitive economy and internationalisation: approximately 321 million EUR

6. Why do you think this could be a good practice?

SID Bank is offering specialised financing services for SMEs and exporters.

Type of practice (multiple response)

POLICY/REGULATION	
<input type="checkbox"/>	policy + successful implementation
<input type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)
<input type="checkbox"/>	event/festival



FUNDING	
<input checked="" type="checkbox"/>	funding measure
<input checked="" type="checkbox"/>	financial measure (e.g. tax relief, grant for exports, etc)
<input checked="" type="checkbox"/>	investment attraction measure
KNOWLEDGE & INNOVATION	
	entrepreneur training, coaching, mentoring, consultancy
	access to knowledge
	technology transfer
	open innovation
	cross-sectoral networking
MARKET	
	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
	cluster development
	incubator/ promotion of start-up
<input checked="" type="checkbox"/>	networking, matchmaking, ...
OTHER (please specify)	

7. How does the practice support and help enhance the SME Internalisation?



SMEs receive financial support and this directly helps their internationalisation.

8. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)³

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	
	Export/Internalization observatory facilities	
	IPR support/ Institutional protection of intellectual property	
	Account management support	
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (e.g. advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
	Other : please specify	

³ Based on OECD report on ‘ Top Barriers and Drivers to SME Internalization’



Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	x
	Pre-Shipment financing	x
	Post-Shipment financing	x
	Loans	x
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
	Other: Financing R&D for internationalisation	x
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	x
	Regularly updated analysis reports on foreign markets	
	Trade missions	
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	x
	Trade centres abroad (that can offer market research information, trade fair support etc)	
Market intelligence services		
Other: please specify		
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	x
	Other : please specify	



9. Source of funding (multiple response)

	regional funds
<input checked="" type="checkbox"/>	national funds
	EU funds – H2020
	EU funds – ERDF
<input checked="" type="checkbox"/>	EU funds – other (please specify): European Investment Bank
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

10. Focus (choose the most relevant one)

<input checked="" type="checkbox"/>	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.



11. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

n.a.

12. Geographical focus (choose one answer)

	local
	regional
x	national
	European
	international

13. Actors involved in the practice (multiple response)

	regional government
	national government
	development agency
	university or research institution
x	SME, enterprises
	association of enterprises/professionals
x	other (please specify): banks

14. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:



QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
<i>Number of enterprises taking a loan for internationalisation</i>		
<i>Amount of funds granted for internationalisation</i>		

15. Please state if this practice is transferable in terms of:

<input checked="" type="checkbox"/>	organisational model / implementation process
<input checked="" type="checkbox"/>	specific tools (e.g. training, financial support,)
<input type="checkbox"/>	policy making process
<input type="checkbox"/>	definition of financial feasibility
<input type="checkbox"/>	methodology for the assessment of the problem to be address
<input type="checkbox"/>	methodology for the involvement of the targeted stakeholders
<input type="checkbox"/>	risk management strategy involved
<input type="checkbox"/>	exit strategy involved
<input type="checkbox"/>	review and maintenance methodology
<input type="checkbox"/>	metrics for the evaluation of the implementation process
<input type="checkbox"/>	marketing strategy
<input type="checkbox"/>	other (please specify)

16. List main success factors referred to the context where the practice took place



SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>e.g. efficient laws on public support of enterprises.</i> <i>Region AAA is committed in SME Internationalisation support thanks to a Competitiveness Plan (www.region.aa.com)</i>		Very relevant
		Relevant
		Party relevant
		Not relevant
<i>e.g. positive perception of public funding mechanisms</i>		Very relevant
		Relevant
		Party relevant
		Not relevant
<i>e.g. social capital and competent HR available</i>		Very relevant
		Relevant
		Party relevant
		Not relevant
<i>e.g. strong training organisation already existing on the area</i>		Very relevant
		Relevant
		Party relevant
		Not relevant

17. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

Annual reports: <http://www.sid.si/en-gb/About-SID-Bank/Financial-results>

18. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)



Contact person: Roman Rojc, Executive Director

SID Bank Inc., Ljubljana

Josipine Turnograjske 6, SI - 1000 Ljubljana, Slovenia

Tel: +386 1 20 07 500

E-mail: roman.rojc@sid.si

Contact Details: person compiling this form (name, e-mail, ...)

OTHER RELEVANT INFO



1. Name of the organisation owner of in charge of the practice

SID Bank / SID – Slovenska izvozna in razvojna banka, d.d. (Slovenian export and development bank)

2. Region/country where the practice takes place

internationally

3. Title of the case/practice

Funding of foreign subsidiaries

4. Website (If available)

/

5. Description of the case/practice (around 2000-2500 characters)

Slovene companies, including SMEs, contemplating the expansion of activities to foreign countries or with already active foreign subsidiaries pursuing investments, can receive SID bank's long-term loans to fund the related costs. The loans can be extended either to the company in Slovenia to be used for establishment of and initial investment into a new foreign subsidiary or the recipient of the funding could be the subsidiary alone. Such loans have to be with tenors above two years while all other features are rather flexible and are defined on a case-by-case basis in accordance with the borrower's needs.

5.1. Duration (start-end)

Permanent

5.2. Goals



- investments of Slovene companies abroad
- development of internationalization,
- development of small and medium size enterprises.

5.3. Partners involved

- SID Bank
- SMEs

5.4. Total cost of the practice

n/a

6. Why do you think this could be a good practice?

Without a track record in a new county it is usually difficult for a newly established company to raise the funding from local banks. With financing arranged in the country of the majority owner the subsidiary actually benefits from it's financial position and positive business results.



7. Type of practice (multiple response)

POLICY/REGULATION	
	policy + successful implementation
	observatory/benchmarking/monitoring the SME Internalisation activities
	dissemination (please specify)
	event/festival
FUNDING	
<input checked="" type="checkbox"/>	funding measure
	financial measure (e.g. tax relief, grant for exports, etc)
	investment attraction measure
KNOWLEDGE & INNOVATION	
	entrepreneur training, coaching, mentoring, consultancy
	access to knowledge
	technology transfer
	open innovation
	cross-sectoral networking
MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
	cluster development
	incubator/ promotion of start-up
	networking, matchmaking, ...
OTHER (please specify)	



8. How does the practice support and help enhance the SME Internalisation?

SMEs receive the necessary funding in a foreign country which enables them to operate and grow.

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)⁴

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	
	Export/Internalization observatory facilities	
	IPR support/ Institutional protection of intellectual property	
	Account management support	

⁴ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (e.g. advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
	Other : please specify	
Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	x
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
	Other: please specify	
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	x
	Regularly updated analysis reports on foreign markets	x
	Trade missions	x
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	x
	Trade centres abroad (that can offer market research information, trade fair support etc)	
Market intelligence services		
Other: Information about administrative rules and regulations	x	



Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	

10. Source of funding (multiple response)

	regional funds
<input checked="" type="checkbox"/>	national funds
	EU funds – H2020
	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

<input checked="" type="checkbox"/>	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

/

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

The practice is not limited to SMEs only, but does include them as well.
--

13. Geographical focus (choose one answer)

	local
	regional
	national
	European
x	international

14. Actors involved in the practice (multiple response)

	regional government
	national government
	development agency
	university or research institution



x	SME, enterprises
	association of enterprises/professionals
	other (please specify):

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
<i>No of financed Slovene subsidiaries abroad</i>	<i>5 years</i>	<i>5</i>

16. Please state if this practice is transferable in terms of:

x	organisational model / implementation process
	specific tools (e.g. training, financial support,)
	policy making process
	definition of financial feasibility
	methodology for the assessment of the problem to be address
	methodology for the involvement of the targeted stakeholders
	risk management strategy involved
	exit strategy involved
	review and maintenance methodology



	metrics for the evaluation of the implementation process
	marketing strategy
	other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>e.g. efficient laws on public support of enterprises.</i> <i>Region AAA is committed in SME Internationalisation support thanks to a Competitiveness Plan (www.region.aa.com)</i>		Very relevant
		Relevant
		Party relevant
	x	Not relevant
<i>e.g. positive perception of public funding mechanisms</i>		Very relevant
		Relevant
		Party relevant
	x	Not relevant
<i>e.g. social capital and competent HR available</i>		Very relevant
		Relevant
		Party relevant
	x	Not relevant
<i>e.g. strong training organisation already existing on the area</i>		Very relevant
		Relevant
		Party relevant
	x	Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose



19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

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Saša Podpeskar

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OTHER RELEVANT INFO



1. Name of the organisation owner of in charge of the practice

SID Bank / Slovenian export and development bank - Centre for International Cooperation and Development (CMSR)

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

Country Risk Assessments and other analysis and information services for exporters

4. Website (If available)

www.cmsr.si

http://www.poslovnportal.si/index.php?path=about_us&lang=2

5. Description of the case/practice (around 2000-2500 characters)

Bank uses one-stop shop approach of providing services for SME internationalisation, providing financial and insurance services at one place. To complement its services, SID group acts also as a **promoter of international development cooperation and a provider of research and other advisory services.**

Centre for International Cooperation and Development (CMSR), independent non-profit research and advisory organisation in the field of international economic relations, was established by SID Bank and the Slovenian government. The core purpose of CMSR is to promote the international trade and internationalisation of Slovenian companies. The CMSR conducts **fundamental and applied research, advisory, informative, documentational, promotional, educational, publishing and intermediary activities** in fields that are important to international development cooperation. The CMSR has many years' experience preparing different types of economic analyses and research and, using its own methodology, has the longest tradition in assessing medium- and short-term country risk in Slovenia and



the broader region. **The CMSR assesses country risk from the political, economic and financial perspectives.** The weight of each perspective depends on whether the country risk assessment is short or medium term. The SID Bank applies the CMSR's assessments of country risk when formulating the policy for export credit insurance and for financing international business cooperation.

Besides country risk assessments, the CMSR prepares other types of analyses that promote Slovenian companies' internationalisation and are tailored to clients' needs. These include sector analyses, strategies for strengthening economic cooperation with a selected country or group of countries, strategies for entering a new market, identification of potential new markets, market research, export plans, feasibility studies, economic analyses and selection of locations for new embassies of the Republic of Slovenia or business representative offices abroad, and other. The CMSR also regularly performs questionnaire surveys among Slovenian SMEs to identify their financing needs and ways to promote their internationalisation.

The CMSR regularly monitors the economic legislation of markets that are of importance to Slovenia in the field of foreign investments; the establishment and operation of companies and banks; the arrangement of public purchases and concessions and the regimes of taxes, foreign exchange and foreign trade. They prepare information on these subjects on request from domestic and foreign companies, including legislation research and analyses in Slovene and English:

- a variety of **services and information for Slovenian companies**, required for identifying the most prospective markets and for developing strategies and operational programmes when entering emerging markets
- **analyses and information on Slovenia and its market** for interested foreign clients
- in publishing and law, CMSR issues International Business Law magazine, along with the promotional business publication Doing Business in Slovenia, which is regularly updated on the Slovenian Business Portal.

5.1. Duration (start-end)

Permanent



5.2. Goals

- realisation of projects in international development cooperation
- investments of Slovene companies abroad
- development of internationalization,
- development of small and medium size enterprises.

5.3. Partners involved

- SID Bank, Centre for International Cooperation and Development,
- SMEs, exporters,
- international associations of financial institutions, such as European Association of Long-Term Investors (ELTI), EAPB (European Association of Public Banks), NEFI (Network of European Financial Institutions for SMEs), The Berne Union, The Prague Club, in all of which SID Bank is a member

5.4. Total cost of the practice

/

6. Why do you think this could be a good practice?

Expert information and consultation services of CMSR complement financial and insurance service for internationalisation of SMEs provided by Development SID Bank Group offers, thus making it a one-stop shop service for SMEs.

7. Type of practice (multiple response)

POLICY/REGULATION	
<input type="checkbox"/>	policy + successful implementation
<input type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)



	event/festival
FUNDING	
	funding measure
	financial measure (e.g. tax relief, grant for exports, etc)
	investment attraction measure
KNOWLEDGE & INNOVATION	
	entrepreneur training, coaching, mentoring, consultancy
x	access to knowledge
	technology transfer
	open innovation
	cross-sectoral networking
MARKET	
x	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
	cluster development
	incubator/ promotion of start-up
	networking, matchmaking, ...
OTHER (please specify)	

8. How does the practice support and help enhance the SME Internalisation?



SMEs receive actual economic and foreign market information for easier and more successful access to foreign markets and international expansion of their business.

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)⁵

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	X
	Export/Internalization observatory facilities	X
	IPR support/ Institutional protection of intellectual property	
	Account management support	
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (e.g. advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
	Other : please specify	

⁵ Based on OECD report on ‘ Top Barriers and Drivers to SME Internalization’



Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
	Other: please specify	
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	x
	Regularly updated analysis reports on foreign markets	x
	Trade missions	x
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	x
	Trade centres abroad (that can offer market research information, trade fair support etc)	
	Market intelligence services	
Other: Information about administrative rules and regulations	x	
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	



10. Source of funding (multiple response)

	regional funds
x	national funds
	EU funds – H2020
	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

x	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

n.a.

13. Geographical focus (choose one answer)

	local
	regional
	national
	European
x	international

14. Actors involved in the practice (multiple response)

	regional government
	national government
	development agency
	university or research institution
x	SME, enterprises
x	association of enterprises/professionals
x	other (please specify): SID Bank and Centre for International Cooperation and Development

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)



<i>Number of enterprises provided with expert information and consultation</i>	<i>In n years of the practice lifetime</i>	

16. Please state if this practice is transferable in terms of:

<input checked="" type="checkbox"/>	organisational model / implementation process
<input checked="" type="checkbox"/>	specific tools (e.g. training, financial support,)
<input type="checkbox"/>	policy making process
<input type="checkbox"/>	definition of financial feasibility
<input type="checkbox"/>	methodology for the assessment of the problem to be address
<input type="checkbox"/>	methodology for the involvement of the targeted stakeholders
<input type="checkbox"/>	risk management strategy involved
<input type="checkbox"/>	exit strategy involved
<input type="checkbox"/>	review and maintenance methodology
<input type="checkbox"/>	metrics for the evaluation of the implementation process
<input type="checkbox"/>	marketing strategy
<input type="checkbox"/>	other (please specify)

17. List main success factors referred to the context where the practice took place



SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>e.g. efficient laws on public support of enterprises.</i>		Very relevant
		Relevant
		Party relevant
	x	Not relevant
<i>e.g. positive perception of public funding mechanisms</i>		Very relevant
		Relevant
		Party relevant
	x	Not relevant
<i>e.g. social capital and competent HR available</i>		Very relevant
		Relevant
		Party relevant
	x	Not relevant
<i>e.g. strong training organisation already existing on the area</i>		Very relevant
		Relevant
		Party relevant
	x	Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)



Contact person: Gašper Jež

CMSR, Kardeljeva ploščad 1, SI - 1000 Ljubljana, Slovenia

Tel: +386 1 568 13 96

E-mail: gasper.jez(at)cmsr.si

Contact Details: person compiling this form (name, e-mail, ...)

OTHER RELEVANT INFO



1. Name of the organisation owner or in charge of the practice

The Public Fund of Republic of Slovenia for Entrepreneurship

(short: The Slovene Enterprise Fund - SEF)

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

Equity financing in the form of seed and venture capital

4. Website (If available)

<http://www.podjetniskisklad.si/en>

5. Description of the case/practice (around 2000-2500 characters)

The Slovene Enterprise Fund (SEF) is a public financial fund, in ownership of the Republic of Slovenia, established in 1992, for financial support to Slovenian micro, small and medium-sized enterprises (SMEs) with favourable guarantee, credit and equity lines for the growth and development of the SMEs and start-up lines for new enterprises. The purpose of SEF's operation is to improve access to affordable financial resources in the market. The SEF designs and offers financial incentives for the following **target groups**:

- **The SMEs with high demand and a market gap** in obtaining financial resources for the growth and development or current operations, which demonstrate **strong demand** for favourable financial products adopted to their needs so that can have European-comparable conditions - *demand driven approach (guarantees as collateral for bank loans)*
- **Special groups of SMEs and other enterprises** that require special financial incentives to enter on the market, or the growth on a certain vulnerable market, and are important for a uniform, comprehensive and socially responsible economic development of individual environment:
 - Innovative start-up enterprises (*start-up incentives, seed capital, venture capital*).
 - Enterprises in less developed areas (*start-up incentives, microcredit*).



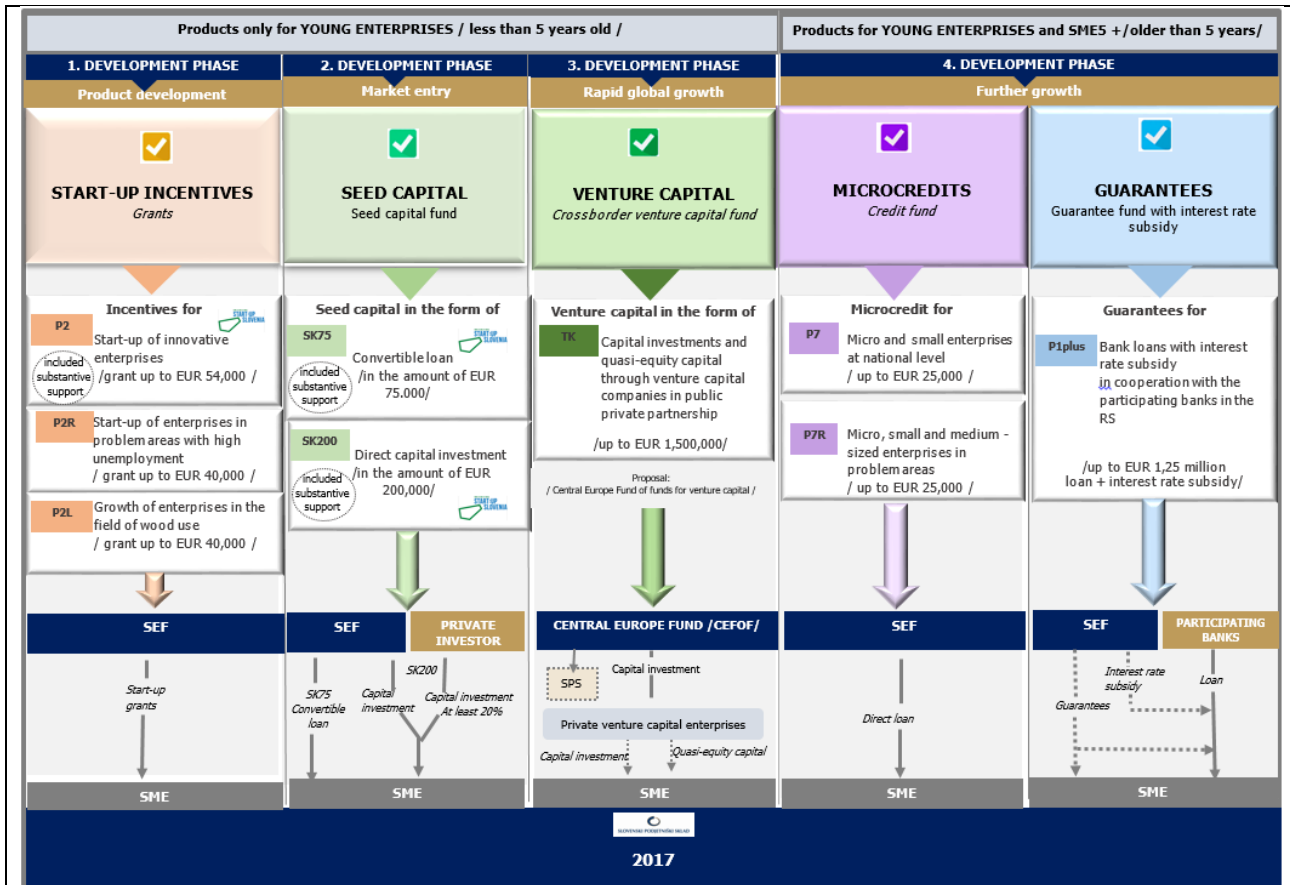
- Enterprises engaged in socially beneficial entrepreneurship (*microcredits*), etc.

In the period 2015-2020 favourable financial incentives are tailored to **life cycle stages**, which are divided into two main target groups: young enterprises and SME5+:

- **Stages of the »YOUNG« programme** (enterprises younger than 5 years)⁶:
 - Stage 1: product development - start-up incentives for:
 - Innovative enterprises
 - Enterprises from problem areas
 - Enterprises in the field of wood use
 - Stage 2: market entry - seed capital:
 - Convertible loans
 - Direct capital investments
 - Stage 3: rapid global growth - venture capital
- **Stages of the »SME 5+« programme** (enterprises older than 5 years)⁷:
 - Stage 4: further growth
 - Microcredits for:
 - Micro and small enterprises
 - Problem areas
 - Special target groups
 - Guarantees as collateral for bank loans with interest rate subsidy

⁶ Approximately 20% of the annual programme.

⁷ Approximately 80% of the annual programme.



For internationalisation of SMEs Slovene Enterprise Fund offers in context of equity financing seed capital and venture capital.

1. Seed capital is intended for financial incentives of young enterprises in the second development phase. The purpose of second phase (from MVP- Minimum Viable Product to market) is:

- continued financing of development activities
- completion of the prototype
- first market analysis
- making contacts with potential buyers.

Product is designed for young enterprises with growth potential and consequently the potential of creating new jobs (focus are young technological enterprises), which are in this development phase especially vulnerable and are in urgent need of adequate financial resources and technical assistance in the implementation of their business processes. Product is implemented in two forms as:



a) convertible loan (SK75):

- 75.000 EUR convertible loan for micro and small enterprises, that are existing minimum 6 months before submitting application and have, during their testing on the market, already confirmed the existence of the problem with the prototype or MVP and are in need of investment funds for further product development and testing of its functionality;
- minimum 2-year grace period on loan repayment;

b) capital investment (SK200):

- The product represents another form of seed capital through which the SEF, together with private investors, directly invests in a young enterprise.
- 200.000 EUR of capital investment for young enterprises that already have a completed product, are already selling it, but want a fast expansion and market growth.
- 20 % of the investment has to be provided by a private investor;
- payment of the capital investment in four parts;

Eligible costs for both forms are: all costs, related to the development of an enterprise such as development costs, salaries of staff working in development, promotion costs, management contract, renting of facilities, testing and additional training costs, material and non-material costs needed for the development of product or service.

Both forms are implemented on the principle of »SEF TWIN«, which means that the recipients of funds are in addition to the financial incentives also entitled to coaching programme, with the aim to transfer specific knowledge, experiences and social networking in order to achieve successful development and growth of recipients of public funds. Non-financial incentives are organised in cooperation with initiative Start up Slovenia. Participation in start-up accelerator is obligatory.

For obtaining seed capital the company has to apply to the public tender. The company can participate in the optional process of pre-selection where start-up entrepreneurs and mentors evaluate the idea and the team. In the case of positive evaluation of the application, harmonisation of conditions of SEF's equity entry in the company and a positive decision on the application, the Fund and the company sign an agreement on SEF's equity entry in the company.



2. Support in the form of **venture capital** includes the entry into the ownership structure and management of the enterprise in cooperation with capital investments from private investors (venture capital and mezzanine capital). This is the third development phase support in form of capital investments and mezzanine loans for fast-growing innovative enterprises in cooperation with private investors through private venture capital funds that enables the beginning of the global markets entry and the expansion of operations (rapid growth).

Venture capital has been implemented between 2010 and 2015. With the capital investments of higher amount and mezzanine financing, SEF is, in collaboration with four supported venture capital companies, which had 49% of public funds and 51% of private investor's funds, enabled young companies with extremely rapid growth potential faster global growth.

Eligible were innovative and fast growing small and medium sized enterprises, entering global markets. Capital investment could amount to 1,5 mio EUR annually. Average investment period was 3-7 years.

Currently a new venture capital product is planned.

5.1. Duration (start-end)

SEF publishes public tenders for financial support in the form of seed capital once a year, usually between February and April. Public tender has two deadlines for applications: first one in the Spring and second one in Autumn.

5.2. Goals



To provide effective financial incentives for micro, small and medium-sized enterprises from start up to a healthy maturity with the purpose to increase value added per employee.

The goal of the seed capital is the expansion of the concept of innovation in business and the development of successful enterprises through capital investments into newly created enterprises (in the seed and start-up phase of enterprises). The main goals of seed capital regarding the effects measured at the exit from the investment, are:

- An increase in the number of jobs (on average 3 to a supported company)
- An increase in value added per employee (on average 5% to a supported company).

One of the purposes and qualitative objectives of the product is also to encourage investment by private investors (business angels, venture capital companies...) into the seed development stage of the company.

5.3. Partners involved

SEF

Initiative Start-up Slovenia and other partners in the Slovenian Start-up Ecosystem such as ABC accelerator, CEED Slovenia, Business Angels of Slovenia and others.

Ministry of Economic Development and Technology

Venture capital companies

young SMEs

5.4. Total cost of the practice

Period 2007-2016 SEF supported 90 supported project with total of 19,60 m EUR equity financing.

For 2017 1m EUR for seed capital financing is available (Crossborder fund of funds for venture capital is still in the process of establishing)



6. Why do you think this could be a good practice?

It offers a combination of financial and non-financial incentives, tailored to the need of enterprise in different developmental phase.

7. Type of practice (multiple response)

POLICY/REGULATION	
<input checked="" type="checkbox"/>	policy + successful implementation
<input type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)
<input type="checkbox"/>	event/festival
FUNDING	
<input checked="" type="checkbox"/>	funding measure
<input type="checkbox"/>	financial measure (e.g. tax relief, grant for exports, etc)
<input type="checkbox"/>	investment attraction measure
KNOWLEDGE & INNOVATION	
<input checked="" type="checkbox"/>	entrepreneur training, coaching, mentoring, consultancy
<input checked="" type="checkbox"/>	access to knowledge
<input type="checkbox"/>	technology transfer
<input type="checkbox"/>	open innovation
<input type="checkbox"/>	cross-sectoral networking
MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)



	cluster development
x	incubator/ promotion of start-up
x	networking, matchmaking, ...
OTHER (please specify)	

8. How does the practice support and help enhance the SME Internalisation?

Financial instruments are offered under more favourable conditions than on the market due to elements of state aid and therefore represent a significantly cheaper source of financing for enterprises in comparison with the market.

Products are offering financial and at the same time non-financial incentives to support enterprises in their internationalisation efforts.

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)⁸

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	x
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	

⁸ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	
	Export/Internalization observatory facilities	
	IPR support/ Institutional protection of intellectual property	
	Account management support	
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	x
	Other : please specify	
Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	x
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
Other: please specify		
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	x
	Regularly updated analysis reports on foreign markets	
	Trade missions	
	Partner search & alliances	



	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
	Market intelligence services	
	Other: please specify	
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	x
	Public funding schemes for start-ups	x
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	

10. Source of funding (multiple response)

	regional funds
x	national funds
	EU funds – H2020
x	EU funds – ERDF
	EU funds – Cohesion Fund
	private funding (self-financed)
x	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

	focused on the SME Internalisation
x	focused on SME support sector



	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

Financial instruments mixed with grants contributed to a better business environment via different forms of support under the ‘**Programme of Financial Engineering Instruments for small and medium-sized enterprises**’ (PFEI). This innovative programme combines different funding sources and creates synergies such as encouraging debt financing with grants and strengthening access to financial products with technical support. Its financial products (loans, guarantees, and equity investments combined with technical support) are targeted at micro, small and medium-sized enterprises (SMEs) and funded through the 2007-2013 operational programme (OP) ‘Strengthening Regional Development Potentials’ (SRDP) by the European Regional Development Fund (ERDF) and the 2007-2013 OP ‘Human Resources Development’ (HRD) by the European Social Fund (ESF), as well as national resources. The PFEI helps SMEs tackle low productivity, liquidity constraints and under-capitalisation.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

Slovene Enterprise Fund is offering a significant number of financial instruments for different purposes. Our products are not directly focused on the internationalisation but enterprises can through our support achieve the goal of internationalisation quicker.

13. Geographical focus (choose one answer)

	local
	regional
x	national
	European



	international
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14. Actors involved in the practice (multiple response)

	regional government
	national government
	development agency
	university or research institution
<input checked="" type="checkbox"/>	SME, enterprises
	association of enterprises/professionals
	other (please specify)

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
<i>Number of enterprises supported</i>	<i>2010-2016</i>	<i>90</i>
<i>Amount of financial support to supported enterprises</i>	<i>2010-2016</i>	<i>19,60</i>

16. Please state if this practice is transferable in terms of:

<input checked="" type="checkbox"/>	organisational model / implementation process
<input checked="" type="checkbox"/>	specific tools (e.g. training, financial support,)
	policy making process



	definition of financial feasibility
	methodology for the assessment of the problem to be address
	methodology for the involvement of the targeted stakeholders
	risk management strategy involved
	exit strategy involved
	review and maintenance methodology
	metrics for the evaluation of the implementation process
	marketing strategy
	other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>e.g. efficient laws on public support of enterprises.</i> <i>Region AAA is committed in SME Internationalisation support thanks to a Competitiveness Plan (www.region.aa.com)</i>		Very relevant
		Relevant
		Party relevant
		Not relevant
<i>e.g. positive perception of public funding mechanisms</i>		Very relevant
		Relevant
		Party relevant
		Not relevant
<i>e.g. social capital and competent HR available</i>		Very relevant
		Relevant
		Party relevant
		Not relevant



<i>e.g. strong training organisation already existing on the area</i>	Very relevant
	Relevant
	Party relevant
	Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

Enclosed.

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

The Slovene Enterprise Fund

Contact person: Andreja Črnčič

Tel: + 386 2 234 12 60

E-mail: info@podjetniskisklad.si

Contact Details: person compiling this form (name, e-mail, ...)

OTHER RELEVANT INFO



European Union
European Regional
Development Fund



SLOVENSKI
REGIONALNO
RAZVOJNI
SKLAD



REPUBLIKA SLOVENIJA
SLUŽBA VLADE REPUBLIKE SLOVENIJE ZA RAZVOJ
IN EVROPSKO KOHEZIJSKO POLITIKO





1. Name of the organisation owner of in charge of the practice

NLB Bank

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

Trade finance products

4. Website (If available)

<https://www.nlb.si/en>

5. Description of the case/practice (around 2000-2500 characters)

NLB Group is the largest banking and financial group in Slovenia and the largest banking and financial group in South East Europe with an exclusive focus on these markets. NLB Group comprises the main entity in Slovenia NLB d.d., six subsidiary banks, several companies for ancillary services (asset management, insurance, IT services, real-estate management etc.) and a number of non-core subsidiaries all of which are in a controlled wind-down. NLB d.d. is 100% owned by the Republic of Slovenia. It has 121 branches and a 23.3% market share by total assets in Slovenia.

NLB Group is present in six SEE markets outside Slovenia (Serbia, Montenegro, Macedonia, both entities of Bosnia and Herzegovina, the Republic of Kosovo,) - of which 4 subsidiaries exceed a 10% market share. NLB Group has approximately 1.8 million active clients and a network of 369 branches.

NLB provides support which facilitates export companies acquiring business in their key markets and, if required, they also insure or undertake the risks of such business. NLB offers a comprehensive range of trade finance products:

- 1) **Irrevocable letter of credit, L/C:** irrevocable payment undertaking from a bank (issuing bank) to beneficiary (seller) subject to timely presentation of required, strictly complying to L/C conditions. It may be used for goods or services, mostly in international but also in domestic trade. Issued irrevocable letter of credit cannot be cancelled, nor in any way modified, except with the explicit agreement of all parties involved: the buyer, the seller, the issuing bank and confirming bank, if any.

L/C protects buyer from payment of faulty or late shipment since bank is only obliged to pay complying documents. Important quality of L/C is that the payment liability rests on buyer's bank not on buyer. With that seller's payment risk is minimised even in case of less known buyer. In practice, it is also used as a basis for funding of a buyer, a seller, suppliers or intermediaries.



- 2) **Bank Guarantee:** Bank Guarantee is an instrument issued by a Bank (hereinafter: the Guarantor) in support of the obligations of another contractual party, containing a Guarantor's promise to pay the amount claimed under the particular Guarantee, but up to the maximum Guarantee amount only, in case of breach of contractual obligations assured (secured) by that Guarantee. The most important characteristic of the Bank Guarantee is its independency from the basic Contract (i.e. Underlying relationship). That means that in case of receiving a complying demand under the Guarantee, the Guarantor has to pay the claimed amount, without objections.

Guarantee for itself is the most flexible instrument in international trade. Contrary to the Letter of Credit there is no strict format for the wording of the Guarantee. The wording depends only on the agreement of the involved parties. The only limits are set by law of the particular country and common decency. The last valid International rules for Guarantees are Uniform Rules for Demand Guarantees no. 758, issued in 2010 by International Chamber of Commerce (URDG 758).



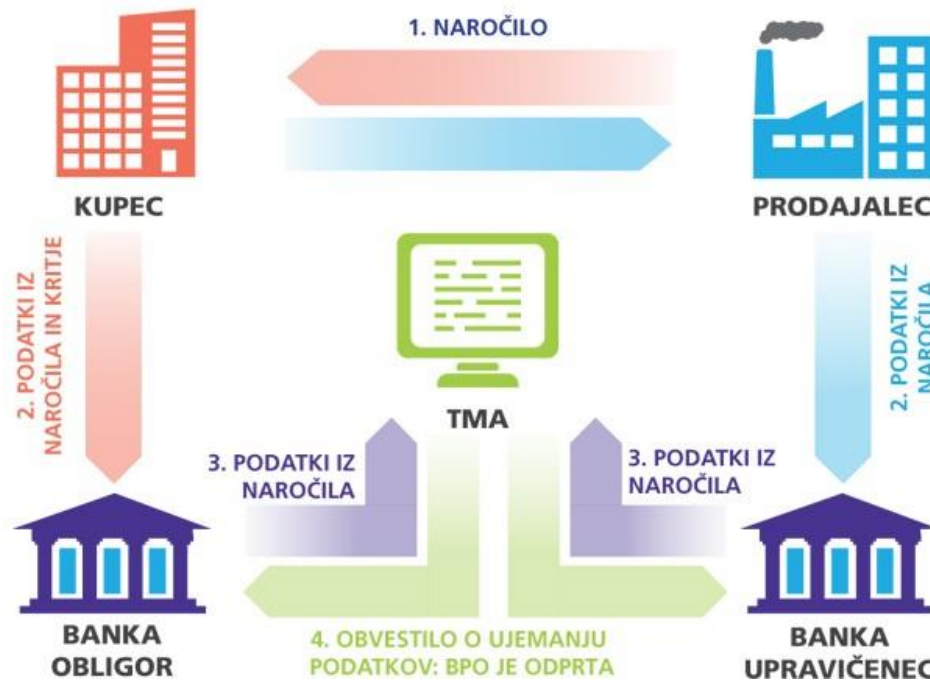
- 3) **Documentary collection, CAD, D/P, D/A:** exporter entrusts the collection of a payment to the remitting bank (exporter's bank), which sends documents to a collecting bank (importer's bank), along with instructions for payment. Collecting bank delivers documents to importer after payment or acceptance of draft. This instrument is recommended for sea shipments, widely used goods or when exporter and importer have a well-established relationship.



- 4) **Bank Payment Obligation (BPO):** a rather new instrument, launched in 2013 by SWIFT. It is an irrevocable undertaking given by buyer's/importer's bank to a seller's/exporter's bank to pay a specified amount on agreed date under the condition of successful electronic matching of data according to an industry-wide set of rules adopted by International Chamber of Commerce. BPO allows banks to provide risk and financing services when the sale contract is

agreed between buyer and seller, and not, as usually, when an invoice is approved. As such, the BPO supports both pre-shipment and post-shipment finance.

BPO ensures high rate of safety, procedure of issuing, cashing in and payment is quick and simple. It is used above all to supply chains funding.



- 5) **Buyer's Credit:** When exporting higher value equipment and major projects abroad in which Slovenian company is acting as a contractor, the bank provides financing to foreign buyers of Slovenian exports under more favourable conditions than they would get at a bank in its country. It is particularly suitable for the eastern markets where interest rates are significantly higher than for an export credit that is received from Slovenia. Moreover, export financing offers Slovenian exporters a competitive advantage because they can offer his customer in addition to the supply of equipment or the execution of the project, including financing

In 2015 NLB established a single sales support unit, which provides assistance to micro and small enterprises centres all around Slovenia. By taking over operational tasks, the unit significantly eases the workload of account managers. They can focus more intensively and thus more appropriately on soliciting customers' needs with the right solutions at the right time.



NLB actively monitors and analyses the business models, financials and growth of companies. By doing this, they are increasingly able to provide their clients with creative, targeted solutions they can use.

Largest advantage of NLB are specialists with long-time experiences in the field of international trade. They cooperate with importers and exporters of most different profiles and they have reached many innovative solutions and good practices. SMEs are encouraged to get in contact with bank as soon as possible, before the signature of a commercial contract. Bank may be consulted on the financial structure of the transaction, insurance risks and the selection of foreign banks.

5.1. Duration (start-end)

5.2. Goals

- promotion, support and financing international trade, especially by financing import and export operations
- providing the required support which facilitates export companies acquiring business in their key markets and, if required, we to insure or undertake the risks of such business

5.3. Partners involved

NLB

Foreign banks

Companies; exporter and importers

5.4. Total cost of the practice



6. Why do you think this could be a good practice?

SMEs can choose from a range of trade finance services helping them in internationalisation, and at the same time can profit from advice of NLB specialists with long-time experiences on field of international trade

7. Type of practice (multiple response)

POLICY/REGULATION	
	policy + successful implementation
	observatory/benchmarking/monitoring the SME Internalisation activities
	dissemination (please specify)
	event/festival
FUNDING	
<input checked="" type="checkbox"/>	funding measure
	financial measure (e.g. tax relief, grant for exports, etc)
<input checked="" type="checkbox"/>	investment attraction measure
KNOWLEDGE & INNOVATION	
	entrepreneur training, coaching, mentoring, consultancy
	access to knowledge
	technology transfer
	open innovation
	cross-sectoral networking
MARKET	
	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)



	cluster development
	incubator/ promotion of start-up
	networking, matchmaking, ...
OTHER (please specify)	

8. How does the practice support and help enhance the SME Internalisation?

It offers products for financing and insuring export as well as expert advise

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)⁹

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	
	Developing technology incubators	

⁹ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



SME Internalization support infrastructure and services	Developing technology parks	
	Market research support	
	Export/Internalization observatory facilities	
	IPR support/ Institutional protection of intellectual property	
	Account management support	
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
	Other : please specify	
Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	x
	Financing short-term exports	
	Pre-Shipment financing	x
	Post-Shipment financing	x
	Loans	x
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
	Other: please specify	
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	
	Regularly updated analysis reports on foreign markets	
	Trade missions	
	Partner search & alliances	



	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
	Market intelligence services	
	Other: please specify	
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	

10. Source of funding (multiple response)

<input type="checkbox"/>	regional funds
<input type="checkbox"/>	national funds
<input type="checkbox"/>	EU funds – H2020
<input type="checkbox"/>	EU funds – ERDF
<input type="checkbox"/>	EU funds – other (please specify)
<input type="checkbox"/>	private funding (self-financed)
<input type="checkbox"/>	private (e.g. financed by business angels)
<input type="checkbox"/>	crowdsourcing
<input type="checkbox"/>	other (please specify)

11. Focus (choose the most relevant one)

<input checked="" type="checkbox"/>	focused on the SME Internalisation
<input type="checkbox"/>	focused on SME support sector



	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

n.a.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

n.a.

13. Geographical focus (choose one answer)

	local
	regional
x	national
	European
	international

14. Actors involved in the practice (multiple response)

	regional government
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	national government
	development agency
	university or research institution
<input checked="" type="checkbox"/>	SME, enterprises
	association of enterprises/professionals
<input checked="" type="checkbox"/>	other (please specify): bank

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
<i>e.g. number of enterprises exported</i>	<i>e.g. in n years of the practice lifetime</i>	
<i>e.g. number of enterprises supported</i>	<i>e.g. in n years of the practice lifetime</i>	
<i>e.g. number of entrepreneurs involved in any overseas cooperation</i>	<i>e.g. in n years of the practice lifetime,</i>	
<i>eg number of technology agreements signed</i>		

16. Please state if this practice is transferable in terms of:

<input checked="" type="checkbox"/>	organisational model / implementation process
<input checked="" type="checkbox"/>	specific tools (e.g. training, financial support, ...)
	policy making process



	definition of financial feasibility
	methodology for the assessment of the problem to be address
	methodology for the involvement of the targeted stakeholders
	risk management strategy involved
	exit strategy involved
	review and maintenance methodology
	metrics for the evaluation of the implementation process
	marketing strategy
	other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>e.g. efficient laws on public support of enterprises.</i> <i>Region AAA is committed in SME Internationalisation support thanks to a Competitiveness Plan (www.region.aa.com)</i>		Very relevant
		Relevant
		Party relevant
		Not relevant
<i>e.g. positive perception of public funding mechanisms</i>		Very relevant
		Relevant
		Party relevant
		Not relevant
<i>e.g. social capital and competent HR available</i>		Very relevant
		Relevant
		Party relevant
		Not relevant



<i>e.g. strong training organisation already existing on the area</i>	Very relevant
	Relevant
	Party relevant
	Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

White book on international trade: <https://www.nlb.si/podpora-mednarodnemu-poslovanju-bela-knjiga>
(only in Slovenian)

Articles and videos for companies on using trade finance products: <https://www.nlb.si/poslujem-s-tujino>
(only in Slovenian)

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

NLB d.d.

Contact person:

E-mail:

Contact Details: person compiling this form (name, e-mail, ...)

OTHER RELEVANT INFO



European Union
European Regional
Development Fund



SLOVENSKI
REGIONALNO
RAZVOJNI
SKLAD



REPUBLIKA SLOVENIJA
SLUŽBA VLADE REPUBLIKE SLOVENIJE ZA RAZVOJ
IN EVROPSKO KOHEZIJSKO POLITIKO





1. Name of the organisation owner of in charge of the practice

SPIRIT Slovenia - Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

"Export Window"

4. Website (if available)

www.izvoznookno.si;

5. Description of the case/practice (around 2000-2500 characters)

SPIRIT is conducting the activities of internationalization in five sets. The first set consists of informative and consulting services for Slovenian exporters. Their online portal "Izvozno okno" (export window) ensures quality and up to date information about foreign markets, allowing companies access to some foreign data bases and offers consulting and training content. In 2015 a total of 644.000 clicks by 130.000 different visitors were recorded.

There were 565 new posts concerning up to date economic situation and 419 business opportunities from abroad. There were 2529 companies and individuals receiving daily news (e-info). 89 Slovenian companies received consulting services concerning a total of 32 foreign countries (mostly for China, Iran, Austria, Serbia and USA).

the Portal includes:

I: Help for exporters

A) Web tools



- 1) Test of export possibility (a short text that demonstrates to what degree a company is prepared for export and as a result shows some general guidelines for enhancing exporting capabilities.
 - 2) Model to help companies with the selection of markets. The Model shows data about 54 countries and allows for comparison among them in accordance with your export strategy based on 14 variables.
- B) International trade (legal aspects, financial aspects, custom procedures, TARIC, origin of goods, standards and standardization, intellectual property, trade obstacles to markets outside EU, trade agreements of EU, measures of trade policies, tariff suspensions, export of goods with multiple usage, program of internal control) – information and manuals (pdf)
 - C) The portal features published information about 53 countries that include presentation, overview of economic trends, industries, bilateral relationship with Slovenia, conducting business, business entities, business visits, useful contacts and links, business opportunities, newspapers in contacts of consultants abroad).
 - D) Industries (most important export industries for Slovenia): IKT, Energetics and renewable sources of energy, automotive industry, transport, tourism, ecological nourishment, electronics, wood industry.
 - E) Companies have access to market-analyses database (Market Analysis Tools – MAT) that include: Trade Map, Product Map, Investment Map in Market Access Map and represent an addition and help with foreign market research.
 - F) Business opportunity search engine (by country, type – public tender, business cooperation; and industry).

The foreign business public is informed about Slovenian offer through the portal for foreign buyers "SloveniaPartner" and promotional material about Slovenian business environment as well as ensuring regularly updated database of Slovenian exporters SloExport.

SPIRIT forwards information about up to date activities, instruments and EU tenders in the field of boosting internationalization (EU Mission for Growth, EU economic diplomacy...), strengthening cooperation in part of a network ETPO (Export and Trade Promotion Organisations) to exporters.

5.1. Duration (start-end)

Yearly (state budget allocation)

5.2. Goals



Vision:

Export Window tends to become a source of information that the companies come to first, when faced with questions connected to business internationalization.

Mission:

By ensuring useful and up-to-date information and consultations in the field of internationalization we help Slovenian exporters in all phases of export trading. Ensuring quality and regularly updated information about foreign markets, as well as enabling the access to some databases abroad to Slovenian companies.

5.3. Partners involved

Team of SPIRIT, consultants in foreign countries, external experts and institutions that handle information connected to the content of Export Window, MGRT (publishing news about international trade effecting Slovenian importers/exporters and NATO tenders), Foreign Ministry (department for foreign diplomacy – coordinating the work of economic advisers abroad); Ministry of Agriculture, Slovenian business clubs abroad, SIST, SID bank, experts for foreign markets, Sector for customs (TARIC).

5.4. Total cost of the practice

150.000 EUR (in 2015)

6. Why do you think this could be a good practice?

- Simple tools for planning export activities for companies
- Up-to-date information about countries, industries, etc.
- Tools for exporters (such as: how to conduct a market research)
- Access to international databases.



7. Type of practice (multiple response)

POLICY/REGULATION	
	policy + successful implementation
<input checked="" type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
	dissemination (please specify)
	event/festival
FUNDING	
	funding measure
	financial measure (e.g. tax relief, grant for exports, etc)
	investment attraction measure
KNOWLEDGE & INNOVATION	
	entrepreneur training, coaching, mentoring, consultancy
<input checked="" type="checkbox"/>	access to knowledge
	technology transfer
	open innovation
	cross-sectoral networking
MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
	cluster development
	incubator/ promotion of start-up
	networking, matchmaking, ...
OTHER (please specify)	



8. How does the practice support and help enhance the SME Internalisation?

Direct support: market access info, companies` self-assessment tool for export readiness;

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)¹⁰

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	x
	Export/Internalization observatory facilities	x
	IPR support/ Institutional protection of intellectual property	
	Account management support	

¹⁰ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
	Other : please specify	
Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
Other: please specify		
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	
	Regularly updated analysis reports on foreign markets	x
	Trade missions	
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
Market intelligence services		



	Other: please specify	
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	

10. Source of funding (multiple response)

	regional funds
<input checked="" type="checkbox"/>	national funds
	EU funds – H2020
	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

<input checked="" type="checkbox"/>	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

The basis for the adoption of the Programme for internationalisation 2015 - 2020 is the Promotion of Foreign Direct Investment and Internationalisation of Enterprises Act (Official Gazette of the Republic of Slovenia, nos. 107/06 - UPB1, 11/11, 57/12 and 17/15) (hereinafter referred to as 'ZSTNIIP'). Pursuant to the Articles 5 and 10 of the ZSTNIIP and at the proposal of the Ministry responsible for economy, the Government of the Republic of Slovenia adopts a programme for stimulating internationalisation of companies, and a programme for stimulating FDI in which the Government defines the manner for implementing activities, their priorities and objectives which are expected to be achieved by the implementation of these tasks. The scope of stimulation activities, the manner of financing and indicators to monitor the efficiency of internationalisation stimulation of companies and the stimulation of investments are also determined.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

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13. Geographical focus (choose one answer)

	local
	regional
x	national
	European
	international

14. Actors involved in the practice (multiple response)

	regional government
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<input checked="" type="checkbox"/>	national government
<input type="checkbox"/>	development agency
<input type="checkbox"/>	university or research institution
<input checked="" type="checkbox"/>	SME, enterprises
<input type="checkbox"/>	association of enterprises/professionals
<input type="checkbox"/>	other (please specify)

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
<i>No. of companies receiving daily news: 2529</i>	<i>Year 2015</i>	<i>Spirit, Yearly Report</i>
<i>No. of companies receiving consultancy services; 89</i>	<i>Year 2015</i>	<i>Spirit, Yearly Report</i>

16. Please state if this practice is transferable in terms of:

<input type="checkbox"/>	organisational model / implementation process
<input checked="" type="checkbox"/>	specific tools (e.g. training, financial support,)
<input type="checkbox"/>	policy making process
<input type="checkbox"/>	definition of financial feasibility
<input checked="" type="checkbox"/>	methodology for the assessment of the problem to be address
<input type="checkbox"/>	methodology for the involvement of the targeted stakeholders
<input type="checkbox"/>	risk management strategy involved



	exit strategy involved
	review and maintenance methodology
x	metrics for the evaluation of the implementation process
	marketing strategy
	other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>Access to info needed for internationalisation</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant
<i>Policy implementation- for internationalisation- bi-yearly programmes</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

.-

19. REFERENCES:



Contact Details: contact person of the practice (name, e-mail, ...)

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Secretary

Internationalisation and Foreign Direct Investment Division

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E: zorna.stamatovski@spiritslovenia.si

Contact Details: person compiling this form (name, e-mail, ...)

OTHER RELEVANT INFO



1. Name of the organisation owner of in charge of the practice

SPIRIT Slovenia - Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

Creation of business contacts and partnerships

4. Website (if available)

www.spiritslovenia.si

5. Description of the case/practice (around 2000-2500 characters)

SPIRIT implements a whole range of complementary programmes for the Slovenian companies in all phases of their internationalisation activities that enable them to efficiently enlarge their business activities abroad. With a free-of-charge services for Slovenian potential as well as existing exporters they contribute to the increase of Slovenian companies' internationalisation, to the geographic dispersion of the Slovenian companies' export and enable better conditions for the performance of Slovenian companies in international context.

For setting up the business contacts and establishing the partnership the following activities are provided by the GP holder:

- organization of »suppliers days«, in particular in the automotive and food-processing industry, ICT as well as wood-processing industry with the purpose to enable the penetration or entrance to the supply chains;
- Participation and implementation of B2B events in Slovenia and abroad with the aim to support the establishment of business contacts / new business partners.



SPIRIT in cooperation with partners organises and implements the inward and outward economic delegations, presentations of Slovenian industry/companies, organises conferences as well as other business events.

5.1. Duration (start-end)

Yearly, state budget allocation, contract between the MGRT and Spirit.

5.2. Goals

- Implementation of min. 10 inward and 10 outward business delegation per year: increase of 2 to 3 new business contacts per participating company;
- Made business deal at least 1 per business delegation;
- 70% satisfied participants in the delegation (survey at the end of the event);
- Organisation of up to 3 days of suppliers` days for the entrance of the Slovenian producers to the supply chains and 2 B2B events.

5.3. Partners involved



Office of the President of the Republic of Slovenia, Office of the Prime Minister, Ministries and Governmental offices, chambers, business associations, clusters and other relevant subjects and groups of companies.

5.4. Total cost of the practice

300.000 EUR per year, out of which 200.000 EUR for delegations and 50.000 for suppliers days as well as 50.000 EUR for B2B events.

6. Why do you think this could be a good practice?

Measure assists Slovenian companies/exporters by creation of new business contacts and partnerships through seminars, in-and outward delegations, B2B events as well as implementation of the so called "suppliers days".



7. Type of practice (multiple response)

POLICY/REGULATION	
	policy + successful implementation
<input checked="" type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
	dissemination (please specify)
<input checked="" type="checkbox"/>	event/festival
FUNDING	
	funding measure
	financial measure (e.g. tax relief, grant for exports, etc)
	investment attraction measure
KNOWLEDGE & INNOVATION	
<input checked="" type="checkbox"/>	entrepreneur training, coaching, mentoring, consultancy
	access to knowledge
	technology transfer
	open innovation
<input checked="" type="checkbox"/>	cross-sectoral networking
MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
	cluster development
	incubator/ promotion of start-up
	networking, matchmaking, ...
OTHER (please specify)	



8. How does the practice support and help enhance the SME Internalisation?

- facilitation of the business contacts as well as business partnerships
--

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)¹¹

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	
	Exports forums	x
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	x
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	
	Export/Internalization observatory facilities	x
	IPR support/ Institutional protection of intellectual property	
	Account management support	

¹¹ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
	Other : please specify	
Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
Other: please specify		
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	x
	Regularly updated analysis reports on foreign markets	
	Trade missions	x
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	
Trade centres abroad (that can offer market research information, trade fair support etc)		
Market intelligence services		



	Other: please specify	
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	

10. Source of funding (multiple response)

	regional funds
<input checked="" type="checkbox"/>	national funds
	EU funds – H2020
<input checked="" type="checkbox"/>	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

<input checked="" type="checkbox"/>	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)



11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

The basis for the adoption of the Programme for internationalisation 2015 - 2020 is the Promotion of Foreign Direct Investment and Internationalisation of Enterprises Act (Official Gazette of the Republic of Slovenia, nos. 107/06 - UPB1, 11/11, 57/12 and 17/15) (hereinafter referred to as 'ZSTNIIP'). Pursuant to the Articles 5 and 10 of the ZSTNIIP and at the proposal of the Ministry responsible for economy, the Government of the Republic of Slovenia adopts a programme for stimulating internationalisation of companies, and a programme for stimulating FDI in which the Government defines the manner for implementing activities, their priorities and objectives which are expected to be achieved by the implementation of these tasks. The scope of stimulation activities, the manner of financing and indicators to monitor the efficiency of internationalisation stimulation of companies and the stimulation of investments are also determined.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

n.a.

13. Geographical focus (choose one answer)

	local
	regional
x	national
	European
	international

14. Actors involved in the practice (multiple response)

regional government



<input checked="" type="checkbox"/>	national government
<input type="checkbox"/>	development agency
<input type="checkbox"/>	university or research institution
<input checked="" type="checkbox"/>	SME, enterprises
<input checked="" type="checkbox"/>	association of enterprises/professionals
<input type="checkbox"/>	other (please specify)

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME	INFO SOURCE (if available)
<i>19 inward and 29 outward business delegations</i>	<i>2015</i>	<i>SPIRIT: Program and Financial Plan for 2016 and 2017</i>
<i>3 Suppliers events per year</i>	<i>2015</i>	<i>SPIRIT: Program and Financial Plan for 2016 and 2017</i>
<i>2 B2B events</i>	<i>2015</i>	<i>SPIRIT: Program and Financial Plan for 2016 and 2017</i>

16. Please state if this practice is transferable in terms of:

<input checked="" type="checkbox"/>	organisational model / implementation process
<input checked="" type="checkbox"/>	specific tools (e.g. training, financial support,)
<input type="checkbox"/>	policy making process



	definition of financial feasibility
	methodology for the assessment of the problem to be address
	methodology for the involvement of the targeted stakeholders
	risk management strategy involved
	exit strategy involved
	review and maintenance methodology
x	metrics for the evaluation of the implementation process
	marketing strategy
	other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>Internationalisation measures are implemented on the national level through a law on internationalisation; creation of state owned agency SPIRIT as well as governmental programme for Internationalisation 2015 – 2020.</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant
<i>Positive perception of public measures for internationalisation</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant
<i>Available services for internationalisation</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant



<i>Available HR</i>		Very relevant
	x	Relevant
		Party relevant
		Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

www.spiritslovenia.si/en

<http://www.spiritslovenia.si/en/news?year=2016>

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

Zoran Stamatovski, Ph.D., MBA
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W: www.spiritslovenia.si

Contact Details: person compiling this form (name, e-mail, ...)



OTHER RELEVANT INFO



1. Name of the organisation owner of in charge of the practice

SPIRIT Slovenia - Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

INTERNATIONAL TRADE MANAGEMENT (ITM) EDUCATION/TRAINING

4. Website (If available)

<http://www.itmworldwide.org/Default.aspx>

5. Description of the case/practice (around 2000-2500 characters)

The ITM Worldwide Concept is a vocational training program in trade, which is designed to build export competences within SMEs, providing the expertise, knowledge and networks needed to help business grow internationally.

Their hallmark is standardized training modules developed by some of Europe's and China's most renowned and distinguished professors and trade experts.

We are able to offer a unique blend of academic and practical training. A total of 14 days in 6 months.

Our export coaches, all of whom are experienced business people, turn theoretical knowledge into a practical export business plan, and prepare participants for meeting with potential customers.

A blended program

The ITM Worldwide Concept is a blend of trade training seminars: export coaching, networking and business meetings abroad.

The program has three steps: preparing for export, preparing for the market and business meetings.

The first step comprises of seminars in trade regulations, international market research followed by export coaching to implement an export business plan.

The second step consists of export sales training and joint international seminars abroad, together with participants from other countries to enlarge the international network of colleagues and trade experts.

Seminars in cross-culture, managing change and international trade marketing are delivered in order to implement a strategy.



The third and final step encompasses business meetings with potential customers, resulting in exportation.

5.1. Duration (start-end)

5.2. Goals

Vocational training in internationalisation for the companies (selection criteria: 40 years max), mainly focused on the Export Strategy (how to prepare) and the on-line tools available to the companies after the course participation.

5.3. Partners involved



ITM concept is offered in partnership with ministries and trade councils worldwide. SPIRIT as local partner recruit participants, arrange local seminars in trade regulations and ITM Worldwide deliver the trade training locally and abroad to enlarge the international network of colleagues, experts and potential customers.
ITM Worldwide has trained more than 1.500 export managers and export trainees in 27 countries in Europe, Africa and the Caribbean since 1994. A proven concept in both mature and emerging markets.

5.4. Total cost of the practice

150.000 EUR per year

6. Why do you think this could be a good practice?

Adaptation of the training programme to national/regional situation.

7. Type of practice (multiple response)

POLICY/REGULATION	
<input type="checkbox"/>	policy + successful implementation
<input type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)
<input type="checkbox"/>	event/festival
FUNDING	
<input type="checkbox"/>	funding measure



	financial measure (e.g. tax relief, grant for exports, etc)
	investment attraction measure
KNOWLEDGE & INNOVATION	
xx	entrepreneur training, coaching, mentoring, consultancy
	access to knowledge
	technology transfer
	open innovation
	cross-sectoral networking
MARKET	
	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
	cluster development
	incubator/ promotion of start-up
	networking, matchmaking, ...
OTHER (please specify)	

8. How does the practice support and help enhance the SME Internalisation?



Training in internationalisation; offering the tools.

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)¹²

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	<input checked="" type="checkbox"/>
	Incentives to foster internationalization activity	<input type="checkbox"/>
	Exports forums	<input type="checkbox"/>
	Improving interregional technology transfer bodies and mechanisms	<input type="checkbox"/>
	Trade visits	<input type="checkbox"/>
	Internationalization/Export Academies	<input checked="" type="checkbox"/>
	Other: please specify	<input type="checkbox"/>
SME Internalization support infrastructure and services	Developing technology incubators	<input type="checkbox"/>
	Developing technology parks	<input type="checkbox"/>
	Market research support	<input type="checkbox"/>
	Export/Internalization observatory facilities	<input type="checkbox"/>
	IPR support/ Institutional protection of intellectual property	<input type="checkbox"/>
	Account management support	<input type="checkbox"/>
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	<input type="checkbox"/>
	Diversifying and specializing technology centres and services	<input type="checkbox"/>
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	<input type="checkbox"/>
	Other : please specify	<input type="checkbox"/>

¹² Based on OECD report on ‘ Top Barriers and Drivers to SME Internalization’



Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
	Other: please specify	
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	
	Regularly updated analysis reports on foreign markets	
	Trade missions	
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
Market intelligence services		
Other: please specify		
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	



10. Source of funding (multiple response)

	regional funds
<input checked="" type="checkbox"/>	national funds
	EU funds – H2020
<input checked="" type="checkbox"/>	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

<input checked="" type="checkbox"/>	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

The basis for the adoption of the Programme for internationalisation 2015 - 2020 is the Promotion of Foreign Direct Investment and Internationalisation of Enterprises Act (Official Gazette of the Republic of Slovenia, nos. 107/06 - UPB1, 11/11, 57/12 and 17/15) (hereinafter referred to as 'ZSTNIIP'). Pursuant to the Articles 5 and 10 of the ZSTNIIP and at the proposal of the Ministry responsible for economy, the Government of the Republic of Slovenia adopts a programme for stimulating internationalisation of companies, and a programme for stimulating FDI in which the Government



defines the manner for implementing activities, their priorities and objectives which are expected to be achieved by the implementation of these tasks. The scope of stimulation activities, the manner of financing and indicators to monitor the efficiency of internationalisation stimulation of companies and the stimulation of investments are also determined.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

n.a.

13. Geographical focus (choose one answer)

	local
	regional
x	national
	European
	international

14. Actors involved in the practice (multiple response)

	regional government
x	national government
	development agency
	university or research institution
	SME, enterprises



	association of enterprises/professionals
x	other (please specify): ITF Worldwide, Swedish Chamber of Commerce

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
<i>15 trainees (1 per company)</i>	<i>yearly</i>	<i>SPIRIT: Program and Financial Plan for 2016 and 2017</i>

16. Please state if this practice is transferable in terms of:

	organisational model / implementation process
x	specific tools (e.g. training, financial support, ...)
	policy making process
	definition of financial feasibility
	methodology for the assessment of the problem to be address
	methodology for the involvement of the targeted stakeholders
	risk management strategy involved
	exit strategy involved
	review and maintenance methodology
	metrics for the evaluation of the implementation process
	marketing strategy
	other (please specify)



17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>Internationalisation Services</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant
<i>Positive perception of public funding mechanisms</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

Good	practices:
http://www.izvoznookno.si/Dokumenti/Nase_storitve/Izobrazevanje_za_mednarodno_poslovanje/ITM/Dobre_prakse_5511.aspx	
https://www.youtube.com/channel/UC6pqr6nYs6q-B-G5A9Jdt5g	

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

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W: www.spiritslovenia.si

Contact Details: person compiling this form (name, e-mail, ...)

OTHER RELEVANT INFO



1. Name of the organisation owner of in charge of the practice

SPIRIT Slovenia - Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

Joint participation on fairs

4. Website (If available)

www.izvoznookno.si

5. Description of the case/practice (around 2000-2500 characters)

Organisation of joint participation of Slovenian companies at international trade fairs abroad (so called Slovenian Pavilion).

SPIRIT is the sole agency in Slovenia that is engaged in group fair presentations. This is the presentation at key international fairs for specific industries/branches/sectors. In this way it eases the entrance or strengthens the presence of Slovenian companies at specific foreign markets. Within joint presentations of Slovenian economy at fairs abroad the participants get to know their products or services within industries, check their competition, build new or renew old business contacts, and recognise the trends in their respective fields.

The selection for Slovenian companies to be present at fairs abroad is done according to the previously published public call to Slovenian companies to express interest in a joint presentation at international fairs abroad. Based on the expression of interest of companies the program committee nominated by SPIRIT prepares a final selection of the fair presentations, that SPIRIT supports financially. The final programme of the fair is constructed in a way that ensures the heterogeneous representation of Slovenian industries.



After allocation of funds for organization of joint fair activates by MGRT (Directorate of Wood Industry) SPIRIT published additional calls for expression of interest in the field of wood industry, for joint presentation at international fairs. Depending on the shown interest and staff capacities, SPIRIT will conduct additional group presentations of companies belonging to the wood industry at fairs abroad.

5.1. Duration (start-end)

Yearly allocation of public funds (contract with MGRT)

5.2. Goals

Min. 15 group fair presentations per year;

Min. 20 new contacts per company at the participating fair;

Min. 1 new concrete business deal per joint exhibition.

5.3. Partners involved



MGRT.

5.4. Total cost of the practice

1.050.000 EUR, out of which for joint participation at fairs: 800.000 and 250.000 EUR for participation at fairs for wood-processing industry.

6. Why do you think this could be a good practice?

Enhancement of networking between companies for the joint presentation at international fairs abroad through a special process of selecting fairs (public announcement and invitation; Programme Committee), involving also wood-processing industry as one of the priority sectors under the Smart Specialisation Strategy of the Slovenia.

7. Type of practice (multiple response)

POLICY/REGULATION	
<input type="checkbox"/>	policy + successful implementation
<input type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)
<input checked="" type="checkbox"/>	event/festival
FUNDING	



	funding measure
	financial measure (e.g. tax relief, grant for exports, etc)
	investment attraction measure
KNOWLEDGE & INNOVATION	
	entrepreneur training, coaching, mentoring, consultancy
	access to knowledge
	technology transfer
	open innovation
	cross-sectoral networking
MARKET	
x	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
	cluster development
	incubator/ promotion of start-up
	networking, matchmaking, ...
OTHER (please specify)	

8. How does the practice support and help enhance the SME Internalisation?



- International fairs are established measure in internationalisation activities world-wide

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)¹³

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	
	Export/Internalization observatory facilities	
	IPR support/ Institutional protection of intellectual property	
	Account management support	
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
	Other : please specify	

¹³ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
	Other: please specify	
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	
	Regularly updated analysis reports on foreign markets	
	Trade missions	x
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
Market intelligence services		
Other: please specify		
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	



10. Source of funding (multiple response)

	regional funds
x	national funds
	EU funds – H2020
x	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

x	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

The basis for the adoption of the Programme for internationalisation 2015 - 2020 is the Promotion of Foreign Direct Investment and Internationalisation of Enterprises Act (Official Gazette of the Republic of Slovenia, nos. 107/06 - UPB1, 11/11, 57/12 and 17/15) (hereinafter referred to as 'ZSTNIIP'). Pursuant to the Articles 5 and 10 of the ZSTNIIP and at the proposal of the Ministry responsible for economy, the Government of the Republic of Slovenia adopts a programme for stimulating internationalisation of companies, and a programme for stimulating FDI in which the Government defines the manner for implementing activities, their priorities and objectives which are expected to



be achieved by the implementation of these tasks. The scope of stimulation activities, the manner of financing and indicators to monitor the efficiency of internationalisation stimulation of companies and the stimulation of investments are also determined.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

n.a.

13. Geographical focus (choose one answer)

<input type="checkbox"/>	local
<input type="checkbox"/>	regional
<input checked="" type="checkbox"/>	national
<input type="checkbox"/>	European
<input type="checkbox"/>	international

14. Actors involved in the practice (multiple response)

<input type="checkbox"/>	regional government
<input checked="" type="checkbox"/>	national government
<input type="checkbox"/>	development agency
<input type="checkbox"/>	university or research institution
<input checked="" type="checkbox"/>	SME, enterprises
<input checked="" type="checkbox"/>	association of enterprises/professionals



	other (please specify)
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15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
<i>15 joint participation of companies at international fairs</i>	<i>yearly</i>	<i>SPIRIT: Program and Financial Plan for 2016 and 2017</i>

16. Please state if this practice is transferable in terms of:

x	organisational model / implementation process
	specific tools (e.g. training, financial support,)
	policy making process
	definition of financial feasibility
	methodology for the assessment of the problem to be address
	methodology for the involvement of the targeted stakeholders
	risk management strategy involved
	exit strategy involved
	review and maintenance methodology
	metrics for the evaluation of the implementation process
	marketing strategy
	other (please specify)

17. List main success factors referred to the context where the practice took place



SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>Internationalisation measures are implemented on the national level through a law on internationalisation; creation of state owned agency SPIRIT as well as governmental programme for Internationalisation 2015 – 2020.</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant
<i>Positive perception of public measures for internationalisation</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant
<i>Available services for internationalisation</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

www.spiritslovenia.si/en

<http://www.spiritslovenia.si/en/news?year=2016>

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

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W: www.investslovenia.org	
W: www.spiritslovenia.si	

Contact Details: person compiling this form (name, e-mail, ...)

--

OTHER RELEVANT INFO

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1. Name of the organisation owner of in charge of the practice

SPIRIT Slovenia - Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

Slovenian business clubs (CALL)

4. Website (If available)

www.izvoznookno.si

5. Description of the case/practice (around 2000-2500 characters)

Financing and management of internationalisation support environment is facilitated by the public call in which the activities of Slovenian business clubs abroad are financed. The aim of this call is to maintain and develop the supporting network of the info points abroad.

The existing network of business clubs abroad consists of the following points: Celovec (Austria), Bruxelles (BG), Zagreb (Croatia), Trieste (Italy), Toronto (Canada), Priština (Kosovo), Wasserbillig (Luxemburg), Varsav (Poland), Tolyatti (Russian Federation), Ulyanovsk (Russian Federation), Beograd (Serbia) Harkov (Ukraine), Cleveland (USA).

Slovenian Business Clubs implement the following activities:

- Facilitation of contacts and exchange of info (networking) between Slovenian and foreign companies;
- Set-up of informal contacts between the companies and governmental institutions of both countries
- Assistance by the set-up of contacts with potential business partners abroad
- Organisation of business delegations and promotional activities abroad
- Promotion of Slovenian economy abroad



- Regularly disseminating information among foreign business public with new activities, legislation and other news relating to the Slovenian business environment,
- Regularly disseminating the changes in the business environment of a club to Slovenian institutions and companies.

First contact with Slovenian business clubs abroad are free of charge for Slovenian companies. Enhanced cooperation or specific help for a company doing business on a specific foreign market is offered only to companies and institutions that are members of business clubs.

SPIRIT has co-financed the activities of 13 business clubs in 2016, based on a public tender.

5.1. Duration (start-end)

Yearly allocation.

5.2. Goals

Co-financing the activities of Slovenian business clubs abroad, with the goal to offer help to as many Slovenian companies as possible in as many countries as possible. The goal of the public tender is to create and maintain the network of Slovenian business clubs abroad and in cooperation with them intensify the support of boosting internationalization of Slovenian economy through following activities: providing information and consulting Slovenian SMEs who want to make a global breakthrough in countries that feature a Slovenian business club; encouraging regular formal and informal exchange of contacts and information among local companies, institutions and Slovenian companies; regularly providing information about changes in business environment in which the business club operates; regularly providing updated business information on the portal Export Window; organizing events abroad and in Slovenia; promotion of Slovenian economy and business environment abroad.

Though Slovenian business clubs abroad we tend to achieve the following goals:

- Organization of at least 50 quality business events for Slovenian and foreign companies;
- Counselling at least 500 Slovenian companies aiming to reach foreign markets,



- Forwarding at least 200 business opportunities and actual news to be published at Export Window portal.

5.3. Partners involved

Business Clubs

5.4. Total cost of the practice

400.000 EUR in 2016 (500.000 EUR planned for 2017).

6. Why do you think this could be a good practice?

- Advisory services abroad in specific markets



7. Type of practice (multiple response)

POLICY/REGULATION	
	policy + successful implementation
<input checked="" type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
	dissemination (please specify)
	event/festival
FUNDING	
	funding measure
	financial measure (e.g. tax relief, grant for exports, etc)
	investment attraction measure
KNOWLEDGE & INNOVATION	
	entrepreneur training, coaching, mentoring, consultancy
	access to knowledge
	technology transfer
	open innovation
	cross-sectoral networking
MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
	cluster development
	incubator/ promotion of start-up
	networking, matchmaking, ...
OTHER (please specify)	



8. How does the practice support and help enhance the SME Internalisation?

Business clubs abroad (advisory services in internationalisation, targeted to specific markets);

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)¹⁴

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	
	Export/Internalization observatory facilities	x
	IPR support/ Institutional protection of intellectual property	
	Account management support	

¹⁴ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
	Other : please specify	
Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
Other: please specify		
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	x
	Regularly updated analysis reports on foreign markets	
	Trade missions	
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	
Trade centres abroad (that can offer market research information, trade fair support etc)	x	
Market intelligence services		



	Other: please specify	
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	

10. Source of funding (multiple response)

	regional funds
<input checked="" type="checkbox"/>	national funds
	EU funds – H2020
<input checked="" type="checkbox"/>	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

<input checked="" type="checkbox"/>	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

The basis for the adoption of the Programme for internationalisation 2015 - 2020 is the Promotion of Foreign Direct Investment and Internationalisation of Enterprises Act (Official Gazette of the Republic of Slovenia, nos. 107/06 - UPB1, 11/11, 57/12 and 17/15) (hereinafter referred to as 'ZSTNIIP'). Pursuant to the Articles 5 and 10 of the ZSTNIIP and at the proposal of the Ministry responsible for economy, the Government of the Republic of Slovenia adopts a programme for stimulating internationalisation of companies, and a programme for stimulating FDI in which the Government defines the manner for implementing activities, their priorities and objectives which are expected to be achieved by the implementation of these tasks. The scope of stimulation activities, the manner of financing and indicators to monitor the efficiency of internationalisation stimulation of companies and the stimulation of investments are also determined.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

n.a.

13. Geographical focus (choose one answer)

	local
	regional
	national
	European
x	international

14. Actors involved in the practice (multiple response)

	regional government
--	---------------------



<input checked="" type="checkbox"/>	national government
<input type="checkbox"/>	development agency
<input type="checkbox"/>	university or research institution
<input checked="" type="checkbox"/>	SME, enterprises
<input type="checkbox"/>	association of enterprises/professionals
<input type="checkbox"/>	other (please specify)

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
<i>10 business clubs abroad</i>	<i>yearly</i>	<i>SPIRIT: Program and Financial Plan for 2016 and 2017</i>

16. Please state if this practice is transferable in terms of:

<input checked="" type="checkbox"/>	organisational model / implementation process
<input type="checkbox"/>	specific tools (e.g. training, financial support,)
<input type="checkbox"/>	policy making process
<input type="checkbox"/>	definition of financial feasibility
<input type="checkbox"/>	methodology for the assessment of the problem to be address
<input type="checkbox"/>	methodology for the involvement of the targeted stakeholders
<input type="checkbox"/>	risk management strategy involved
<input type="checkbox"/>	exit strategy involved



	review and maintenance methodology
	metrics for the evaluation of the implementation process
	marketing strategy
	other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>Creation of network of business clubs abroad (advisory services in internationalisation, targeted to specific markets)</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant
<i>Positive perception of public funding mechanisms</i>		Very relevant
		Relevant
	x	Party relevant
		Not relevant
<i>Competent HR available</i>	s	Very relevant
		Relevant
		Party relevant
		Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

http://www.izvoznookno.si/Dokumenti/Svetujemo_vam/Slovenski_poslovni_klubi_1292.asp

x

<http://www.poslovniklub.si/>



19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

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W: www.spiritslovenia.si

Contact Details: person compiling this form (name, e-mail, ...)

OTHER RELEVANT INFO

1. Name of the organisation owner of in charge of the practice

SPIRIT Slovenia - Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

Market Research (CALL FOR PROPOSALS)

4. Website (If available)

www.spiritslovenia.si

5. Description of the case/practice (around 2000-2500 characters)



Public tender for co-financing market research on foreign markets in 2016 and 2017

The public tender co-finances companies, present on foreign markets, for the preparation of market research, in order to achieve a breakthrough with current product/service or group of products/services in the new foreign market, as well as support of new products on an existing or new foreign market.

The market research, according to this tender, is a structured demonstration of data about the market and competition, gained mostly from primary sources, in order to achieve the goals of:

- Identification and benchmarking of new market/product opportunities of the company entering the tender,
- Evaluation of appropriateness of the product according to the needs of a foreign market,
- Preparing a plan to adaptation of products to the needs of the foreign market,
- Identification of suitable sales channels on a foreign market.

According to this tender a foreign market is an international recognised sovereign state, Republic of Kosovo, or a specific target region within a state. Republic of Slovenia is not a foreign market, according to this tender.

The candidate for co-financing must conduct a market research in a form of a contract with an external expertise, specialized for conducting market research. While selecting the external expert the rules of public procurements must be observed (the rule of cost efficiency, efficiency and success, ensuring competitiveness among experts, transparency, equal treatment of experts and scaling), as defined in the Slovenian legislation regulating the field of public procurements. Through the explained procedure of the selection of an external expert, by the company competing for co-financing on this tender, it will be determined if the rules of public procurement were observed.

The purpose of the public tender

The purpose of the public tender is to ease the decision making process about the entrance or the manner of entrance on a selected foreign market by a company applying for co-funding; thus lowering the costs of foreign market entrance.

The goal of the public tender

the goal is to support 111 companies with preparation of market research of foreign markets and thus:

- Lowering their costs of entering a new foreign market, or
- Lowering the risk of entering of placing a new product on a foreign market.

Conditions for applicant

Micro, small and medium sized enterprises with economic activity in the Republic of Slovenia, or any natural person engaged in economic activity in the Republic of Slovenia can apply for co-financing.

The total amount of grants available through this public tender is 500.000,00 EUR, divided:

Grant / Year	2016	2017



LOT A – Eastern cohesion region	170.000,00 EUR	170.000,00 EUR
LOT B – Western cohesion region	80.000,00 EUR	80.000,00 EUR
TOTAL	250.000,00 EUR	250.000,00 EUR

The funds can be used in 2016 and 2017. The foreseen co-financing in 2016 will not be more than 250.000,00 EUR and in 2017 not more than 250.000,00 EUR.

Co-financing by company: 50% ; max grant 4.500,00 EUR per company.

Eligible costs

Eligible costs of co-financing are:

- the cost for consulting services connected to preparation of market research, provided by an external expert with appropriate references.

Time-frame in which the grant must be spent:

Only the eligible costs of the operation that will actually be carried out will be considered. Only market research on foreign markets that will be carried out and paid within the eligibility period determined with the grant agreement will be considered.

The eligibility period begins with the date of the submission for the grant and lasts until the claim for reimbursement is handed in, which is the end date of the operation. The last possible date for ending an operation is:

- 11.11.2016 for submissions of 2016 and
- 10.11.2017 for submission of 2017.

In the first call 21 companies from East Slovenia and 17 companies from West Slovenia were approved for co-financing out of ERDF.

5.1. Duration (start-end)

Deadlines for applications for the first submission are 18.8.2016, the second submission on 27.1.2017 and on third submission 2.6.2017.



5.2. Goals

Co-financing of market research for min. 100 companies with the aim to:

- Identify and evaluate new market or product opportunities of the applicant,
- Evaluation of product appropriateness for the needs of a foreign market,
- Preparation of a plan for adaptation of products for the needs of the foreign market,
- Identification of appropriate sales channels for the applicant, on the foreign market.

According to this tender a foreign market is an international recognised sovereign state, Republic of Kosovo, or a specific target region within a state.

5.3. Partners involved

MGRT.

5.4. Total cost of the practice

250.000 EUR per year (2016)

6. Why do you think this could be a good practice?

Co-financing of consultancy services, strictly linked to the market research and analysis, provided by the external expert with adequate references.



Type of practice (multiple response)

POLICY/REGULATION	
<input checked="" type="checkbox"/>	policy + successful implementation
<input type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)
<input type="checkbox"/>	event/festival
FUNDING	
<input checked="" type="checkbox"/>	funding measure
<input type="checkbox"/>	financial measure (e.g. tax relief, grant for exports, etc)
<input type="checkbox"/>	investment attraction measure
KNOWLEDGE & INNOVATION	
<input type="checkbox"/>	entrepreneur training, coaching, mentoring, consultancy
<input type="checkbox"/>	access to knowledge
<input type="checkbox"/>	technology transfer
<input type="checkbox"/>	open innovation
<input type="checkbox"/>	cross-sectoral networking
MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
<input type="checkbox"/>	cluster development
<input type="checkbox"/>	incubator/ promotion of start-up
<input type="checkbox"/>	networking, matchmaking, ...
OTHER (please specify)	



7. How does the practice support and help enhance the SME Internalisation?

	- Market research is crucial element in internationalisation of companies
--	---

8. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)¹⁵

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	x
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	
	Export/Internalization observatory facilities	
	IPR support/ Institutional protection of intellectual property	
	Account management support	

¹⁵ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
	Other : please specify	
Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	x
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	x
Other: please specify		
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	
	Regularly updated analysis reports on foreign markets	
	Trade missions	
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
Market intelligence services		



	Other: please specify	
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	

9. Source of funding (multiple response)

	regional funds
<input checked="" type="checkbox"/>	national funds
	EU funds – H2020
<input checked="" type="checkbox"/>	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

10. Focus (choose the most relevant one)

<input checked="" type="checkbox"/>	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)



11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

OP for the Implementation of the EU Cohesion Policy in the Republic of Slovenia 2014 – 2020 (CCI 2014Si16MAOP001).

Thematic Objective: (3) Enhancing the competitiveness of SMEs, of the agricultural sector (for the EAFRD) and of the fishery and aquaculture sector (for the EMFF) Selected Investment priority: 2.3.4 Developing and implementing new business models for SMEs, in particular with regard to internationalisation

Within this investment to results are followed: higher export intensity of companies and more export in the field of services, which is addressed by the proposed measure: a market research of a target market is the basis for a) deciding if the entrance on a foreign market is feasible or not, b) what risks does the company take with the selected product/service that it wants to place on a foreign market, c) saturation of the market; and similar.

The measure is part of investment priorities within which the support of market research is foreseen. The measure also supports the achievements of indicators of increasing the pure profits of SMEs by sales on a foreign markets, as the company directly influences this indicator by entering a foreign market. Consequentially the measure also supports the macroeconomic indicator of encouraging exports on national level.

11. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

n.a.

12. Geographical focus (choose one answer)



	local
	regional
	national
	European
x	international

13. Actors involved in the practice (multiple response)

	regional government
x	national government
	development agency
	university or research institution
x	SME, enterprises
	association of enterprises/professionals
	other (please specify)

14. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
<i>Co-financing of market research: min. 50 companies</i>	<i>Yearly</i>	<i>www.spiritslovenia.si</i>

15. Please state if this practice is transferable in terms of:

	organisational model / implementation process
--	---



x	specific tools (e.g. training, financial support,)
	policy making process
	definition of financial feasibility
	methodology for the assessment of the problem to be address
	methodology for the involvement of the targeted stakeholders
	risk management strategy involved
	exit strategy involved
	review and maintenance methodology
	metrics for the evaluation of the implementation process
x	marketing strategy
	other (please specify)

16. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>Market research</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant
<i>Consultancy support</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant
	x	Very relevant



<i>Trade barriers – info</i>	Relevant
	Party relevant
	Not relevant

17. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

List of companies, supported under the first round:

http://www.spiritslovenia.si/resources/files/2016/seznam_odobrenih_vlog_prvo_odpiranje.pdf

18. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

Zoran Stamatovski, Ph.D., MBA

Secretary

Internationalisation and Foreign Direct Investment Division

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Contact Details: person compiling this form (name, e-mail, ...)



European Union
European Regional
Development Fund



SLOVENSKI
REGIONALNO
RAZVOJNI
SKLAD



REPUBLIKA SLOVENIJA
SLUŽBA VLADE REPUBLIKE SLOVENIJE ZA RAZVOJ
IN EVROPSKO KOHEZIJSKO POLITIKO



OTHER RELEVANT INFO



1. Name of the organisation owner of in charge of the practice

SPIRIT Slovenia - Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

New Measures:
Directly approved measure (set up and maintenance of the Ones stop shop concept for investors and exporters);

4. Website (if available)

www.spiritslovenia.si

5. Description of the case/practice (around 2000-2500 characters)



Slovenian Government is upgrading the existing support system in order to provide comprehensive support (e.g. simpler access to information, contacts, interlocutors, etc.) and individual treatment of individual exporters, potential investors and other interested entities.

The holder will be SPIRIT, a public agency, but in order for the operation to be effective, wider connections are crucial, e.g. connections with regional entities and all other stakeholders in the support environment, and holders of policies (e.g. ministries, institutions, administrative units, local communities, etc.).

Areas of work:

- support for exporters (first entry, expansion to new foreign markets);
- support for investors (domestic, foreign, inward, outward).

To attract more FDI and provide investors with comprehensive support, the role of the agency responsible for stimulating investments and internationalisation will be reinforced as a “one-stop shop” along the lines of successful agencies for attracting primarily foreign investments, to ensure: individual treatment and comprehensive support for exporters and investors; shorter procedure for the acquisition of all required documents and information, and the search for suitable interlocutors; reduction of operating costs for investors; reduction of risk when entering foreign markets for companies and investors; professionalism and close regular cooperation among all stakeholders.

Within “one-stop shop”, information on current measures to stimulate internationalisation provided by various stakeholders will be available, and useful information (information on markets, business opportunities, public tenders, delegations, education and training, etc.) will be published.

In the field of FDI, the agency will strengthen the active role when targeting investors we would like to bring to Slovenia, and provide all relevant information, research and analyses, and comprehensive support for investors when seeking suitable business opportunities.

The establishment of the system of regional coordinators is anticipated, whereby professionalism and continuity of these entities, and their training must be provided. The role of regional coordinators will be to acquire information from the field, improve coordination among investors, local communities (municipalities) and public institutions (e.g. responsible for the issue of various consents and permits). Regional coordinators will be the first filter for the projects proposed in the region they represent. They will also play the key role in connecting companies in their regions, and prepare information packages for investors which will include a review of regional advantages, and business and investment opportunities in the region.

5.1. Duration (start-end)

From 2016 on

5.2. Goals



Objective: support 5000 companies by 2022.

5.3. Partners involved

Ministry of Economic Development and Technology and other stakeholders on national level.

5.4. Total cost of the practice

699.047,62 EUR in 2016. Cofinancing rate: up to 100%. Eligible costs: stroški svetovanja, najema, organizacije dogodkov, oglaševanja, promocije, inofmiranja in obveščanja, informacijske podpore, spletnih orodij.

6. Why do you think this could be a good practice?

Stimulation of internationalization:

- creation of higher added value in companies, industries, products, services and solutions;
- preparation of measures in relation to the level of the development of a company;
- preparation of measures in relation to the size of a company;
- unified presentation of the Slovenian business environment and opportunities;
- establishment of the support environment which will contribute to business risks management when entering foreign markets;



- enhancement of recognisability of the EU support network and measures for SMEs among Slovenian companies (e.g. EEN, IPR Helpdesk China, EU SME Centre, Missions for Growth and numerous others);
- provision of a comprehensive presentation of Slovenian companies, institutions and other stakeholders to foreign partners;
- supporting networking of companies at the international level (e.g. consortia, associations, partnerships, etc.);
- stimulation of companies to create high-quality jobs;
- stimulation of companies to be placed into global value chains and connect into development partnerships, and achievement of higher added value in global chains;
- stimulation of companies to make breakthroughs to global niches;
- stimulation of companies to enter new markets, and use of the regional approach in countries when such an approach is more efficient (stimulation of companies to operate at the level of regions, federal provinces, etc.);
- strengthening the role of Slovenia as a recognisable European environmentally-conscious, attractive, economically-interesting and sustainable development-oriented country.

In the part of the action plan which refers to internationalisation activities in the narrow sense, the following guidelines will have to be consistently observed when selecting individual activities in priority foreign markets which will be selected in this document and will be the basis for all further activities of the State in this field:

- interest expressed by the Slovenian economy;
- potential of the selected foreign market or region in the selected foreign market, e.g. economic growth, favourable business environment, positive economic indicators, compatibility with the capacity of the Slovenian economy;
- existence of business opportunities or synergies between both economies;
- preparation of plans to connect companies, and establish and operate international networks;
- maintenance of presence in the foreign markets traditionally important for the Slovenian economy;
- established political contacts at the highest level, where relevant.



7. Type of practice (multiple response)

POLICY/REGULATION	
<input checked="" type="checkbox"/>	policy + successful implementation
<input checked="" type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
	dissemination (please specify)
	event/festival
FUNDING	
	funding measure
<input checked="" type="checkbox"/>	financial measure (e.g. tax relief, grant for exports, etc)
	investment attraction measure
KNOWLEDGE & INNOVATION	
	entrepreneur training, coaching, mentoring, consultancy
<input checked="" type="checkbox"/>	access to knowledge
	technology transfer
	open innovation
<input checked="" type="checkbox"/>	cross-sectoral networking
MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
	cluster development
	incubator/ promotion of start-up
<input checked="" type="checkbox"/>	networking, matchmaking, ...
OTHER (please specify)	



8. How does the practice support and help enhance the SME Internalisation?

<ul style="list-style-type: none"> - Information in one place! - Implementation mechanism (direct support).

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)¹⁶

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	x
	Export/Internalization observatory facilities	x
	IPR support/ Institutional protection of intellectual property	
	Account management support	

¹⁶ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
	Other : please specify	
Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
Other: please specify		
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	
	Regularly updated analysis reports on foreign markets	
	Trade missions	
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	x
	Trade centres abroad (that can offer market research information, trade fair support etc)	
Market intelligence services		



	Other: please specify	
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	

10. Source of funding (multiple response)

	regional funds
<input checked="" type="checkbox"/>	national funds
	EU funds – H2020
<input checked="" type="checkbox"/>	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

<input checked="" type="checkbox"/>	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)



11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

The basis for the adoption of the Programme for internationalisation 2015 - 2020 is the Promotion of Foreign Direct Investment and Internationalisation of Enterprises Act (Official Gazette of the Republic of Slovenia, nos. 107/06 - UPB1, 11/11, 57/12 and 17/15) (hereinafter referred to as 'ZSTNIIP'). Pursuant to the Articles 5 and 10 of the ZSTNIIP and at the proposal of the Ministry responsible for economy, the Government of the Republic of Slovenia adopts a programme for stimulating internationalisation of companies, and a programme for stimulating FDI in which the Government defines the manner for implementing activities, their priorities and objectives which are expected to be achieved by the implementation of these tasks. The scope of stimulation activities, the manner of financing and indicators to monitor the efficiency of internationalisation stimulation of companies and the stimulation of investments are also determined.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

n.a.

13. Geographical focus (choose one answer)

	local
	regional
x	national
	European
	international

14. Actors involved in the practice (multiple response)

regional government



<input checked="" type="checkbox"/>	national government
<input type="checkbox"/>	development agency
<input type="checkbox"/>	university or research institution
<input checked="" type="checkbox"/>	SME, enterprises
<input checked="" type="checkbox"/>	association of enterprises/professionals
<input type="checkbox"/>	other (please specify)

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
<i>5000 companies supported</i>	<i>By 2022</i>	<i>Ministry of Economy and Technology Development</i>

16. Please state if this practice is transferable in terms of:

<input checked="" type="checkbox"/>	organisational model / implementation process
<input type="checkbox"/>	specific tools (e.g. training, financial support,)
<input checked="" type="checkbox"/>	policy making process
<input type="checkbox"/>	definition of financial feasibility
<input checked="" type="checkbox"/>	methodology for the assessment of the problem to be address
<input type="checkbox"/>	methodology for the involvement of the targeted stakeholders
<input type="checkbox"/>	risk management strategy involved
<input type="checkbox"/>	exit strategy involved



	review and maintenance methodology
	metrics for the evaluation of the implementation process
	marketing strategy
	other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>Efficient law on internationalisation, implemented through the national Programme 2015-2020.</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant
<i>Enable access to the info for a variety of companies – for Internationalisation as well as for FDI</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

www.mgrrt.gov.si

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)



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Secretary

Internationalisation and Foreign Direct Investment Division

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W: www.investslovenia.org

W: www.spiritslovenia.si

Contact Details: person compiling this form (name, e-mail, ...)

OTHER RELEVANT INFO



1. Name of the organisation owner of in charge of the practice

SPIRIT Slovenia - Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

Individual fair presentations (Public call)

4. Website (If available)

www.izvoznookno.si

5. Description of the case/practice (around 2000-2500 characters)

A public tender for co-financing the costs of individual presentation of companies at international fairs abroad

An international fair is:

- A fair in the registry of fairs M+A ExpoDataBase www.expodatabase.com or the international registry of fairs AUMA www.auma.de and
- Features at least 10% of exhibitions (from the total number of exhibitors) that come from abroad.

Both criteria must be met (an entry in one of the two data bases and more than 10% foreign exhibitors).

Legal entities or natural persons conducting economic activities in the Republic of Slovenia who are entering a foreign market for the first time, or are expanding and diversifying their business on foreign market are eligible for co-funding.

The purpose of the public tender is to enhance the possibility of presenting the products/services of a company at international fairs, increasing the possibility of business cooperation with foreign partners and raising the internationalization level of companies, through co-financing eligible expenses of companies present at foreign international fairs.



The main goal of the tender is to support at least 55 companies with their individual presentations at fairs abroad.

The companies can use the online tool – SEJEMSKI VSEVED (fair know-it-all): (http://www.izvoznookno.si/Dokumenti/Svetujemo_vam/Sejemski_vseved_1294.aspx), that is useful for preparation of a time plan for fair presentations.

5.1. Duration (start-end)

yearly

5.2. Goals

The purpose of the public tender is to enhance the possibility of presenting the products/services of a company at international fairs, increasing the possibility of business cooperation with foreign partners and raising the internationalization level of companies, through co-financing eligible expenses of companies present at foreign international fairs.

The main goal of the tender is to support at least 55 companies with their individual presentations at fairs abroad.

5.3. Partners involved



-

5.4. Total cost of the practice

The amount of funds available within the public tender is 150.000,00 EURO, provided by the national budget of the Republic of Slovenia for 2016.

In line with de minimis scheme entitled »the programme of financial incentives MGRT – de minimis" (No. scheme: M001-2399245-2015) the intensity of support incentive is 60% of eligible costs.

The highest amount that can be awarded cannot exceed 8.000,00 EUR.

6. Why do you think this could be a good practice?

Direct measure to enhance internationalisation of SMEs, based on the public tender.



7. Type of practice (multiple response)

POLICY/REGULATION	
<input checked="" type="checkbox"/>	policy + successful implementation
<input type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)
<input checked="" type="checkbox"/>	event/festival
FUNDING	
<input type="checkbox"/>	funding measure
<input type="checkbox"/>	financial measure (e.g. tax relief, grant for exports, etc)
<input type="checkbox"/>	investment attraction measure
KNOWLEDGE & INNOVATION	
<input type="checkbox"/>	entrepreneur training, coaching, mentoring, consultancy
<input type="checkbox"/>	access to knowledge
<input type="checkbox"/>	technology transfer
<input type="checkbox"/>	open innovation
<input type="checkbox"/>	cross-sectoral networking
MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
<input type="checkbox"/>	cluster development
<input type="checkbox"/>	incubator/ promotion of start-up
<input type="checkbox"/>	networking, matchmaking, ...
OTHER (please specify)	



8. How does the practice support and help enhance the SME Internalisation?

Participation at international trade events (fairs) enables companies to establish contacts and build-up their partnerships.

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)¹⁷

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	X
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	
	Export/Internalization observatory facilities	
	IPR support/ Institutional protection of intellectual property	
	Account management support	

¹⁷ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
	Other : please specify	
Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
	Other: please specify	
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	x
	Regularly updated analysis reports on foreign markets	
	Trade missions	x
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
Market intelligence services		
Other: please specify		



Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	

10. Source of funding (multiple response)

	regional funds
<input checked="" type="checkbox"/>	national funds
	EU funds – H2020
<input checked="" type="checkbox"/>	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

<input checked="" type="checkbox"/>	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

The basis for the adoption of the Programme for internationalisation 2015 - 2020 is the Promotion of Foreign Direct Investment and Internationalisation of Enterprises Act (Official Gazette of the Republic of Slovenia, nos. 107/06 - UPB1, 11/11, 57/12 and 17/15) (hereinafter referred to as 'ZSTNIIP'). Pursuant to the Articles 5 and 10 of the ZSTNIIP and at the proposal of the Ministry responsible for economy, the Government of the Republic of Slovenia adopts a programme for stimulating internationalisation of companies, and a programme for stimulating FDI in which the Government defines the manner for implementing activities, their priorities and objectives which are expected to be achieved by the implementation of these tasks. The scope of stimulation activities, the manner of financing and indicators to monitor the efficiency of internationalisation stimulation of companies and the stimulation of investments are also determined.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

n.a.

13. Geographical focus (choose one answer)

	local
	regional
x	national
	European
	international

14. Actors involved in the practice (multiple response)



	regional government
x	national government
	development agency
	university or research institution
x	SME, enterprises
	association of enterprises/professionals
	other (please specify)

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
55 companies - grant	<i>Yearly call</i>	<i>SPIRIT: Program and Financial Plan for 2016 and 2017; Published call at the web-page: www.spiritslovenia.si</i>

16. Please state if this practice is transferable in terms of:

	organisational model / implementation process
x	specific tools (e.g. training, financial support,)
	policy making process
	definition of financial feasibility
	methodology for the assessment of the problem to be address
	methodology for the involvement of the targeted stakeholders



	risk management strategy involved
	exit strategy involved
	review and maintenance methodology
	metrics for the evaluation of the implementation process
	marketing strategy
	other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>Internationalisation measures are implemented on the national level through a law on internationalisation; creation of state owned agency SPIRIT as well as governmental programme for Internationalisation 2015 – 2020.</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant
<i>Positive perception of public measures for internationalisation</i>		Very relevant
	x	Relevant
		Party relevant
		Not relevant
<i>Available services for internationalisation</i>		Very relevant
	x	Relevant
		Party relevant
		Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose



www.spiritslovenia.si

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

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Secretary

Internationalisation and Foreign Direct Investment Division

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W: www.investslovenia.org

W: www.spiritslovenia.si

Contact Details: person compiling this form (name, e-mail, ...)

OTHER RELEVANT INFO



1. Name of the organisation owner of in charge of the practice

Štajerska gospodarska zbornica – Chamber of Commerce and Industry of Štajerska

2. Region/country where the practice takes place

Podravje region - Slovenia

3. Title of the case/practice

Info days

4. Website (If available)

-

5. Description of the case/practice (around 2000-2500 characters)

For many years Chamber of Commerce and Industry of Štajerska organise Info-days for doing business in foreign countries.

Info-days are organized as one-on-one talks with consultants from foreign countries or with a good knowledge of foreign market. They are usually 15-20 minutes long. Focus can be different, depending on the consultant:

- Doing business in foreign country (general)
- How to open a company in foreign country
- Tax law in foreign country
- Business practices in foreign country
- Fairs in foreign country
- Legal-formal aspect of entering the foreign market
- The specificities of certain industries on foreign market



At first the most popular was Austria market as the closest one. SMEs in Podravje region are still very much orientated toward Austrian Market, so we organize 2-3 Info-days for Austria. In the last years we focused also on other near markets, such as Croatian and German and we organize also Info-days for those markets. When opportunity occurs for other markets we organise Info-days for those markets as well.

5.1. Duration (start-end)

For many years, no around 2-4 times per year.

5.2. Goals

The main goal is to give SMEs opportunity to come in contact with the consultant for foreign market directly, so they do not need to search for them themselves. Information given on such Info-days are very important for SMEs by making decisions to step into certain foreign market or not, or when already doing business in foreign county to avoid some obstacles or threats, that they can face with without proper knowledge.

5.3. Partners involved



Chamber of Commerce and Industry of Štajerska has a wider range of consulting companies or individual consultants in their partnership network, with which cooperate for many years.

5.4. Total cost of the practice

For the consultant it is a promotional event, companies usually contribute a symbolic participation fee.

6. Why do you think this could be a good practice?

It works for years and the interest of the companies is always good. Companies are also very satisfied with the event and usually contact the consultants even later, and they create some sort of partnership. Consultants are an important support and guide for foreign market.

With good information companies easier make a decision on entering foreign market, with the support they can focus more on doing business, with the guidance they can avoid some obstacles or threats, which can cost company a lot.

7. Type of practice (multiple response)

POLICY/REGULATION	
<input type="checkbox"/>	policy + successful implementation
<input type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)
<input type="checkbox"/>	event/festival
FUNDING	



	funding measure
	financial measure (e.g. tax relief, grant for exports, etc)
	investment attraction measure
KNOWLEDGE & INNOVATION	
<input checked="" type="checkbox"/>	entrepreneur training, coaching, mentoring, consultancy
	access to knowledge
	technology transfer
	open innovation
	cross-sectoral networking
MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
	cluster development
	incubator/ promotion of start-up
	networking, matchmaking, ...
OTHER (please specify)	

8. How does the practice support and help enhance the SME Internalisation?



The main focus of Info-days is to support and encourage SMEs to do internationalisation, to give them all important information that they need of which are essential before entering foreign market.

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)¹⁸

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	x
	Export/Internalization observatory facilities	
	IPR support/ Institutional protection of intellectual property	
	Account management support	
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	x
	Other : please specify	

¹⁸ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
	Other: please specify	
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	
	Regularly updated analysis reports on foreign markets	
	Trade missions	
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
Market intelligence services		
Other: please specify		
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	



10. Source of funding (multiple response)

	regional funds
	national funds
	EU funds – H2020
	EU funds – ERDF
	EU funds – other (please specify)
x	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

x	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

No.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

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13. Geographical focus (choose one answer)

	local
x	regional
	national
	European
	international

14. Actors involved in the practice (multiple response)

	regional government
	national government
	development agency
	university or research institution
x	SME, enterprises
	association of enterprises/professionals
	other (please specify)

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:



QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
<i>e.g. number of enterprises exported</i>	<i>e.g. in n years of the practice lifetime</i>	
<i>e.g. number of enterprises supported</i>	<i>e.g. in n years of the practice lifetime</i>	
<i>e.g. number of entrepreneurs involved in any overseas cooperation</i>	<i>e.g. in n years of the practice lifetime,</i>	
<i>eg number of technology agreements signed</i>		

16. Please state if this practice is transferable in terms of:

<input checked="" type="checkbox"/>	organisational model / implementation process
<input type="checkbox"/>	specific tools (e.g. training, financial support,)
<input type="checkbox"/>	policy making process
<input type="checkbox"/>	definition of financial feasibility
<input type="checkbox"/>	methodology for the assessment of the problem to be address
<input type="checkbox"/>	methodology for the involvement of the targeted stakeholders
<input type="checkbox"/>	risk management strategy involved
<input type="checkbox"/>	exit strategy involved
<input type="checkbox"/>	review and maintenance methodology
<input type="checkbox"/>	metrics for the evaluation of the implementation process
<input type="checkbox"/>	marketing strategy
<input type="checkbox"/>	other (please specify)



17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>e.g. efficient laws on public support of enterprises.</i> <i>Region AAA is committed in SME Internationalisation support thanks to a Competitiveness Plan (www.region.aa.com)</i>		Very relevant
		Relevant
		Party relevant
		Not relevant
<i>e.g. positive perception of public funding mechanisms</i>		Very relevant
		Relevant
		Party relevant
		Not relevant
<i>e.g. social capital and competent HR available</i>		Very relevant
		Relevant
		Party relevant
		Not relevant
<i>e.g. strong training organisation already existing on the area</i>		Very relevant
		Relevant
		Party relevant
		Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

19. REFERENCES:





Contact Details: contact person of the practice (name, e-mail, ...)

Štajerska gospodarska zbornica – Chamber of Commerce and Industry of Štajerska

Ulica talcev 24, SI-2000 Maribor, Slovenia

Tel: +386 2 2208 700

Contact person: Vesna Herženjak, Mojca Tominšek

e-mail: Vesna.herzenjak@stajerskagz.si; mojca.tominsek@stajerskagz.si

Contact Details: person compiling this form (name, e-mail, ...)

OTHER RELEVANT INFO



1. Name of the organisation owner of in charge of the practice

Regional Chamber of Craft and Small Business (CCSB-Maribor)

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

Legal support on Austrian market

4. Website (If available)

<http://www.ooz-maribor.si/projekti/etrznica/>

5. Description of the case/practice (around 2000-2500 characters)

The Maribor's regional Chamber of Craft and Small Business is an independent legal entity, although under the national umbrella chamber of Chamber of Craft and Small Business of Slovenia, with 62 regional chambers.

Through the RCCSB Maribor the members have access to support of internationalization, with specific target market of Austria, but also to other markets (either directly or through another RCCSB within the network).

RCCSB Maribor's core tasks consist of:

- Consulting (general and specific),
- Managing the procedure of issuing, changing or terminating the validity of craft-licences
- Support for transfer of business ownership
- Organising training, fairs, participation of members on fairs in Slovenia and abroad, business conferences
- Providing business information
- Promotion of members and chambers
- Information and reporting
- Internationalization
- Support Office for working abroad
- Providing a One-stop-shop for registration

RCCSB Maribor is a one-stop-shop for providing legal advice for its member SMEs of various industrial branches, especially focused on the neighbouring Austrian market.

The support consists mainly of:



- legal and financial advice about doing business in Austria (but not restricted only to the Austrian market),
- support in establishing first business contacts (support in entering fairs, B2B meetings, linguistic support),
- providing pre-entry information,
- hosting networking events for foreign delegations (contacts established with: Bosnia and Hercegovina, Japan, Switzerland, USA...),
- providing online services for their members, matching the demand and supply, as well as matching business opportunities among Slovenian businesses and beyond border: <http://www.ooz-maribor.si/projekti/etrznica/>.

The services are primarily for their members, as RCCSB is financed through the voluntary membership, but some of the services are also available for non-members – at official rates.

The most active users of the services provided by RCCSB come from the sectors of International transport and construction sector.

A very important aspect of the good practice is also the follow-up of consultancies, following the impact of the legal and financial advice provided. The staff is insured in case the SME is following the provided advice, but faces legal issues abroad.

RCCSB Maribor is also an entry point for other RCCSB, which are specialized in other markets, as well as the national CCSB organization.

Additionally RCCSB is also the entry point for foreign entrepreneurs entering the Slovenian market on the territory of their geographical coverage.

5.1. Duration (start-end)

Since establishment - 1990

5.2. Goals

CCSB's goals are to:

- promote its members,
- help its members enter foreign markets,
- increasing their members' foreign trade operations
- promoting Slovenian business,
- enable new business contacts to enterprises,
- supporting growth of companies
- increasing Slovenian exports.

5.3. Partners involved



The Chamber of Craft and Small Business of Slovenia
Other 61 regional Chambers of Craft and Small Business

5.4. Total cost of the practice

Staff cost spent on actual consulting hours, gathering and analysis of data.

6. Why do you think this could be a good practice?

With various possible legal interpretations of existing legislative regulating specific sectors and occasional legislative changes and updates on foreign markets it is very difficult for SMEs to be up to date. The RCCSB offers not only initial interpretations of the legislative, but also practical examples of their interpretation and implementation through precedent cases.

7. Type of practice (multiple response)

POLICY/REGULATION	
<input type="checkbox"/>	policy + successful implementation
<input checked="" type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)
<input checked="" type="checkbox"/>	event/festival
FUNDING	
<input type="checkbox"/>	funding measure



	financial measure (e.g. tax relief, grant for exports, etc)
x	investment attraction measure
KNOWLEDGE & INNOVATION	
x	entrepreneur training, coaching, mentoring, consultancy
x	access to knowledge
x	technology transfer
	open innovation
x	cross-sectoral networking
MARKET	
x	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
	cluster development
	incubator/ promotion of start-up
x	networking, matchmaking, ...
OTHER (please specify)	

8. How does the practice support and help enhance the SME Internalisation?



It offers legal advice, information, initial contacts, joint venture opportunities... for SMEs' on international markets.

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)¹⁹

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	x
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	
	Export/Internalization observatory facilities	x
	IPR support/ Institutional protection of intellectual property	
	Account management support	
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	x
	Other : please specify	

¹⁹ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
	Other: please specify	
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	
	Regularly updated analysis reports on foreign markets	
	Trade missions	
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
Market intelligence services		
Other: knowledge and experience collecting and sharing among SMEs	X	
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	



10. Source of funding (multiple response)

	regional funds
	national funds
	EU funds – H2020
	EU funds – ERDF
	EU funds – COSME
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
X	Private funding through membership

11. Focus (choose the most relevant one)

	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
X	focused on SMEs entering Austrian market

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

NO

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

It is focused on SME entering foreign markets, but within EU. The same principle can be applied to any market, where local/regional SMEs have a strong presence and experience (it can be neighbouring EU markets or non-EU markets).

13. Geographical focus (choose one answer)

<input checked="" type="checkbox"/>	local
<input type="checkbox"/>	regional
<input type="checkbox"/>	national
<input type="checkbox"/>	European
<input type="checkbox"/>	international

14. Actors involved in the practice (multiple response)

<input type="checkbox"/>	regional government
<input type="checkbox"/>	national government
<input type="checkbox"/>	development agency
<input type="checkbox"/>	university or research institution
<input checked="" type="checkbox"/>	SME, enterprises
<input checked="" type="checkbox"/>	association of enterprises/professionals
<input type="checkbox"/>	other (please specify)

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:



QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
Supporting number of SMEs: average 30	Monthly	Internal statistics of RCCSB Maribor

16. Please state if this practice is transferable in terms of:

<input checked="" type="checkbox"/>	organisational model / implementation process
<input type="checkbox"/>	specific tools (e.g. training, financial support,)
<input type="checkbox"/>	policy making process
<input type="checkbox"/>	definition of financial feasibility
<input type="checkbox"/>	methodology for the assessment of the problem to be address
<input type="checkbox"/>	methodology for the involvement of the targeted stakeholders
<input checked="" type="checkbox"/>	risk management strategy involved
<input type="checkbox"/>	exit strategy involved
<input type="checkbox"/>	review and maintenance methodology
<input type="checkbox"/>	metrics for the evaluation of the implementation process
<input type="checkbox"/>	marketing strategy
<input type="checkbox"/>	other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?
	Very relevant



<i>Perception of public funding mechanisms and business opportunities on foreign markets</i>	X	Relevant
		Party relevant
		Not relevant
<i>Available human resources</i>	X	Very relevant
		Relevant
		Party relevant
		Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

None

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

Urška Rafolt
Project manager
E-pošta: urska.rafolt@ozs.si
Telefon: +386 2 33 03 504

Contact Details: person compiling this form (name, e-mail, ...)

Urška Rafolt
Project manager
E-pošta: urska.rafolt@ozs.si



European Union
European Regional
Development Fund



REPUBLIKA SLOVENIJA
SLUŽBA VLADE REPUBLIKE SLOVENIJE ZA RAZVOJ
IN EVROPSKO KOHEZIJSKO POLITIKO



Telefon: +386 2 33 03 504

OTHER RELEVANT INFO

Empty box for other relevant information.



1. Name of the organisation owner of in charge of the practice

IRP (Venture factory)

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

GO:GLOBAL Slovenia

4. Website (If available)

<http://en.goglobal.si/>

5. Description of the case/practice (around 2000-2500 characters)

The Go:Global Slovenia startup accelerator offers companies that have already found their "product-market fit" all the elements they need to successfully embark on rapid global growth, both in the form of capital as well as in the form of know-how and international connections. It provides 8 steps of support, with steps 1 and 2 being preparatory for presentation (step 3) of the company to the panel and private investors (including angel investors, venture capital funds and strategic investors), followed by entering the tender (step 4) for EUR 200,000 public equity investment (in cooperation with the Slovene Enterprise Fund and the SK200 product), allowing the company to begin expanding to foreign markets, embark on further product development and fund operations until it secures the next round of funding provided by venture capital funds. Furthermore the Go:Global provides the training programme (step 5) providing a basic understanding of everything one needs for rapid global growth, both from the perspective of winning additional financial and human resources and from the perspective of company organisation, entering foreign markets and managing its growth and providing a start-up mentor, advisor (step 6) to guide company management and assist in key strategic decisions. Next, each company will be provided administrative, financial and promotional assistance by an experienced entrepreneurial advisor (step 7) who will help draft reports, coordinate national and international promotion, the expert panel, and similar. This allows the team to focus on developing the business idea and successfully growing its business. The hub (step 8) provides access to additional funding (international and Slovenian private investors, venture capital funds) and assistance in further global breakthrough, working together with 50 other global entrepreneurial hubs that help companies enter foreign markets. During the process Go:Global brings together all entrepreneurs that succeeded in winning an investment both within the accelerator and in other programmes aimed at encouraging entrepreneurship. This allows entrepreneurs to help each other with know-how and motivation. Go:Global is co-financed by ERDF; Ministry of Economic Development and Technology; and The Slovene Enterprise Fund. Additionally it has 6 Private investors - Venture capital companies that offer funding in various ranges.

- 1) RSG Kapital (<http://www.rsg-capital.si>)
- 2) DsgnFwd (<http://www.dsgnfwd.com>)
- 3) Silicon Gardens (<http://www.silicongardens.si>)



- 4) DTK Murka (<http://www.dtkmurka.si>)
- 5) ZernikeMeta Ventures (<http://www.zernikemetaventures.com>)
- 6) S.T. Hammer (<http://www.sth.si>)

Also, as part of the program, entrepreneurs at global partnership locations are able to:

- Take advantage of business infrastructure (office, conference rooms, administrative and IT support) at special prices,
- Take advantage of the good standing of excellent partnership organizations when making contacts,
- Purchase tickets to local events,
- Organize presentations for potential investors or strategic partners,
- Take advantage of personal consultation of a local expert or coaching of a successful entrepreneur, and
- Forge alliances and negotiate with potential clients.

5.1. Duration (start-end)

2014 – 2020

5.2. Goals

The main goal of Go:Global Slovenia is to support companies which are "product-market fit" with capital, know-how and international connections to successfully embark on rapid global growth and achieve a successful breakthrough and subsequent operations on global niche markets.

5.3. Partners involved

Programme leader:

Technology Park Ljubljana

Strategic partner:

Venture factory, Business Incubator of University of Maribor

Partners:

Development centre for information and communication technologies

Primorska Technology Park

Pomurje Technology Park



Regional Development Center
Incubator of the Savinja region

5.4. Total cost of the practice

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6. Why do you think this could be a good practice?

Go:Global Slovenia startup accelerator has designed a complete program of supporting start-up entities and innovative ideas of established entities in their global breakthrough, including a complete support system which is based on a global partnership network of science and technology parks, members of the IASP network.

7. Type of practice (multiple response)

POLICY/REGULATION	
<input type="checkbox"/>	policy + successful implementation
<input checked="" type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)
<input checked="" type="checkbox"/>	event/festival
FUNDING	
<input checked="" type="checkbox"/>	funding measure
<input type="checkbox"/>	financial measure (e.g. tax relief, grant for exports, etc)
<input checked="" type="checkbox"/>	investment attraction measure
KNOWLEDGE & INNOVATION	
<input checked="" type="checkbox"/>	entrepreneur training, coaching, mentoring, consultancy
<input checked="" type="checkbox"/>	access to knowledge
<input type="checkbox"/>	technology transfer
<input type="checkbox"/>	open innovation
<input checked="" type="checkbox"/>	cross-sectoral networking
MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
<input type="checkbox"/>	cluster development
<input checked="" type="checkbox"/>	incubator/ promotion of start-up



<input checked="" type="checkbox"/>	networking, matchmaking, ...
OTHER (please specify)	

8. How does the practice support and help enhance the SME Internalisation?

The Go:Global Slovenia startup accelerator offers companies that have already found their "product-market fit" all the elements they need to successfully embark on rapid global growth, both in the form of capital as well as in the form of know-how and international connections. It provides 8 steps of support to companies to achieve and maintain a global business from preparation of company presentation to inclusion into an international community of successful international start:ups.

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)²⁰

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	X
	Incentives to foster internationalization activity	X
	Exports forums	X
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	X
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	X
	Developing technology parks	
	Market research support	X
	Export/Internalization observatory facilities	X
	IPR support/ Institutional protection of intellectual property	
	Account management support	X
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
Other : please specify		

²⁰ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	X
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
	Other: please specify	
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	X
	Regularly updated analysis reports on foreign markets	
	Trade missions	
	Partner search & alliances	X
	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
Market intelligence services		
Other: please specify		
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	X
	Public funding schemes for start-ups	X
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	

10. Source of funding (multiple response)

	regional funds
X	national funds
	EU funds – H2020
X	EU funds – ERDF



	EU funds – other (please specify)
	private funding (self-financed)
X	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

	focused on the SME Internalisation
X	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

The good practice is linked to the:
Resolution on Research and Innovation Strategy of Slovenia 2011-2020
and
National Action Plan for implementation of the SMALL BUSINESS ACT for Europe.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

n.a.

13. Geographical focus (choose one answer)

	local
	regional
x	national
	European
	international

14. Actors involved in the practice (multiple response)

	regional government
x	national government
	development agency
x	university or research institution
x	SME, enterprises
x	association of enterprises/professionals



other (please specify)

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
7 supported companies	2014-2016	Go:Global Slovenia catalogue of invested start-ups

16. Please state if this practice is transferable in terms of:

<input checked="" type="checkbox"/>	organisational model / implementation process
<input checked="" type="checkbox"/>	specific tools (e.g. training, financial support,)
	policy making process
<input checked="" type="checkbox"/>	definition of financial feasibility
	methodology for the assessment of the problem to be address
<input checked="" type="checkbox"/>	methodology for the involvement of the targeted stakeholders
	risk management strategy involved
	exit strategy involved
	review and maintenance methodology
	metrics for the evaluation of the implementation process
<input checked="" type="checkbox"/>	marketing strategy
	other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?
<i>e.g. efficient laws on public support of enterprises. Region AAA is committed in SME Internationalisation support thanks to a Competitiveness Plan (www.region.aa.com)</i>	
	<input checked="" type="checkbox"/>
<i>e.g. positive perception of public funding mechanisms</i>	<input checked="" type="checkbox"/>



		Not relevant
<i>e.g. social capital and competent HR available</i>		Very relevant
		Relevant
	x	Party relevant
		Not relevant
<i>e.g. strong training organisation already existing on the area</i>	x	Very relevant
		Relevant
		Party relevant
		Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

http://en.goglobal.si/sites/en.goglobal.si/files/go_global_investments_en.pdf

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

Vera Nunič
T: +386 (0)1 620 34 07
E: vera.nunic@tp-lj.si

Contact Details: person compiling this form (name, e-mail, ...)

OTHER RELEVANT INFO



1. Name of the organisation owner of in charge of the practice

TechnoCenter at the University of Maribor

2. Region/country where the practice takes place

Podravje / Slovenia

3. Title of the case/practice

Cross-Innovation Voucher

4. Website (if available)

<http://www.tehnocenter.si/en>

5. Description of the case/practice (around 2000-2500 characters)

During Central Europe Programme project FORT, TechnoCenter at the University of Maribor led a consortium of various innovation stakeholders, which designed cross-innovation voucher scheme to help SMEs from the Central Europe Region to purchase (R&D) services in order to support the development of innovative products and processes

The winner was selected by an international jury during so-called Innovation Open House events and was awarded a non-reimbursable cross-innovation voucher in the value of 5.000 EUR. The voucher was not awarded as a grant, instead FORT project partners covered the costs of services/activities in the value of the voucher. Example of eligible costs were the honorary and reimbursements for the R&D institution or SMEs that supported the winner in the exploitation of the agreed activities or specific expenses such as travel costs for study visits.

The cross-innovation voucher could be used for the following activities:

- Development of a new product, a prototype
- Testing on quality control and environmental comparability
- Development of business plan for an innovative product
- Improvement analysis of idea, product, business model
- Development of new concept, feasibility studies, studies for problem solving
- Product/service testing
- Study visit (e.g. travel costs and staff costs for hosting institution)
- Personal coaching, mentoring, intensive coaching
- Analysis of technology transfer potential

The cross-innovation voucher could not be used for the following activities:

- Standard training courses
- Software purchase
- Advertising materials
- Sales or Legal Services
- Material purchase
- Standard services (auditing, accounting)

All business/innovative ideas, which applied, were evaluated some weeks before the event based on the following criteria:

- Innovation
- Market
- Management

Based on the pre-assessment, top 5 ideas were selected, which were then presented at the Innovation Open House event.



During the Innovation Open House event, top 5 ideas were pitched to the members of the jury and the participants of the event. The winner was whoever received most points amongst the jurors' scores.

Based on the eligible activities, open call was defined in a consultation meeting by the project FORT partner and the winner of the voucher. The winner had to express clearly the services they would like to make use of. The winner could also request more than a single service, not exceeding the total value of 5.000 EUR.

5.1. Duration (start-end)

2012-2013

5.2. Goals

To provide SMEs with an incentive to use international R&D capabilities for innovation of products and services.

5.3. Partners involved

Chamber of Commerce and Industry of Štajerska

5.4. Total cost of the practice

Approx. 20.000,00 EUR

6. Why do you think this could be a good practice?



Cross-innovation voucher promotes and supports internalisation activities of SMEs, particularly in R&D and innovation.

7. Type of practice (multiple response)

POLICY/REGULATION	
<input type="checkbox"/>	policy + successful implementation
<input type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)
<input type="checkbox"/>	event/festival
FUNDING	
<input checked="" type="checkbox"/>	funding measure
<input type="checkbox"/>	financial measure (e.g. tax relief, grant for exports, etc)
<input type="checkbox"/>	investment attraction measure
KNOWLEDGE & INNOVATION	
<input type="checkbox"/>	entrepreneur training, coaching, mentoring, consultancy
<input checked="" type="checkbox"/>	access to knowledge
<input checked="" type="checkbox"/>	technology transfer
<input checked="" type="checkbox"/>	open innovation
<input checked="" type="checkbox"/>	cross-sectoral networking
MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
<input type="checkbox"/>	cluster development
<input type="checkbox"/>	incubator/ promotion of start-up
<input type="checkbox"/>	networking, matchmaking, ...
OTHER (please specify)	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

8. How does the practice support and help enhance the SME Internalisation?

It allows SMEs to access foreign knowledge and innovation providers.



9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)²¹

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	
	Incentives to foster internationalization activity	x
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	x
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	
	Export/Internalization observatory facilities	
	IPR support/ Institutional protection of intellectual property	x
	Account management support	
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	x
	Other : please specify	
Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	x
Other: Voucher	x	
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	

²¹ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



	Export promotional activities/marketing	
	Regularly updated analysis reports on foreign markets	
	Trade missions	
	Partner search & alliances	
	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
	Market intelligence services	
	Other: please specify	
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	x
	Other : please specify	

10. Source of funding (multiple response)

	regional funds
	national funds
	EU funds – H2020
x	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

x	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on: R&D

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

The practice is not linked to a specific policy. It was introduced through an ERDF funded project FORT (Central Europe Programme) of transnational cooperation of Central Europe.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?



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13. Geographical focus (choose one answer)

<input type="checkbox"/>	local
<input type="checkbox"/>	regional
<input type="checkbox"/>	national
<input checked="" type="checkbox"/>	European
<input type="checkbox"/>	international

14. Actors involved in the practice (multiple response)

<input type="checkbox"/>	regional government
<input type="checkbox"/>	national government
<input type="checkbox"/>	development agency
<input checked="" type="checkbox"/>	university or research institution
<input checked="" type="checkbox"/>	SME, enterprises
<input type="checkbox"/>	association of enterprises/professionals
<input type="checkbox"/>	other (please specify)

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
Two Cross-Innovation Vouchers	2012 - 2013	www.tehnovacija.si

16. Please state if this practice is transferable in terms of:

<input checked="" type="checkbox"/>	organisational model / implementation process
<input checked="" type="checkbox"/>	specific tools (e.g. training, financial support,)
<input type="checkbox"/>	policy making process
<input type="checkbox"/>	definition of financial feasibility
<input type="checkbox"/>	methodology for the assessment of the problem to be address
<input checked="" type="checkbox"/>	methodology for the involvement of the targeted stakeholders
<input type="checkbox"/>	risk management strategy involved
<input type="checkbox"/>	exit strategy involved
<input type="checkbox"/>	review and maintenance methodology
<input type="checkbox"/>	metrics for the evaluation of the implementation process
<input type="checkbox"/>	marketing strategy
<input type="checkbox"/>	other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?
e.g. efficienct laws on public support of enterprises.	Very relevant



<i>Region AAA is committed in SME Internationalisation support thanks to a Competitiveness Plan (www.region.aa.com)</i>		Relevant
	x	Party relevant
		Not relevant
<i>e.g. positive perception of public funding mechanisms</i>		Very relevant
	x	Relevant
		Party relevant
		Not relevant
<i>e.g. social capital and competent HR available</i>		Very relevant
		Relevant
		Party relevant
	x	Not relevant
<i>e.g. strong training organisation already existing on the area</i>		Very relevant
	x	Relevant
		Party relevant
		Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

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REPUBLIKA SLOVENIJA
SLUŽBA VLADE REPUBLIKE SLOVENIJE ZA RAZVOJ
IN EVROPSKO KOHEZIJSKO POLITIKO



OTHER RELEVANT INFO



1. Name of the organisation owner of in charge of the practice

Styrian Technology Park (Štajerski tehnološki park)

2. Region/country where the practice takes place

Slovenia

3. Title of the case/practice

STP – Regional Center for Technology Development & StartTogether Hub

4. Website (if available)

www.stp.si

5. Description of the case/practice (around 2000-2500 characters)

Styrian Technology Park (STP) has been founded in 1994, as the first Slovenian technology park. It is a public equivalent non-profit body, a technology, business & research support organization, based in Podravje region, North-East Slovenia. It manages its activities within three different locations in Maribor and Pesnica pri Mariboru.

STP is managing two main scopes of activities:

1) STP, being the **Business Support Centre & Accelerator**, is focused on provision of comprehensive support for SMEs (more than 200 SMEs supported) in Podravje region (41 municipalities), in different stages of their lifecycle – from the “setting up the business” stage, to the stages of growth, development, internationalization, restructuring activities, etc... With other words, STP operates as a nationally certified business incubator for development of dynamic, innovative business ideas of micro and small enterprises, with substantial input of knowledge in their products and/or services.

2) STP acting as the **Regional Centre for Technology Development (RCTD)**, pursuing technology transfer, technological & innovative research and development sphere among / with different target groups and topics. Within RCTR, a Technology Hub of North Slovenia is being set up at the moment. STP Techno Living Lab is a focal point of open innovation R&D&I projects and is to be upgraded / strengthened within Technology Hub. STP TehnoLL priority fields of activity are Advanced (Smart) Technologies, together with KET, ICT, Creativity and SMEs support.

Moreover, STP acts not only within Podravje region, but wider (nationally and internationally), as STP represents a nationally certified component (institution) of the national support environment for innovative SMEs in Slovenia, supported by the national Ministry of Economic Development and Technology.

In collaboration with the largest Slovenian Bank (NLB), in March 2015, STP opened new branch office, Innovation business centre in Maribor, under the name "StartTogether". This promising and modern space will be a focal point of our STP Techno Living Lab in the future, offering overall support to forthcoming and



newly established business (helping especially with its open innovation / living lab environment by identifying, development, execution and successful marketing of their innovative products or services).

As a daughter institution of Maribor Development Agency - MDA (acting as a regional development agency for Podravje region), STP actively participates in processes of preparation and implementation of various kind of research–development–innovation projects (funded from international, EU and non EU, national sources), development plans for the region, participates in national strategic planning etc.. It is also active in the processes of regional transfer of knowledge and technologies. It plays an important role as a point for networking and information & contacts exchange for companies as well as for other institutions in the region. RDA is owned by 5 municipalities, leading by City Municipality of Maribor, which gives us good support on various strategic, policy and operative levels.

5.1. Duration (start-end)

2014-...

5.2. Goals

The main goal of STP acting as the Regional Center for Technology Development and Business Support Centre & Accelerator StartTogether is to directly support startups, young SMEs and SMEs in the phases of restructuring of their businesses with measures linked to boosting their internationalization processes and investment attractiveness.

Following its general mission, as well as national and regional orientation in the field of economic development and entrepreneurship support, STP implements individual support activities, tailored to specific needs of interested customers from the above mentioned target groups.

In close cooperation with its strategic partners and partners STP is persuing the goal to boost regional entrepreneurial competitiveness and readiness of SMEs to go international.

5.3. Partners involved

Programme leader:

- *Styrian Technology Park*

Strategic partner:

- *NLB*

Partners:

- *Maribor Development Agency*
- *other regional / national support institutions for entrepreneurship*



5.4. Total cost of the practice

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6. Why do you think this could be a good practice?

<p><i>STP Regional Center for Technology Development and Business Support Centre & Accelerator StartTogether represents a model for high-quality support services for emerging companies and existing SMEs in the phases of growth and development, which it supports with the methods, validated through longterm and various experiences in different industrial and business sectors. Acting in the region that is positioned between less developed areas on one side and highly developed areas on the other, STP beholds specific experiences that are passed on the target groups included in the activities of the Regional Center for Technology Development and Business Support Centre & Accelerator StartTogether.</i></p>
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7. Type of practice (multiple response)

POLICY/REGULATION	
<input type="checkbox"/>	policy + successful implementation
<input checked="" type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)
<input checked="" type="checkbox"/>	event/festival
FUNDING	
<input type="checkbox"/>	funding measure
<input checked="" type="checkbox"/>	financial measure (e.g. tax relief, grant for exports, etc)
<input checked="" type="checkbox"/>	investment attraction measure
KNOWLEDGE & INNOVATION	
<input checked="" type="checkbox"/>	entrepreneur training, coaching, mentoring, consultancy
<input checked="" type="checkbox"/>	access to knowledge
<input type="checkbox"/>	technology transfer
<input checked="" type="checkbox"/>	open innovation
<input type="checkbox"/>	cross-sectoral networking
MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
<input type="checkbox"/>	cluster development
<input checked="" type="checkbox"/>	incubator/ promotion of start-up
<input checked="" type="checkbox"/>	networking, matchmaking, ...
OTHER (please specify)	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

8. How does the practice support and help enhance the SME Internalisation?



Within more than 20 years of its operation, STP has developed long-term collaboration with a pool of external experts, organizations and networks, competent and capable for implementing all the needed support services as well as effective project work from regional, national, EU and wider international level.

STP supports innovative projects (mostly via/for SMEs) in a form of complex expertise business services (research / development / innovation consultancy, networking, information's, administrative / other support services) on one side, and appropriate technical infrastructure (offices, production space, office appliances, research facilities, laboratories) on the other.

STP – Regional Center for Technology Development & StartTogether Hub supports companies operating in different sectors (e.g. efficient use of energy, ICT with KET, smart technologies, creative industries, tool production, robotics, etc.). Thus, STP is always engaged in preparation and implementation of efficient technical and advice services according to different sectors of developing companies.

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)²²

Challenges	OBJECTIVES	Tick where appropriate
Human Resources / Managerial Capacity	Export coaching course	X
	Incentives to foster internationalization activity	X
	Exports forums	X
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	X
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	X
	Developing technology parks	
	Market research support	X
	Export/Internalization observatory facilities	X
	IPR support/ Institutional protection of intellectual property	
	Account management support	X
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	X
	Diversifying and specializing technology centres and services	X
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	X
	Other : please specify	

²² Based on OECD report on ' Top Barriers and Drivers to SME Internalization '



Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
	Other: please specify: financial consultancy for supporting internationalization processes and activities	X
Information provision and networking	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	
	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	X
	Regularly updated analysis reports on foreign markets	
	Trade missions	
	Partner search & alliances	X
	One stop customer centre to assist SME exporters with foreign market information and contacts	
	Trade centres abroad (that can offer market research information, trade fair support etc)	
	Market intelligence services	
Other: please specify		
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	X
	Public funding schemes for start-ups	X
	Improvement of technological capabilities of export-oriented SMEs	X
	Other : please specify	

10. Source of funding (multiple response)

	regional funds
X	national funds
	EU funds – H2020



<input checked="" type="checkbox"/>	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
<input checked="" type="checkbox"/>	private (e.g. financed by business angels)
	crowdsourcing
	other (please specify)

11. Focus (choose the most relevant one)

	focused on the SME Internalisation
<input checked="" type="checkbox"/>	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

The good practice is linked to :	
	<ul style="list-style-type: none"> • Resolution on Research and Innovation Strategy of Slovenia 2011-2020, • National Action Plan for implementation of the SMALL BUSINESS ACT for Europe, • Slovenia's Smart Specialisation Strategy S4, • Slovenian Act on supportive environment for entrepreneurship.

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

<i>n.a.</i>	
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13. Geographical focus (choose one answer)

	local
	regional
	national
<input checked="" type="checkbox"/>	European
	international

14. Actors involved in the practice (multiple response)

	regional government
	national government
<input checked="" type="checkbox"/>	development agency
<input checked="" type="checkbox"/>	university or research institution
<input checked="" type="checkbox"/>	SME, enterprises



<input checked="" type="checkbox"/>	association of enterprises/professionals
<input checked="" type="checkbox"/>	other (please specify): banking sector

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
7 supported companies	2014-2016	

16. Please state if this practice is transferable in terms of:

<input checked="" type="checkbox"/>	organisational model / implementation process
<input checked="" type="checkbox"/>	specific tools (e.g. training, financial support,)
	policy making process
<input checked="" type="checkbox"/>	definition of financial feasibility
<input checked="" type="checkbox"/>	methodology for the assessment of the problem to be address
	methodology for the involvement of the targeted stakeholders
	risk management strategy involved
	exit strategy involved
	review and maintenance methodology
	metrics for the evaluation of the implementation process
<input checked="" type="checkbox"/>	marketing strategy
	other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>e.g. efficient laws on public support of enterprises. Region AAA is committed in SME Internationalisation support thanks to a Competitiveness Plan (www.region.aa.com)</i>	<input checked="" type="checkbox"/>	Very relevant
		Relevant
		Party relevant
		Not relevant
<i>e.g. positive perception of public funding mechanisms</i>	<input checked="" type="checkbox"/>	Very relevant
		Relevant
		Party relevant
		Not relevant
		Very relevant



<i>e.g. social capital and competent HR available</i>	<input checked="" type="checkbox"/>	Relevant
	<input type="checkbox"/>	Party relevant
	<input type="checkbox"/>	Not relevant
<i>e.g. strong training organisation already existing on the area</i>	<input type="checkbox"/>	Very relevant
	<input type="checkbox"/>	Relevant
	<input checked="" type="checkbox"/>	Party relevant
	<input type="checkbox"/>	Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

19. REFERENCES:

Contact Details: contact person of the practice (name, e-mail, ...)

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OTHER RELEVANT INFO



1. Name of the organisation owner of in charge of the practice

Maribor Development Agency/European Enterprise Network

2. Region/country where the practice takes place

Slovenia, Podravska region

3. Title of the case/practice

Enterprise Europe Network Slovenia support for SMEs

4. Website (If available)

<http://www.een.si>

5. Description of the case/practice (around 2000-2500 characters)

Based on the number of achievements the activities of the MRA - Enterprise Europe Network dpt. have been identified as a best practice model within the Slovene network. Activities are oriented towards EU market and internationalisation of SMEs including:

- Information on the conditions for enterprise within the whole of Europe;
- Assistance in foreign partner search;
- Utilisation of the [European database of offers/inquiries](#);

In past 2 years the MRA has organised 3 international B2B events in Slovenia and co-organised 43 events in different EU countries with participation of 231 Slovene SMEs. Almost all events have been combined with international fairs. Activities are based on networking model with regional stakeholders (regional chamber of commerce and industry, regional chamber of craft, technology park, SME supporting institutions) where a cooperation agreement has been signed, regular meetings organised (on quarterly basis) and 6 months planning of international B2B events practised. All activities are based on well trained staff of MRA and standardised procedures.



In order to increase the number of B2B event participants and to attract SMEs from new markets MRA has introduced virtual meetings as additional service to events. This service is offered to SMEs that might be interested in B2B event but sometimes there are reasons for not to participate (no long term tradition of the event, small event, long distance travelling, only few meetings planned,...). The service is practiced for 2 years (international fairs in sustainable construction and agro-food sector) and has increased the participation for up to 10%. Participants have also been very satisfied with the service and quality of meetings.

In selected cases senior staff members are also offering coaching and representing SMEs on B2B events.

5.1. Duration (start-end)

Ongoing activity

5.2. Goals

- to inform SMEs about foreign markets and internationalisation opportunities
- to increase the number of Slovene/regional SMEs active on foreign markets
- to increase the number of partnership agreements

5.3. Partners involved

National level:

- Josef Štefan Institute (IJS)
- University of Maribor, RAZUM
- Chamber of Commerce and Industry Slovenia
- Chamber of Craft and Small Business of Slovenia
- Maribor Development Agency
- University of Primorska, Science and Research Centre
- SPIRIT Slovenia, Public Agency for Entrepreneurship, Internationalisation, Foreign Investments and Technology

Regional level:



- Štajerska Chamber of Commerce and Industry
- Regional Chamber of Craft and Small Business Maribor
- Štajerski Technology Park
- SME supporting institutions, organisers of fairs

5.4. Total cost of the practice

90.000 eur annually

6. Why do you think this could be a good practice?

Organisation of B2B events with international participation of SMEs is usually a problem for small regions and new B2B events/fairs therefore additional services have to be provided to raise the attractiveness of the event. MRA has been successfully offering these services (virtual meetings, coaching, representing SMEs,..) and has succeed in attracting international participants.

7. Type of practice (multiple response)

POLICY/REGULATION	
<input type="checkbox"/>	policy + successful implementation
<input type="checkbox"/>	observatory/benchmarking/monitoring the SME Internalisation activities
<input type="checkbox"/>	dissemination (please specify)
<input type="checkbox"/>	event/festival
FUNDING	
<input type="checkbox"/>	funding measure
<input type="checkbox"/>	financial measure (e.g. tax relief, grant for exports, etc)



	investment attraction measure
KNOWLEDGE & INNOVATION	
	entrepreneur training, coaching, mentoring, consultancy
	access to knowledge
	technology transfer
	open innovation
	cross-sectoral networking
MARKET	
<input checked="" type="checkbox"/>	internationalisation (e.g. creation of international partnerships, access to foreign markets, ...)
	cluster development
<input checked="" type="checkbox"/>	incubator/ promotion of start-up
<input checked="" type="checkbox"/>	networking, matchmaking, ...
OTHER (please specify)	

8. How does the practice support and help enhance the SME Internalisation?

By matching SMEs on international B2B events.

9. Which problems/challenges/needs is the practice addressing? Please tick the appropriate objectives (multiple response)²³

Challenges	OBJECTIVES	Tick where appropriate
	Export coaching course	

²³ Based on OECD report on ' Top Barriers and Drivers to SME Internalization'



Human Resources / Managerial Capacity	Incentives to foster internationalization activity	
	Exports forums	
	Improving interregional technology transfer bodies and mechanisms	
	Trade visits	
	Internationalization/Export Academies	
	Other: please specify	
SME Internalization support infrastructure and services	Developing technology incubators	
	Developing technology parks	
	Market research support	
	Export/Internalization observatory facilities	
	IPR support/ Institutional protection of intellectual property	
	Account management support	
	Developing technology centres/competence centres/applied research centres as a key tool for competitive improvement in businesses	
	Diversifying and specializing technology centres and services	
	High level consultancy support (eg advisors who help innovative SMEs to boost R&D output and identify adaptations that might make a product suitable for new overseas markets)	
Other : please specify		
Financing	Insurance solutions & risk management (e.g. covering of exporters and foreign buyers of exports against commercial and political risks of non-payment)	
	Financing short-term exports	
	Pre-Shipment financing	
	Post-Shipment financing	
	Loans	
	Credit guarantee scheme	
	Funding/grants for recruitment of advisors, researchers, accountants	
	Funding to attend international trade events and exhibitions	
	Grants to support any stage of the internationalization activity	
	Other: please specify	
	Improving interregional technology transfer bodies and mechanisms	
	Creation of thematic critical masses and cluster development	



Information provision and networking	Establishing interregional innovative business clusters and mega-clusters	
	Fostering the transferability of innovative technologies overseas	
	Export promotional activities/marketing	X
	Regularly updated analysis reports on foreign markets	
	Trade missions	
	Partner search & alliances	X
	One stop customer centre to assist SME exporters with foreign market information and contacts	X
	Trade centres abroad (that can offer market research information, trade fair support etc)	
	Market intelligence services	
	Other: please specify	
Indirect actions: proactive measures to stimulate SME internationalisation	Venture capital funds that finance innovative and high-growth companies	
	Public funding schemes for start-ups	
	Improvement of technological capabilities of export-oriented SMEs	
	Other : please specify	

10. Source of funding (multiple response)

	regional funds
	national funds
x	EU funds – H2020
	EU funds – ERDF
	EU funds – other (please specify)
	private funding (self-financed)
	private (e.g. financed by business angels)
	crowdsourcing



x	other (please specify) MDA/Maribor City Municipality
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11. Focus (choose the most relevant one)

x	focused on the SME Internalisation
	focused on SME support sector
	focused on sector specific SME Internalisation
	focused on other sector (please specify)

11. Is the practice linked to a specific policy? Please add a short description of the policy and its link to the strategy/programme here.

H2020	
COSME	

12. If this practice is not focused on the SME Internationalisation, why do you think it is applicable in this field?

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13. Geographical focus (choose one answer)

	local
	regional
	national



X	European
X	international

14. Actors involved in the practice (multiple response)

	regional government
	national government
X	development agency
X	university or research institution
X	SME, enterprises
X	association of enterprises/professionals
	other (please specify)

15. Outputs: direct consequences of the practice. Depending on the practice goals, please provide quantitative indicators that are available for your practice. Some examples are listed below:

QUANTITATIVE INDICATOR	TIMEFRAME (during which time?)	INFO SOURCE (if available)
<i>number of enterprises exported</i>	<i>2015-2016</i>	<i>SLO Export statistics</i>
<i>number of enterprises supported</i>	<i>2015-2016</i>	<i>EEN annual reports</i>
<i>number of entrepreneurs involved in B2B events</i>	<i>2015-2016</i>	<i>EEN annual reports</i>
<i>number of meetings on B2B events</i>	<i>2015-2016</i>	<i>EEN annual reports</i>



16. Please state if this practice is transferable in terms of:

<input checked="" type="checkbox"/>	organisational model / implementation process
<input type="checkbox"/>	specific tools (e.g. training, financial support,)
<input type="checkbox"/>	policy making process
<input type="checkbox"/>	definition of financial feasibility
<input type="checkbox"/>	methodology for the assessment of the problem to be address
<input type="checkbox"/>	methodology for the involvement of the targeted stakeholders
<input type="checkbox"/>	risk management strategy involved
<input type="checkbox"/>	exit strategy involved
<input type="checkbox"/>	review and maintenance methodology
<input type="checkbox"/>	metrics for the evaluation of the implementation process
<input type="checkbox"/>	marketing strategy
<input type="checkbox"/>	other (please specify)

17. List main success factors referred to the context where the practice took place

SUCCESS FACTOR DESCRIPTION	IS THE SUCCESS FACTOR RELEVANT FOR TRANSFERABILITY IN A DIFFERENT LOCAL CONTEXT?	
<i>e.g. efficient laws on public support of enterprises.</i> <i>Region AAA is committed in SME Internationalisation support thanks to a Competitiveness Plan (www.region.aa.com)</i>	<input type="checkbox"/>	Very relevant
	<input type="checkbox"/>	Relevant
	<input type="checkbox"/>	Party relevant
	<input type="checkbox"/>	Not relevant
<i>e.g. positive perception of public funding mechanisms</i>	<input type="checkbox"/>	Very relevant
	<input type="checkbox"/>	Relevant
	<input type="checkbox"/>	Party relevant
	<input type="checkbox"/>	Not relevant



<i>e.g. social capital and competent HR available</i>	Very relevant
	Relevant
	Party relevant
	Not relevant
<i>e.g. strong training organisation already existing on the area</i>	Very relevant
	Relevant
	Party relevant
	Not relevant

18. Further materials and reference available (paper, PPT, information sheet, leaflet, video, press releases, articles, blogs, photos,...). Please list and enclose

<http://een.mra.si>

19. REFERENCES:

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OTHER RELEVANT INFO



European Union
European Regional
Development Fund



REPUBLIKA SLOVENIJA
SLUŽBA VLADE REPUBLIKE SLOVENIJE ZA RAZVOJ
IN EVROPSKO KOHEZIJSKO POLITIKO

