

## SIE Project Good Practice Case Studies

The SME Internationalisation Exchange (SIE) project focuses on improving policies which are designed to help Small & Medium Businesses (SMEs) with international trade. During the first phase of the project each of the partner regions put forward a best practice case study to showcase successful examples of export support interventions. The good practices fall under 3 broad types of activity and are summarised below. The SIE partners are planning to implement parts of certain good practices into their own regions as part of their SIE project regional action plans during Phase 2 of the project.

### 1. Developing human capital & maximising outreach to SMEs:

- **The Go & Come Back project** from Molise, Italy. This project developed placements abroad for graduates from the Molise region to develop international business skills and provided grants to participants to create international companies in the region on their return.

### 2. Creating Networks of Support

- **The ‘Parcours de l’Export’ (Export Pathway) programme** in Nouvelle-Aquitaine, France brings together a range of very structured support services and providers into a coherent package of support aimed at helping businesses with all aspects of internationalisation.
- **Kent International Business** is an umbrella programme from Kent, UK which brings together the different support agencies and programmes available in the region to present and promote them in a coherent way.
- **Regional Overseas Offices** are used by the State of Lower Saxony in Germany to provide a professional network of overseas contacts and offices abroad to provide tailored support to companies from the region.

### 3. Facilitating clustering or collaboration of companies

- **The HORECA International Cluster** was created by the Torun Development Agency in Poland which financed the clusters of small companies to help them work together to bid for international contracts in the hotel refurbishment industry.
- **An Export Consortium** was established by the regional development agency (SODERCAN) in Cantabria, Spain to bring together a group of like-minded companies to work together to bid for international contracts under the banner of the ‘Santander Metal Group’.
- **The Zatec Hop Cooperative** was set up as a company in the Ústí region of the Czech republic to work on behalf of 100 hop producers in the region and take care of international market intelligence, marketing, sales and after-sales support.

The SIE partners believe that there is also scope for other European regions to learn from these examples and to implement similar initiatives in their own contexts. Full details of the good practices are available on the SIE website: <https://www.interregeurope.eu/sie/sie-case-studies/>