

SME Internationalisation Exchange (SIE) Project Regional Action Plan Summary

Partner Region:	Kent, UK
SIE Project Partner:	Kent County Council
Challenge Faced:	<ul style="list-style-type: none"> • Low levels of SME internationalisation in the region • SMEs lack internal capacity, resources, specialist knowledge and skills for exporting • SMEs lack access to international networks and contacts
Policy Addressed:	South East Local Enterprise Partnership (SELEP) ESIF ERDF Programme Strategy
Actions Proposed:	<p>Kent's SIE Regional action plan will focus on 3 main areas of activity which address challenges related to SME internationalisation:</p> <ol style="list-style-type: none"> 1. Streamlining the current export support offer in Kent (under the Kent International Business programme) into a staged 'export pathway' which links the different services available into a more coherent programme of activity. 2. Piloting an export manager scheme to provide additional funded staff resource for 2-3 companies interested in exploring international markets in order to help them access the right skills for international trade. 3. Testing a cluster approach to exporting by helping a group of 5-10 complementary companies to jointly identify and access overseas business opportunities which they wouldn't be able to access by working alone.
Sources of Inspiration:	<p>During Phase 1 of the SISE project, Kent was inspired by:</p> <ul style="list-style-type: none"> • Nouvelle-Aquitaine's 'Export Pathway' programme • Cantabria's Export Manager scheme • Kujawsko-Pomorskie's 'Export Cluster' initiative