



EXTREMADURA (ES)

ACTION PLAN



February, 2019.

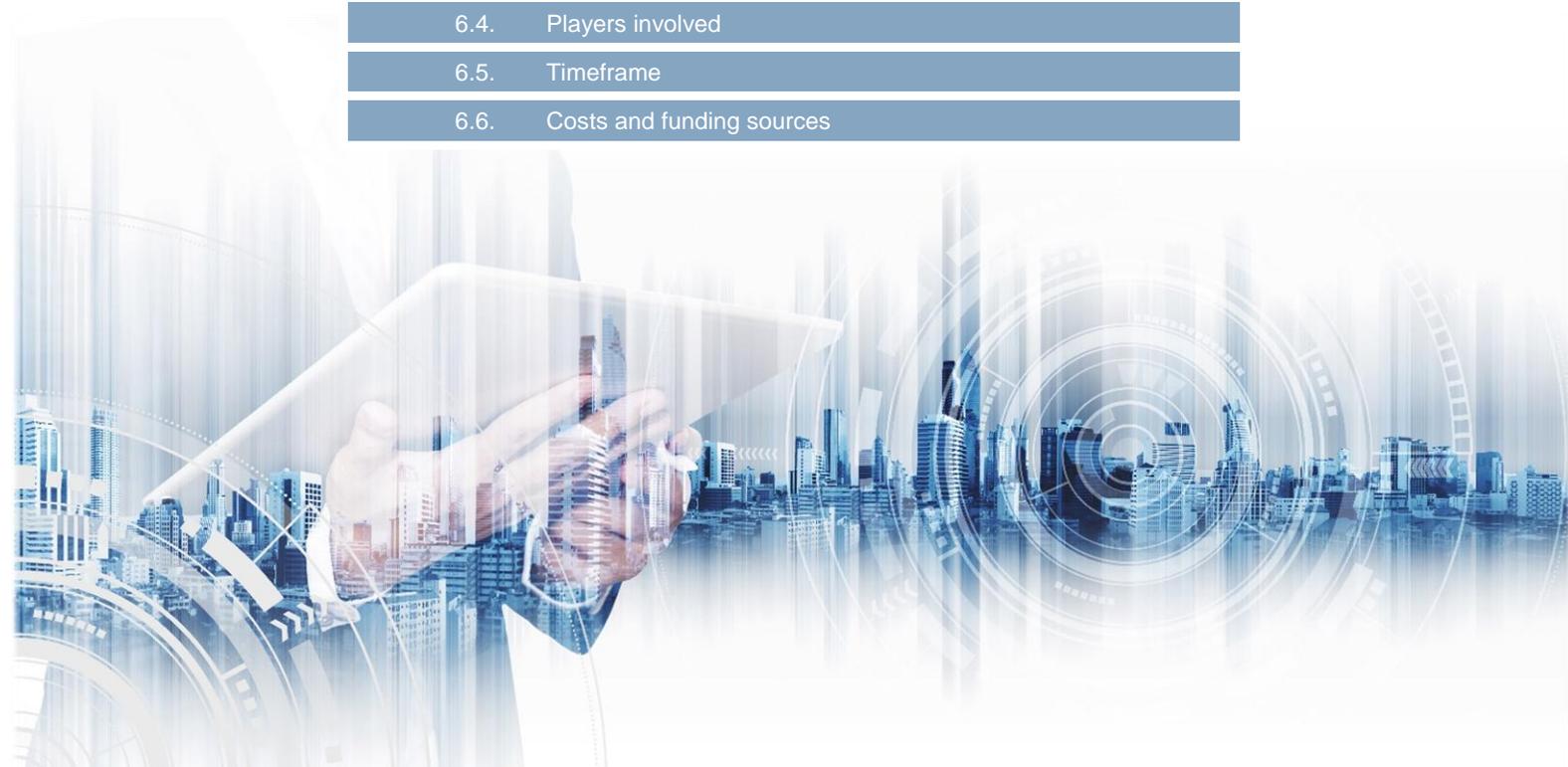


INTRA
Internationalisation of regional SMEs

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1. GENERAL INFORMATION

Project: INTRA (PGI01464)

Partner organisation: **Foundation FUNDECYT Scientific and Technological Park of Extremadura**

Other organisations involved: **Extremadura Avante S.L.U.** (Intermediate Body)

Country: **Spain**

NUTS2 region: **Extremadura**

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The Action Plan aims to impact: ✓ **Investment for Growth and Jobs programme**

European Territorial Cooperation programme

Other regional development policy instrument

Name of the policy instruments addressed:

- **ERDF Operational Programme of Extremadura 2014-2020.** Investment priority 3 (d) Supporting the capacity of small and medium sized enterprises to grow in regional, national and international markets and to engage in innovation processes”.



2. INTRODUCTION

2.1 INTRA Project: Internationalisation of regional SMEs

INTRA project focuses on the role of public authorities in creating internationalisation services to support the competitiveness of the regional economies and thus contribute to the Europe 2020 strategy.

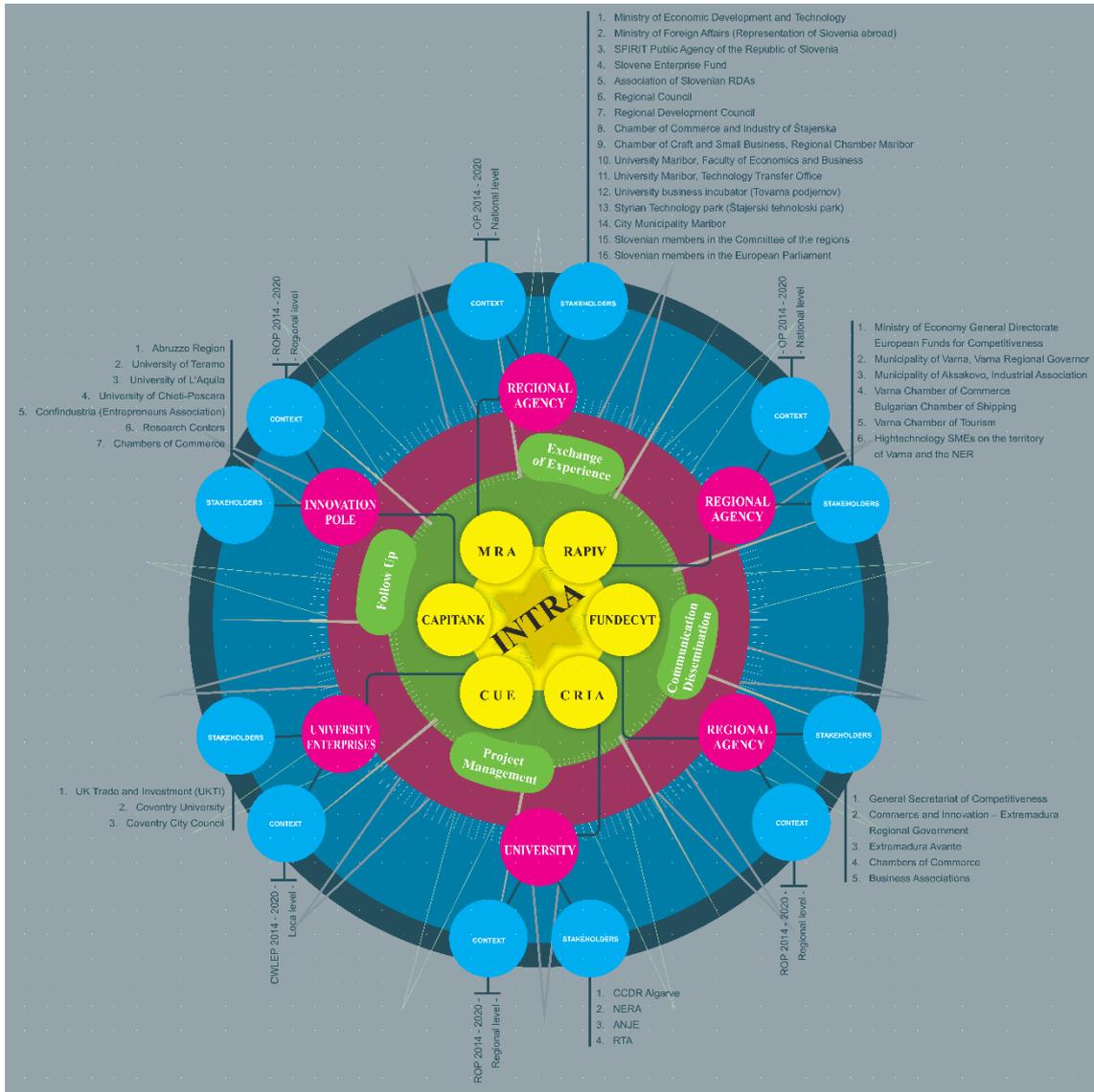
Developed by the project partners, it builds on internationalisation research findings as well as highlights the importance of regional quadruple helix partnerships to bring together universities, business, civil society and local authorities as the main stakeholders in research and design of new internationalisation policy models, wider acceptance of the good practices identified within the INTRA regions and preparation of new project proposals to be funded under the respective national/regional Cohesion policy for the period 2014-2020.

Figure 1: INTRA regions



INTRA partners exchange, explore and disseminate good practices in ways to promote internationalisation and improve competitiveness of the respective regions involved. INTRA has 6 partners from six different EU28 member states: Maribor Development Agency (SI), Regional Agency for entrepreneurship and innovations – Varna (BG), Foundation FUNDECYT Scientific and Technological Park of Extremadura (ES), University of Algarve (PT), Coventry University Enterprises Limited (UK) and CAPITANK (IT). It is supported by the Managing Authorities for ERDF and represents the active stakeholders in internationalisation.

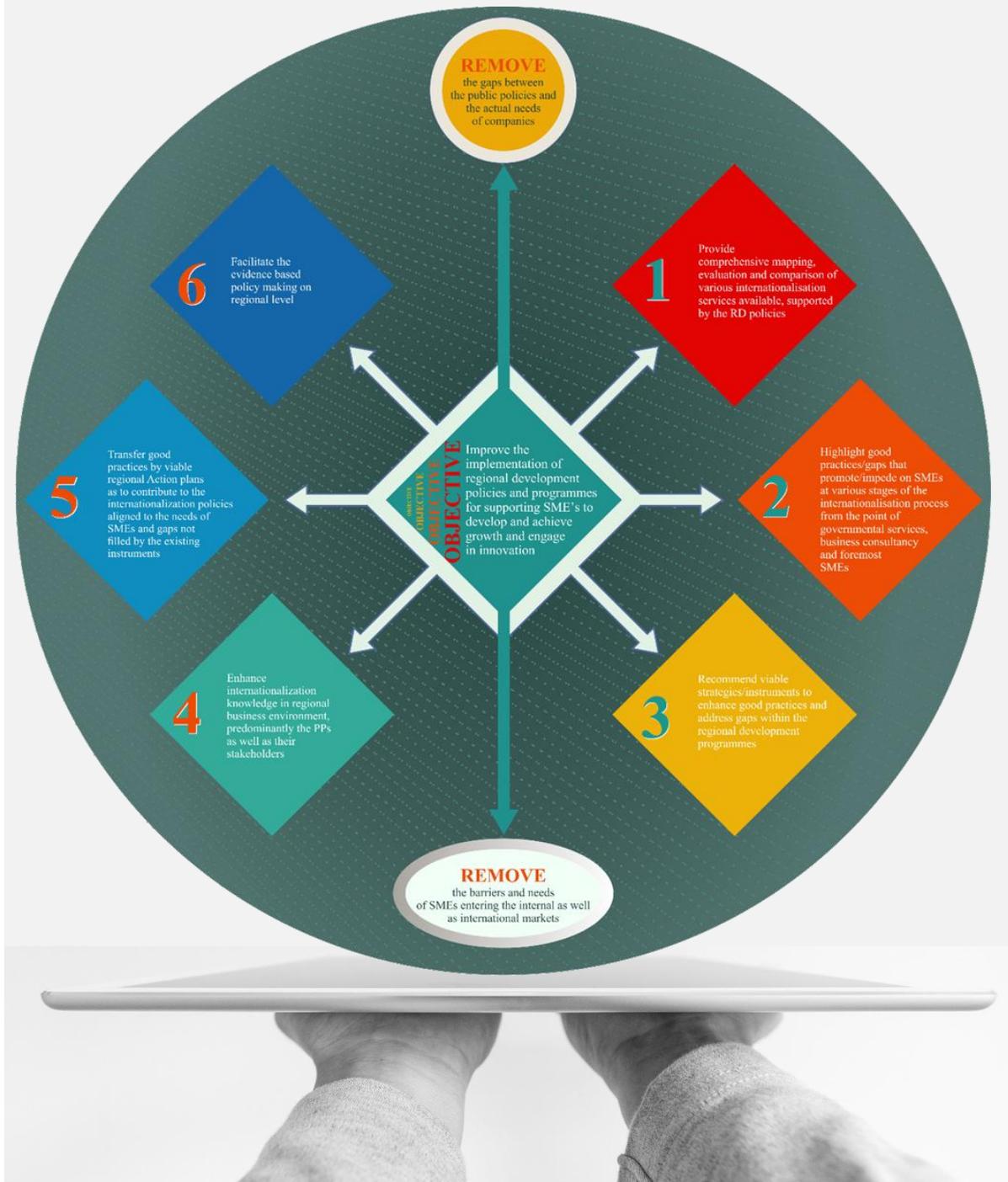
Figure 2: INTRA stakeholders



The objectives of INTRA are to provide comprehensive mapping, evaluation and benchmarking of various internationalisation services available across the regions, as well as highlight good practices/gaps that promote/impede the development of SMEs at various stages of the internationalisation process.

Upon the selection of good practices the viable strategies/instruments to enhance good practices and address gaps within the regional development programmes were elaborated and described in the Policy recommendations and will be implemented in the regional Action plans as to contribute to the internationalisation policies to be aligned to the needs of SMEs.

Figure 3: INTRA objectives

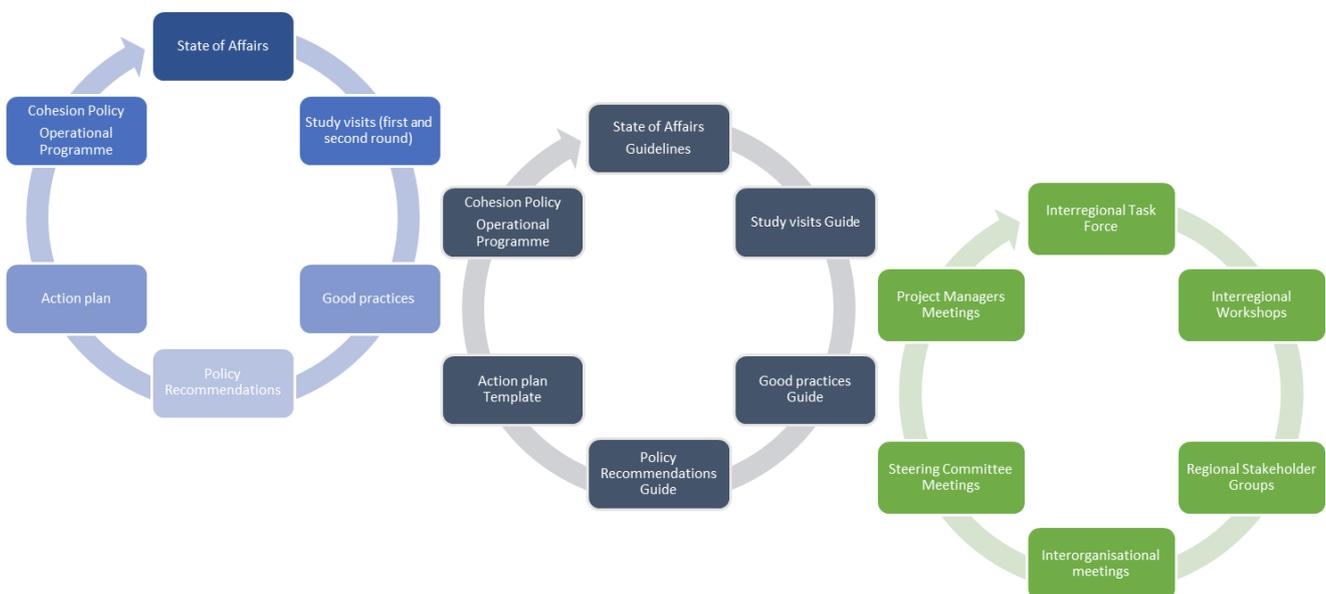


2.2 Regional action plans

Produced by each region, the action plan is a document providing details on how the lessons learnt from the cooperation will be implemented in order to improve the policy instrument that is addressed within their region. It specifies the nature of the actions to be implemented, their timeframe, the players involved, the costs and funding sources.

Based on the *Knowledge Sharing Strategy*, which was prepared to facilitate a process of knowledge transfer and dialogue between internal and external stakeholders, as well as facilitate active involvement of regional stakeholders (meetings, workshops, interviews), resulting in solutions that contribute to internationalisation of regional SMEs within each of project partner regions, and beyond, INTRA followed the logic described in the Knowledge Sharing Cycle as depicted in Figure 4: circle 1 represent the main deliverables; circle 2 the supporting documents for the facilitation of the process; circle 3 the forms of cooperation within INTRA project.

Figure 4: INTRA Knowledge Sharing Cycles



In terms of results, cooperation can influence policy instruments in various ways and may take different forms (see figure 5 below), which can sometimes be interconnected.

Figure 5: Type of policy improvements

Type 1: implementation of new projects

Type 1 implies that the policy instrument provides funding as is the case with Structural Funds programmes. Thanks to interregional cooperation, managing authorities and other relevant bodies can find inspiration in other regions and import new projects to be financed within their programmes. This type of impact requires the availability of funding in the programme.



Type 2: change in the management of the policy instrument

Interregional cooperation can also influence the way policy instruments are managed.

New approaches can be adopted thanks to lessons learnt in other regions. For instance, a new methodology for monitoring or evaluating a measure can be developed within the policy instrument. A managing authority or any other relevant body can also improve the way thematic calls are organised or the way projects are selected. The governance of the programme may also refer to the way environmental issues are integrated into the different measures of the operational programmes.



Type 3: change in the strategic focus of the policy instrument

The third type is the most challenging since it requires a change in the operational programme. To integrate the lessons learnt from the cooperation, some managing authorities can modify existing measures or even create new measures in their programme.



During the 2nd Phase of INTRA Project (starting April 2019 - March 2021) the project partners will closely monitor the implementation of action plans, and will regularly check the extent to which the measures described in the action plan are implemented on the ground, evaluating the results of these measures and gathering evidence of success to be reported to the programme. During the 2nd phase the project partners will continue to learn from each other and will exchange and build on the success achieved or on the difficulties encountered.

3. Description of Extremadura region

3.1 General information

Extremadura is placed in the South-west of Spain. This region covers 41,635 km², making it the 5th largest of the Spanish Autonomous Communities. Extremadura is one of the 17 Regions that compose the Spanish state. It is divided into 2 Provinces: Cáceres and Badajoz, being Mérida its regional capital.

Figure 6: Extremadura Region NUTS II



The socio-economic context of Extremadura is conditioned by its low population density. Over 400 municipalities stretch throughout the region, within a rural network that has historically been characterised by a poor agricultural-livestock economy and high levels of emigration.

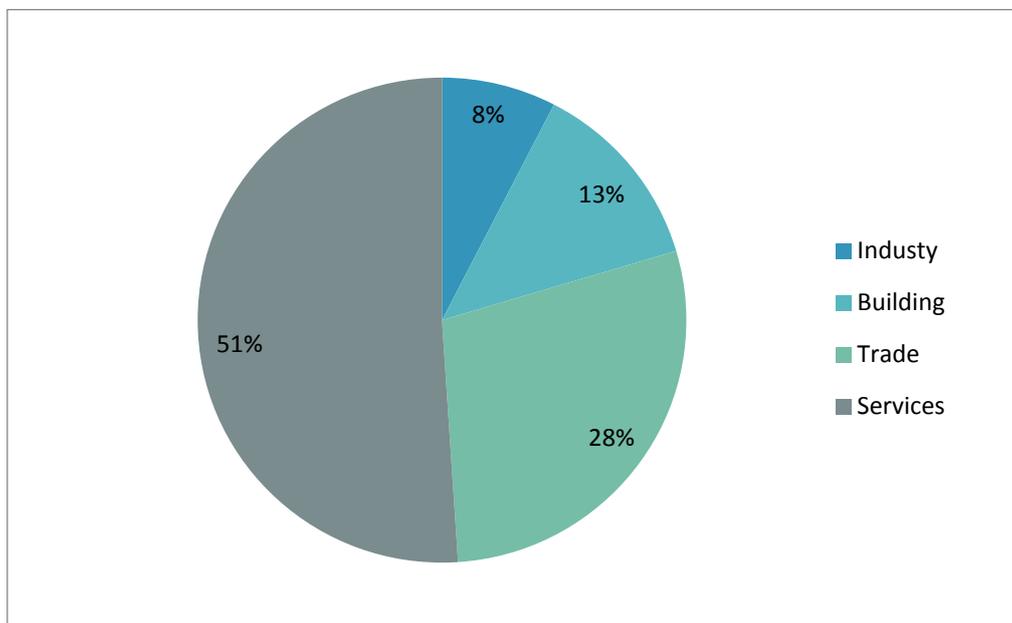
The peripheral situation of the region with regards to the large economic centres of the peninsula and of the rest of Europe, and the inadequate structuring of the traditional transport and communication infrastructures have also presented great challenges for the development of the region.

The economic configuration of Extremadura, by production sectors, has a more traditional production structure than the national average.

Of the 66.867 (2017) companies in the Autonomous Community of Extremadura, 66.842 are SMEs (0 to 249 employees), which represents 99.96% of the total companies in this Region. The 96.56% are micro-enterprises (0 to 9 employees), of which 56.25% are companies without employees. The number of large companies is well below the national average: 0.03% versus 0.13%. (Data from *Ipyme*)

The main economy sector in the region is Services, with 51% of companies and with just 8% the Industry sector.

Figure 7: Companies by sectors - Extremadura 2017



Source: National Statistic Institute of Spain

A summary of the main figures of the region can be found in the following table:

Table 1: Main figures – Extremadura region

	SPAIN	EXTREMADURA	MEASURE	PERIOD
Surface	505.944	41.634	Km2	2018
Population	46.572.132	1.077.525	Number	2018
Population growth	0,2	-0,3	%	2018
Population density	92,5	26	Number/km ²	2018
GDP real annual change	2,5	2,4	%	2018
GDP per capita	25.100	17.262	EUR	2017
Total employment	59	54,9	%	2017
Unemployment rate	17,22	28,3	%	2017
Annual inflation rate	2	1,1	%	Dec, 2018

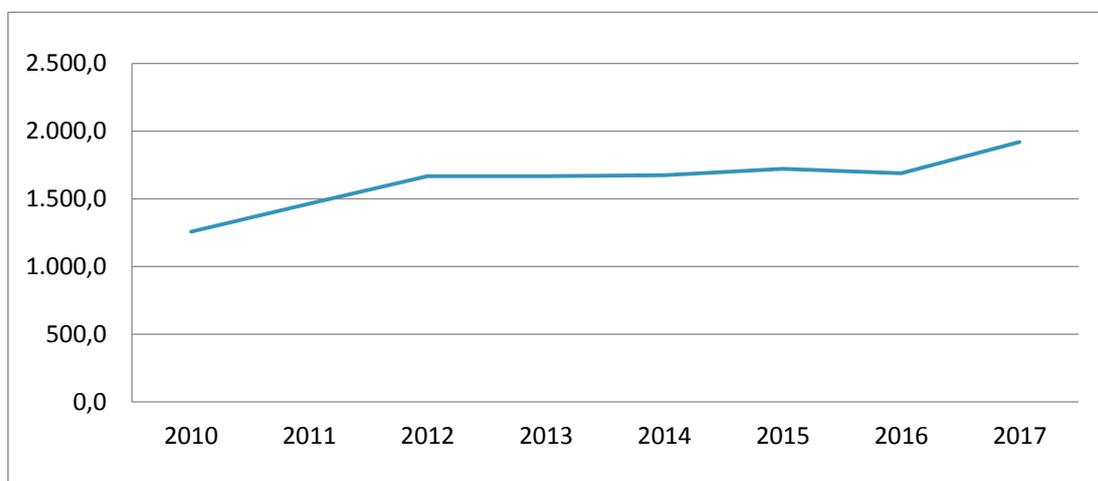
Source: National Statistic Institute of Spain

3.2 Trade in Extremadura

The trend in Spain over the last decade in international trade is a constant growth up to 283.094,6 million Euros in 2017, which represents 24.27% of GDP. The general overview of the national export by regions shows Extremadura in the last positions, only before Balearic and Canary Islands. In 2017, Extremadura's exports represent 0.67% of the total of Spain.

Though remaining in the same position, year after year, at national level, Extremadura develops a general growth in exports, showing a drop only in 2016. In 2017 Extremadura has recovered and reached the highest export volume in million Euros, up to 1.919, much higher than in 2015.

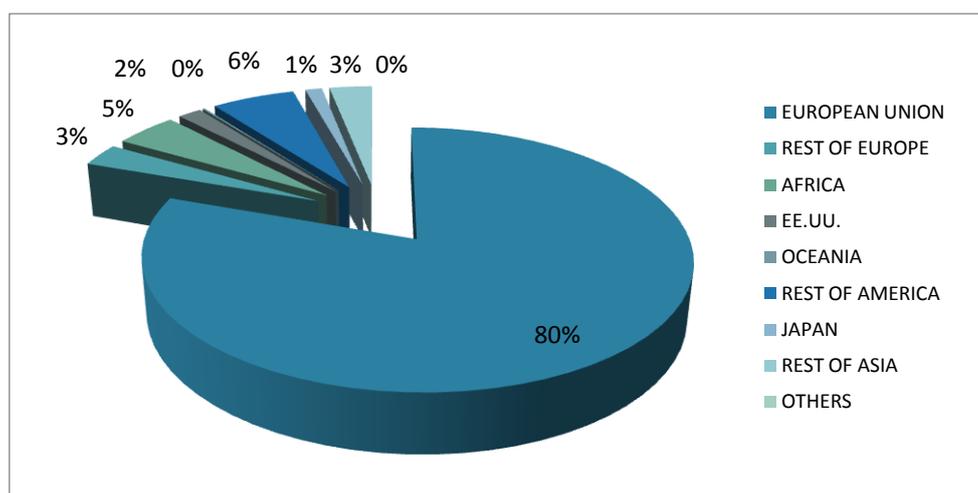
Figure 8: Extremadura exports trend 2010-2017



Source: National Statistic Institute of Spain

In 2017, trade flows from Extremadura by destination and origin, show little variations with respect to previous years. In the case of exports, Europe remained the reference area absorbing 83.36% of the total, especially the EU-28 countries (80.4% of the total), and within these, the euro area (72.4% of the total).

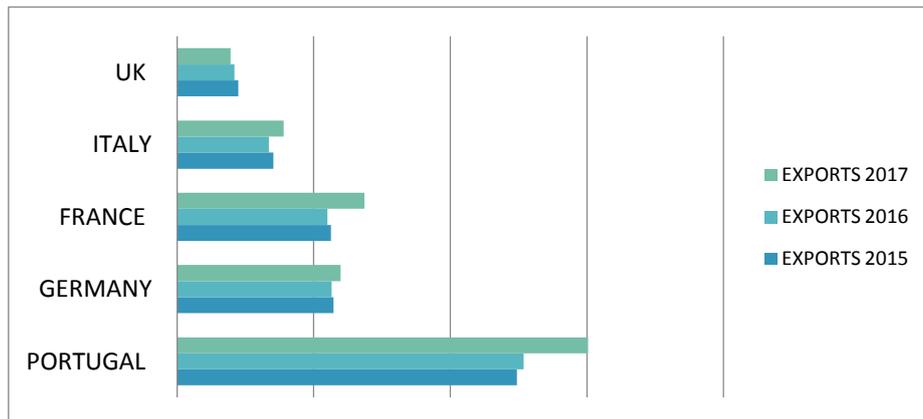
Figure 9: Extremadura exports distribution



Source: National Statistic Institute of Spain

As for the ranking of the main customers, Portugal is the main destination for Extremadura exports, with 601.7 million Euros, 30.9% of the total, with an increase of 18,62% over the previous year. It is followed by France, with also a significant increase compared to 2016, Germany, Italy and United Kingdom.

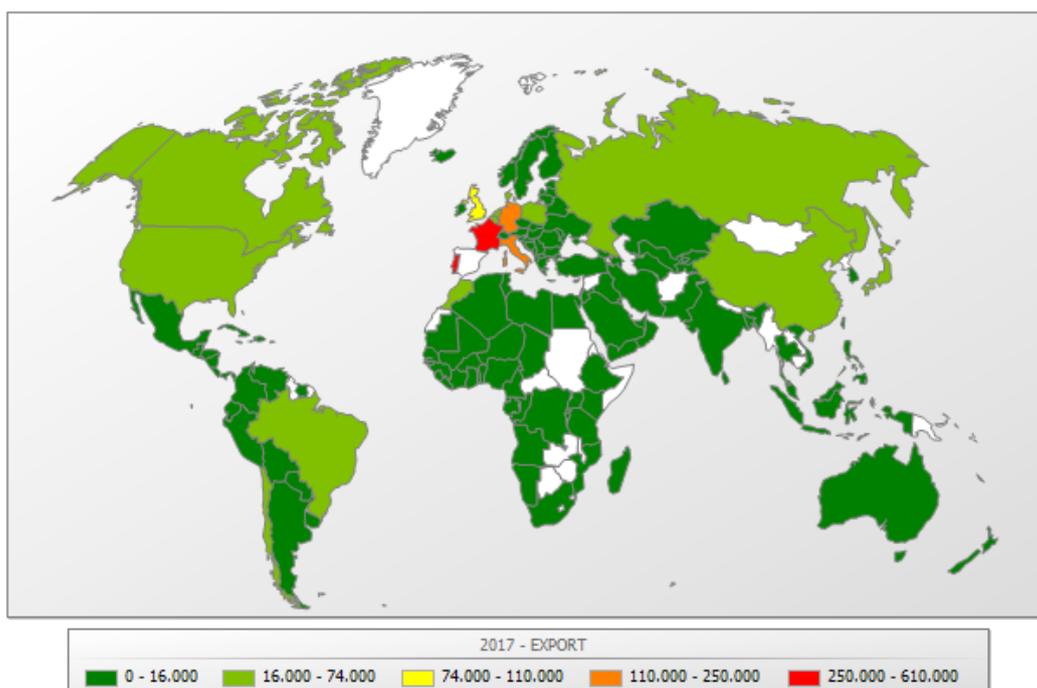
Figure 10: Evolution of the main EU markets



Source: National Statistic Institute of Spain

In relation to the destinations outside Europe, Morocco is the main market with a share of 2.2% of total exports from Extremadura, followed by the United States (1.7%), Brazil (1.4%), Russia (1.3%), China (1.3%) and Canada (1.2%). It is worth noting the increases in exports to Canada to 23.9 million Euros, overtaking Japan with 23.5 million euro. The constant growth of the exports to China, going from to 20.9 million euro up to 25.3, is also remarkable.

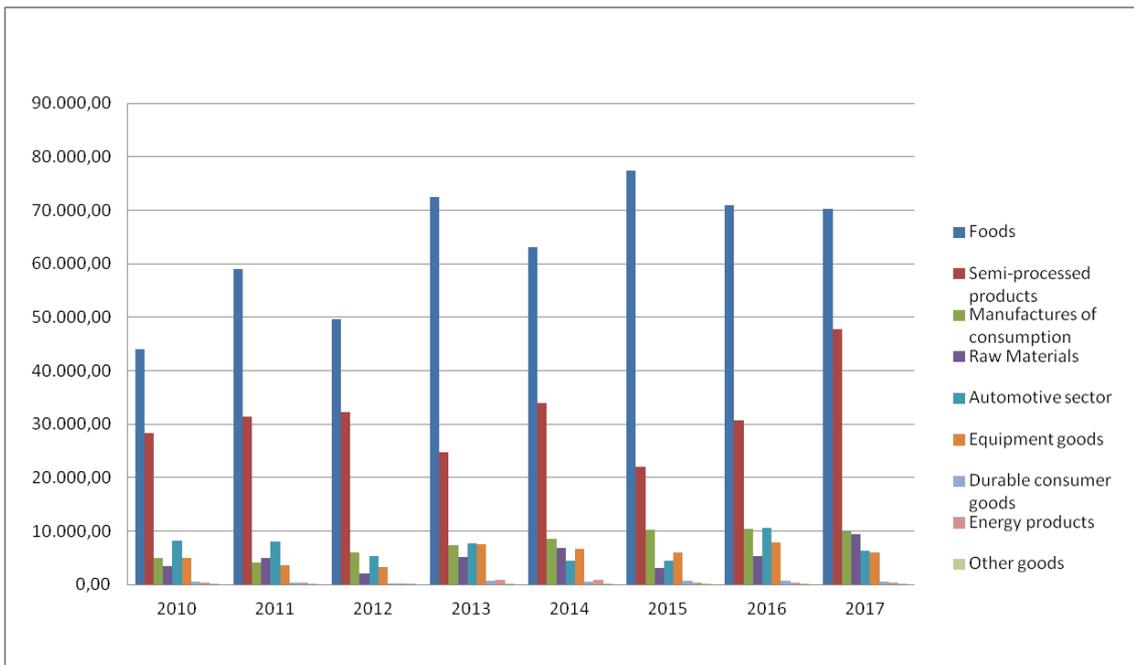
Figure 11: Destination countries of Extremadura exports (2018)



Source: Datacomex

Regarding the exports from Extremadura by economic sectors, there is a clear weight of the agrifood sector followed by semi-processed products, manufactures and raw materials, all linked with the agricultural nature of the region.

Figure 12: Exports by economic sectors (thousands of Euros)



Source: National Statistic Institute of Spain



All that has been presented previously shows that Extremadura continues on the path of growth in terms of internationalisation, although there is scope for greater dynamism to boost convergence.

The main macroeconomic magnitudes and the performance of public services are evolving in the right direction, thanks to the effort and commitment of the whole Extremadura society.

However, there remain essential aspects, mainly employment and its quality, which need to intensify its improvement. In this sense, the actions related to SMEs internationalisation represent a challenge of special importance for the Region.

4. Policy tackled



Table 1: ERDF Operational Programme of Extremadura region

Policy/Strategy	ERDF Operational Programme of Extremadura 2014-2020
Brief Description	<p>Within the ERDF Operational Programme of Extremadura region, under the Priority Axis 3 “Enhancing the competitiveness of SMEs”, Investment Priority 3 (d) “Supporting the capacity of small and medium sized enterprises to grow in regional, national and international markets and to engage in innovation processes”, several actions to support internationalisation of regional SMEs were included.</p> <p>In line with the RIS3 of Extremadura and with the aim of developing an internationalised and competitive business and industry, a series of support measures are available to companies in order to help them overcome any existing difficulties in developing their export activities. This is done through two main actions:</p> <ul style="list-style-type: none"> - Financial support aimed at promoting the internationalisation of companies, the consolidation and strengthening of their export capacity and the access of Extremadura products to foreign markets. - Technical support to companies, with the delivery of services such as the organisation of trade missions, promotional events, consulting services, etc. <p>In the framework of INTRA project, special attention will be paid to the second action: Technical support to companies. This action has as main objective to increase the exporting capacity of the regional companies.</p>

Managing Entity	The ERDF Managing Authority is the Regional Government of Extremadura (Junta de Extremadura), whilst the intermediate body in charge of the management and implementation of this Action is Extremadura Avante S.L.U. (public body).
Scope	Regional
Target group	SMEs

Under Investment Priority 3 (d) “Supporting the capacity of small and medium sized enterprises to grow in regional, national and international markets and to engage in innovation processes”, there is a specific action to support companies in their internationalisation activities: 03.04.01.01.02 – Actions to support the internationalisation of companies in Extremadura.

Extremadura Avante S.L.U., as a public body reporting directly to the Regional Government of Extremadura, receives direct funding through action 03.04.01.01.02 of the ERDF Operational Programme, to carry out the following activities:

- Participation in promotional actions for the dissemination of publicly owned brands, Denominations of Origin or Protected Geographical Indications.
- Increase in the presence of Extremadura products and services in foreign markets, through actions such as attendance at fairs of international relevance or direct trade missions, professional visits, business meetings, product tables and other promotion formulas abroad.
- Improving the commercialisation and distribution of products of Extremadura abroad, through measures such as reverse commercial missions.
- The professionalisation of Extremadura companies in foreign trade matters, providing them with sufficient tools so that they can lay the foundations of an export department, including competitive improvements over their value chain in view of their internationalisation.
- The support for group actions abroad carried out by Extremadura companies, giving them the necessary support to jointly undertake certain markets.
- The development of awareness actions.
- Assistance to Fairs, Meetings and Commercial Missions in which the offer is cited with the demand, whether professionals and / or consumers, as well as promotion of events between companies.
- International institutional presentations of the Extremadura destination and organisation of events focused on both professionals and final consumers.
- Organisation and celebration of Congresses.

- Promotional advertising campaigns of Extremadura through traditional media (offline) and digital media.
- Promotion and permanent communication of the Extremadura destination and its events, territories, products, etc., through media such as press, radio and television, and through the publication of brochures and tourist guides, with the characteristics and in the language of the destination in which they want to promote.

An extract of the ERDF Regional Operational Programme and the “Selection of Operations criteria” for the policy instrument tackled by the project, as well as an extract of the regional budget in which the funds for Extremadura Avante S.L.U. are included, can be found in Annex I.

4.1 Policy recommendations

Although Extremadura Region has a solid network of support for SMEs, and a wide range of tools to boost internationalisation, some aspects can be improved based on the lessons learnt during the exchange of experiences made in the framework of INTRA project, as well as based on the results of the State of Affairs previously done.

These aspects to be improved have been divided into two “levels” of Policy Recommendations for a wider and more complete scope of action and influence:

Level 1.- Recommendations on EU level

- On EU level it is recommended that a special attention could be paid to micro enterprises and small enterprises.
- Efforts should be directed at expanding capacity for both innovation and international business simultaneously, since the two tend to go hand in hand.
- The availability of internationalisation services for SMEs should be aligned to their needs.
- The assistance on global market should be provided directly by EC Services as well as by ERDF/ESF+ also in new programming period 2021 – 2027.



Level 2.- Recommendations on Regional level

- Simplify the administrative processes for companies with limited human resources and time.
- Make more easily available the information for the companies.

- Develop customised tools for smart specialisation areas or specific sectors that may need specific support.
- Develop tools to boost e-commerce among SMEs.
- Introduce new aspects in the existing tools, such as Intellectual property rights.
- Improve the one-stop shop concept.

These recommendations were strongly considered in the process of elaboration of the Action Plan, in order to comply with them as much as possible.

5. Good Practices observed: transformative potentials

In the context of Interreg Europe Project INTRA, a “*good practice*” is a national, regional or local initiative aimed at supporting SMEs to internationalise.

Figure 12: Good Practice Guide on SME Internationalisation.



It can be, for example, a project, a process, a policy or a technique which has some evidence of success in reaching its objectives. Moreover, a good practice has the potential to be transferred to other geographic areas through regional strategy and policy.

A total of 98 good practices were listed under the project INTRA.

In the whole phase 1 the selection, evaluation and validation process was done that resulted in 84 listed good practices.

The 84 good practices can be found at:

www.interreg.europa/intra

Good practices observed have been collected in the *Good Practice Guide on SME Internationalisation*.

The whole process for the identification, validation, and implementation of the good practices are depicted in the Figure 13.

Figure 13: Good practice process within INTRA project



5.1 Good practices: transferability elements

Good Practices that are the basis for the preparation of the Action Plan to be implemented in Phase 2 of the Project INTRA in Extremadura (ES) are those observed in the first and second round of study visits in the West-Midlands (UK).

Although several Good Practices were of interest for Extremadura region, there was one that specifically caught our attention for its alignment this some of the needs identified at regional level:

Table 2: GP from UK to enhance the internationalisation of regional SMEs

n.	Title of the GP	Transferability elements
1	E-commerce advisers West Midlands	The potential to transfer is high as long as the region has solid entities capable of giving support to companies as the digital business environment evolves.

The Extremadura Regional Government through its agency, Extremadura Avante S.L.U., manages the 03.04.01.01.02 Action which was previously described and that has an important number of activities with the aim to support the internationalisation of SMEs. Nevertheless, these activities do not foresee some of the needs identified during Phase 1 of the project, such as the need to introduce e-commerce support to SMEs.

During the Exchange of Experiences framed in the INTRA Project, the **E-commerce Advisers** Good Practice was identified in West Midlands (UK) as most interesting one in terms of transferability to Extremadura.

Therefore, FUNDECYT-PCTEX together with EXTREMADURA AVANTE propose an Action Plan for the following two years in order to improve the Policy Instrument addressed by the project.

6. ACTION PLAN

6.1 Background



As already commented in this document, we will apply lessons learned during Phase 1 of the INTRA project to develop an Action Plan intended to improve what is being carried out in the region in terms of Internationalisation.

One of the main challenges identified by the project on this regard was the lack of an internationalisation strategy of SMEs as well a shortage attention to the communication tools, especially

the on-line services.

On the other hand, there exist good public-private collaboration, mainly due to the fact that the Regional Government, Extremadura Avante and the Chamber of Commerce work coordinately and this reinforce the instruments they manage regarding internationalisation. This helps to perceive as a strong asset by regional stakeholders the fact a wide range of internationalisation tools and support services to regional SMEs network is offered.

However, and again, they also identify as aspects to be improved:

- a better on-line distribution of the information provided to the SMEs,
- individual-oriented approach to attend specific needs or demands of the SMEs.

Taking all aforementioned into account, and after a deep analysis of the lessons learnt during the Exchange of Experiences exercise along the project's Phase 1, the Regional Stakeholders Group identified specific aspects/instruments of the West Midlands Good Practices as potentially transferable to our region and to our needs and challenges, either because they complement the already existing instruments, they cover a need identified in the companies or introduce a new element to be developed.

After the analysis done, the Regional Stakeholder Group decided by consensus that the most interesting practice to be transfer to the region is **E-commerce Advisers**. A brief summary of the main features of the good practice selected can be found in the table below:

Table 3: : INTRA Good Practice Card – E Commerce Advisers

INTRA Good Practice Card	
Name of the Good Practice:	E-Commerce Advisers
Name of the Good Practice holder (Country):	West Midlands CCLLP (United Kingdom)
How is the Good Practice financed:	ERDF, national, regional
Is the Good practice linked to a policy instrument and how:	Linked to ESIF and National UK policies
What are the main features and the purpose of the Good Practice:	E-Commerce Advisers provide advice and support services to companies looking to develop their online potential and in house digital skills and awareness.
What are the results to date and the main successes of the Good Practice:	<p>The E-Commerce Adviser is an expert on digital and e-commerce that provides direct and tailored support to companies, as well as facilitates access to other related services.</p> <p>The advisors will help companies to exploit digital marketing to maximise global presence and optimise their ongoing marketing activity to reach new markets more quickly and meet international consumer demand through SEO, website internationalisation, social media, email, analytics and advertising. This service helps companies from new to e-export to those that are already exporting - to internationalise their digital/e-commerce/website offering.</p> <p>E-Commerce Advisers provide:</p> <ul style="list-style-type: none"> • Expert internationalisation advice (Advertising (social media ads and search engines), Content, Data and Analytical Tools, E-commerce and E-marketplaces, Mobile, Email, CRM, SEO, and Platforms) • Client management services (under the auspices of the International Trade Adviser) • Assistance in developing Digital Business Strategy/Plan • Assistance in reviewing contracts with digital agencies

	<ul style="list-style-type: none"> • Assistance with writing comprehensive website briefs • Facilitating of delivery of DIT/WMCCLLP internationalisation services • Facilitating delivery of other Internationalisation services • Signposting to other support organisations <p>Essentially having an adviser skilled in ecommerce would be the key to delivering this GP.</p> <p>136 export wins have been reported to date. Exports wins are the indicator that are reported by companies who have been supported and evaluate the service they have received.</p>
<p>What aspects make this Good Practice transferable? What lesson learnt can be useful to consider the transfer:</p>	<p>The potential to transfer is high as long as the region has solid entities ready to support companies as the digital business environment evolves.</p>

Extremadura Avante S.L.U., as the main stakeholder involved in the delivery of support on internationalisation to regional SMEs, has decided to improve the ERDF Operational Programme of Extremadura 2014-2020, Thematic Objective 3 – Investment Priority 3 (d) by including the following Action that will enhance and enrich the existing offer in terms of support for the SMEs’ internationalisation.

6.2 Summary of the action to be implemented

Table 4: Summary of ACTION

Context of the Action Plan	Instrument to be improved	03.04.01.01.02 - Actions to support the internationalisation of companies in Extremadura										
	Policy instrument tackled	ERDF Operational Programme of Extremadura 2014-2020. Thematic Objective 3 – Investment Priority 3 (d).										
ACTION 1		Priority	(x)	High								
Creation of specific support to boost e-commerce among regional SMEs			Medium									
			Low									
Activities		Funding Sources	Costs	2019				2020				
				T1	T2	T3	T4	T1	T2	T3	T4	
1	Design of the support to be provided	ERDF	-									
2	Implementation of the specific support to SMEs		-									
3	Monitoring of the support provided		-									
Players Involved			Indicators/ Monitoring									
Responsible		Functions	Indicators							No		
A	Extremadura Avante	Development and implementation of the Action Plan	1	Nº of SMEs supported							50	
B	Regional Government of Extremadura	Support with dissemination activities										
C	FUNDECYT-PCTEX	Monitoring and follow-up of the Action Plan										

6.3 Description of the activities

As indicated in the table above, the Action Plan will be divided in three specific activities that will allow a proper design of the new support to be provided to the companies, an implementation phase in which that support will be tested among companies, and a monitoring phase that will help the agents involved to learn from it in order to improve the services provided.

ACTIVITY 1. Design of the specific support

Based on the features of the E-Commerce Advisers Good Practice, and the lessons learnt in the West Midlands during the study visits, specific support on e-commerce will be design in order to provide a wider range of services to the regional SMEs.

In this regard, some of the activities foreseen in the design phase to be implemented at regional level are:

- ⇒ Expert support on e-commerce. Through Extremadura Avante, advice will be provided to regional companies by focusing on specific topics such as Advertising (social media ads and search engines), Content, Data and Analytical Tools, E-commerce and E-marketplaces, Mobile, Email, CRM, SEO, etc.

This support might be provided at individual and/or group level, with a special focus on the needs of micro and small companies.

- ⇒ Assistance in the development of a Digital Business Strategy/Plan
- ⇒ Facilitating the delivery of other Internationalisation services provided by Extremadura Avante S.L.U.
- ⇒ Seeking agreements and/or contracts with the Marketplaces from public bodies to offer more beneficial conditions to companies in the region. Online marketplaces are the primary type of multichannel ecommerce, consumer transactions are processed by the marketplace operator and it is with this figure with whom to get those agreements. This activity will be carried out by the Direction of Extremadura Avante within the “Alimentos de Extremadura and Organics” framework.

ACTIVITY 2. Implementation of the specific support to SMEs

During the implementation phase of the action plan all aforementioned activities will be executed by Extremadura Avante S.L.U. The intermediate body counts with a solid background in the delivery of the aforementioned specific support.

The Regional Government of Extremadura, as well as FUNDECYT-PCTEX will support these activities with dissemination actions at regional level in order to reach as many companies as possible.

ACTIVITY 3. Monitoring of the support provided

Within the Monitoring of the support provided by Extremadura Avante S.L.U., a series of reports/questionnaire will be created in order to monitor concrete results that will help to improve the current and future management of the Action Plan described in this document.

- ⇒ A questionnaire will be created for each of the activities, where specific questions on the content, type of event and satisfaction aspects will be raised. FUNDECYT-PCTEX will facilitate a template on this regard to EXTREMADURA AVANTE which will be, ultimately, the entity in charge of distributing it among attendees SMEs.
- ⇒ Mid-term reports. Every six months EXTREMADURA AVANTE will prepare a progress report to be later share with FUNDECYT-PCTEX where the outcomes of the Action Plan will be reflected and compiled. Indicators of each of the activities will be also facilitated to FUNDECYT-PCTEX.
- ⇒ Final report. At the end of the implementation of the Action Plan, a definitive report will be prepared by EXTREMADURA AVANTE where conclusions, recommendations and lessons learned will be included. This report will be also sent to FUNDECYT-PCTEX.

At the end, these questions should be answered:

- Did these activities accomplish the outcomes, goals and impact desired?
- Were these activities relevant, effective and efficient?
- Do these activities have the potential to be sustainable over time?
- Did the companies participating achieve their objectives?
- There exists new demand from the SMEs point of view on these issues?

FUNDECYT-PCTEX as INTRA project partner, will duly inform to the Consortium and to the Joint Secretariat about the Action Plan Monitoring as well as about the results obtained.

This activity is programmed for the second half of 2020.

6.4 Players involved

<p>EXTREMADURA AVANTE</p>	<p>Extremadura Avante is a public company of the Regional Government of Extremadura whose objective is to provide services and financial aid to Extremadura companies, in the different phases of their development, so that they can be more competitive, boosting the industrial and business development of the region.</p> <p>It offers different services such as information, consulting and training, and also different financial tools addressed specifically to the internationalisation process in the SMEs.</p> <p>Extremadura Avante receives direct financing from ERDF Operational Programme, through action 03.04.01.01.02 in order to support the internationalisation of SMEs in Extremadura.</p> <p>In the framework of this Action Plan, Extremadura Avante will be in charge of implementing the proposed activities.</p>
<p>FUNDECYT-PCTEX</p>	<p>With a large experience in European projects on entrepreneurship, SMEs competitiveness, innovation, etc., we pay special attention to the priority areas of the RIS3 of Extremadura: agrofood, clean energy, tourism, healthcare, and ICT. Regarding SMEs we offer support and advices for business idea validation, innovation, internationalisation, the search of partners and funding, etc.</p> <p>As partner of INTRA project, FUNDECYT-PCTEX will support EXTREMADURA AVANTE with the follow-up of this action plan as well as with dissemination activities.</p>
<p>REGIONAL GOVERNMENT OF EXTREMADURA:</p>	<p>The Regional Government of Extremadura, through the Regional Ministry of Economy and Infrastructures is in charge of the design, development and implementation of the policies addressed to the business network of the region. Inside this Ministry, specifically, the General Secretariat of Economy and Commerce is in charge of the design and implementation of the internationalisation policies for regional enterprises.</p> <p>The Regional Government of Extremadura, main responsible of the Policy Instruments addressed, will also help mainly with dissemination activities.</p>

6.5 Timeframe

Timeframe for the implementation of the Action is

January 2019 - December 2020

6.6 Costs and funding sources

No additional costs are foreseen to implement these activities. EXTREMADURA AVANTE S.L.U. counts with already running programmes financed under 03.04.01.01.02 - Actions to support the internationalisation of companies in Extremadura. Therefore, the implementation of the action plan will only require a distributing and reordering of existing resources rather than of needing new ones. In this budgetary framework, it is expected to mobilise roughly 18.500,00 € per year.

Funding sources: ERDF

6.7 Monitoring of the activities

FUNDECYT will monitor the implementation of the Action plan as described in this document. It will further prepare the yearly reports according to the agreed activities of the Phase 2 and inform INTRA partners on the progress made through online meetings and three Project Partners meetings as envisaged in the Application form.

The project partner will also use the high political event to demonstrate the impact of INTRA on the regional/national activities in internationalisation policy.

Date:	1/8/2019
Name:	JOSÉ MATÍAS SÁNCHEZ GONZÁLEZ
Function:	DEPUTY GENERAL MANAGER
Organisation:	Extremadura Avante S.L.U.
Signature and stamp of the organisation:	 <p>avante Extremadura Avda. José Fernández López, 4 06800 Mérida (Badajoz) SPAIN</p>

Date:	01/08/2019
Name:	ANTONIO VERDE CORDERO
Function:	MANAGING DIRECTOR
Organisation:	Foundation FUNDECYT Scientific and Technological Park of Extremadura
Signature and stamp of the organisation:	 <p>FUNDECYT PCTEX G-06630644</p>

ANNEX I





5.1.2.1.1.2. Actuación: 03.04.01.01.02 (EP: 03/OT: 03/PI: 3d/OE: 030d1)

Programa operativo: 2014ES16RFOP014 - FEDER 2014-2020 DE EXTREMADURA

Actuación:

03.04.01.01.02 - Acciones de apoyo a la internacionalización de la empresa extremeña.

Organismo intermedio:

ES214001 - JUNTA DE EXTREMADURA

Organismo con senda financiera:

ES214001 - JUNTA DE EXTREMADURA

Breve descripción de la actuación:

- Participación en acciones promocionales de difusión de marcas de titularidad pública, Denominaciones de Origen o Indicaciones Geográficas protegidas.
- Incremento de la presencia de los productos y servicios extremeños en mercados exteriores, a través de actuaciones como la asistencia a ferias de relevancia internacional o las misiones comerciales directas las visitas profesionales, encuentros empresariales, mesas de producto y otras fórmulas de promoción en el exterior.
- Mejora de la comercialización y distribución de los productos extremeños en el exterior, a través de medidas como las misiones comerciales inversas.
- La profesionalización de las empresas extremeñas en materia de comercio exterior, proporcionándoles las herramientas suficientes de modo que puedan sentar las bases de un dpto.exportación, incluyendo mejoras competitivas sobre su cadena de valor de cara a su internacionalización.
- El apoyo a las acciones agrupadas en el exterior realizadas por empresas extremeñas, dotándolas del apoyo preciso para acometer de manera conjunta determinados mercados.
- El desarrollo de acciones de sensibilización.
- Asistencia a Ferias, Encuentros y Misiones Comerciales en los que se cita la oferta turística con la demanda, ya sean profesionales y/o consumidores, así como promoción de los eventos entre las empresas.
- Presentaciones institucionales internacionales del destino Extremadura y organización de eventos enfocados tanto a profesionales como a consumidores finales.
- Organización y celebración de Congresos.
- Campañas publicitarias promocionales de Extremadura a través de medios tradicionales (offline) y de medios digitales.
- Promoción y comunicación permanente del destino Extremadura y de sus eventos, territorios, productos, etc., a través de medios de comunicación como prensa, radio y televisión, y a través de la edición de folletos y guías turísticas, con las características y en el idioma del destino en el que se quieren promocionar.

Objetivos de la actuación:

Fomentar la internacionalización de las empresas extremeñas y sus capacidades exportadoras.

Tipología de los beneficiarios:

Administración Regional

Procedimientos de selección de las operaciones de la actuación:

Selección de operaciones a partir de convocatorias de expresiones de interés de los potenciales beneficiarios

Tipo de financiación:

Subvención no reembolsable

Criterios básicos que deben satisfacer todas las operaciones para ser seleccionadas:

- CS001 - Acciones de apoyo a la internacionalización de la empresa extremeña.
- Cumplimiento de los criterios de elegibilidad del gasto conforme a las disposiciones nacionales y comunitarias que rigen la financiación del FEDER.



- Coherencia con las políticas sociales contra la desigualdad y la discriminación.
- Incorporación de la perspectiva de género y del principio de igualdad de oportunidades a fin de contribuir a la reducción de la brecha de género y a la prevención de posibles brechas de género futuras o, cuando esto no sea posible, justificación al menos de que la acción en concreto no contribuye a profundizar en una brecha de género preexistente.
- Contribución a la consecución de los objetivos marcados en el Plan de Internacionalización de la Empresa Extremeña, o plan estratégico que lo sustituya.
- Contribución a la Estrategia RIS3 y Documentos Estratégicos.
- Contribuye al apoyo a las PYMEs.

Criterios básicos que deben utilizarse para priorizar las operaciones:

- CP001 - Acciones de apoyo a la internacionalización de la empresa extremeña.
 - Calidad del proyecto, incluyendo los aspectos de novedad y relevancia con respecto a los objetivos en relación con el estado de conocimiento, pero también la claridad, sencillez y concisión respecto a los contenidos, desarrollo y resultados esperados del proyecto;
 - Capacidad del proyecto para incrementar la presencia en mercados internacionales e incrementar la competitividad de la empresa;
 - Impacto empresarial, atendiendo a la aplicabilidad de los resultados del proyecto sobre las empresas, la capacidad para resolver problemas comunes y que el tamaño o globalidad de la acción medido como afectación a un número importante de empresas;
 - Mercado estratégicos y prioritarios.

¿Se prevé la utilización de COSTES SIMPLIFICADOS en alguna operación de esta actuación?:

No

¿Utilización de Tipo fijo para Costes indirectos y de personal?: No

¿Contribución privada elegible? No

¿Los datos de las operaciones que se seleccionen bajo esta actuación son nuevos?

No

Fecha de comienzo de elegibilidad:

¿Se prevén operaciones en el marco de alguna ITI? No

¿Esta actuación se enmarca en alguna Estrategia DUSI seleccionada? No



ANEXO DE PROYECTOS DE GASTO PARA EL AÑO 2019 Y PROGRAMACION PLURIANUAL
PRESUPUESTOS GENERALES DE LA COMUNIDAD AUTONOMA DE EXTREMADURA
AÑO 2019



SECCION		1 4		CONSEJERIA DE ECONOMIA E INFRAESTRUCTURAS		ORGANISMO		0 0 0					
SERVICIO		0 3		SECRETARIA GENERAL DE ECONOMIA Y COMERCIO		PROGRAMA		3 4 1 A		Comercio de calidad y artesanía extremeña			
Año	Sec.	Ord./ Núm.	Código de Proyecto	Denominación	F. Financ.	M. A. G. V. P. I. N. C. I. A. C. I. O. N. I. A. L.	Años	Coste Total	Ley de Presupuestos 2018	Ley de Presupuestos 2019	Programación Plurianual		C. L. E. C. O. N.
											2015	2021	
2015	14	03	9006	8.1.2 MEJORAR LA EMPLEABILIDAD DE DESEMPLEADOS Y/O DEMANDANTES DE EMPLEO. COMPETENCIAS PROFESIONALES	Y	2015	2021	2.783.819	360.000	360.000	360.000		
2015	14	03	0007	TE: EXTREMADURA AVANTE SERVICIOS AVANZADOS A LA P.ME. FORMACIÓN COMERCIAL	FS	90900	2015	2021	360.000	360.000	360.000		443
2015	14	03	9007	3.4.1 PROMOVER EL CRECIMIENTO Y CONSOLIDACIÓN DE PYMES (FINANCIAC., TECNOLOGÍA Y SERV. AVANZADOS)	Y	2015	2021	35.277.192	4.647.236	4.647.237	4.647.237		
2015	14	03	0008	TE: EXTREMADURA AVANTE SERVICIOS AVANZADOS A LA P.ME. INTERNACIONALIZACIÓN EMPRESA EXTREMA	FD	90900	2015	2021	4.647.236	1.780.729	1.780.729		743
2017	14	03	0011	TE: EXTREMADURA AVANTE SERV. AVANZADOS A LA P.ME. AYUDAS PARA ACCIONES DE PROMOCIÓN INTERNACIONAL	FD	90900	2017	2021	13.450.285	2.690.053	2.690.053		743
2017	14	03	0012	TE: EXTREMADURA AVANTE SERV. AVANZADOS A LA P.ME. PROGRAMA INTERNACIONALIZAC. INDUSTRIAS EXTREMAS	FD	90900	2017	2021	882.275	176.455	176.455		743
2015	14	03	9008	3.3.1 APOYO A LA CREA. Y AMPLIAC. DE CAPACIDADES AVANZADAS PARA DESARROLLO PRODUCTOS Y SERVICIOS	Y	2014	2020	4.370.000	3.700.000	3.700.000	670.000		
2015	14	03	0009	FOMENTO DE LA ANIMACIÓN COMERCIAL	FD	90900	2014	2019	230.000	300.000	80.000		489
2015	14	03	0010	MEJORA DE COMPETITIVIDAD DEL PEQUEÑO COMERCIO	FD	90900	2014	2019	2.000.000	150.000	150.000		760
2015	14	03	0011	APOYO A LAS EMPRESAS ARTESANAS	FD	90900	2014	2019	2.000.000	2.000.000	2.000.000		770
2016	14	03	0027	MERCADOS DE ABASTOS	FD	90900	2016	2020	1.740.000	1.000.000	400.000		770
2016	14	03	9003	3.1.5 MEJORAR LA EMPLEABILIDAD DE LAS PERSONAS DESEMPLEADAS O INACTIVAS	Y	2016	2021	940.000	205.000	195.000	190.000		
2016	14	03	0005	CHEQUE APRENDIZ	FS	90900	2016	2021	940.000	205.000	190.000		470

IMPORTES EN EUROS

(P1947X)