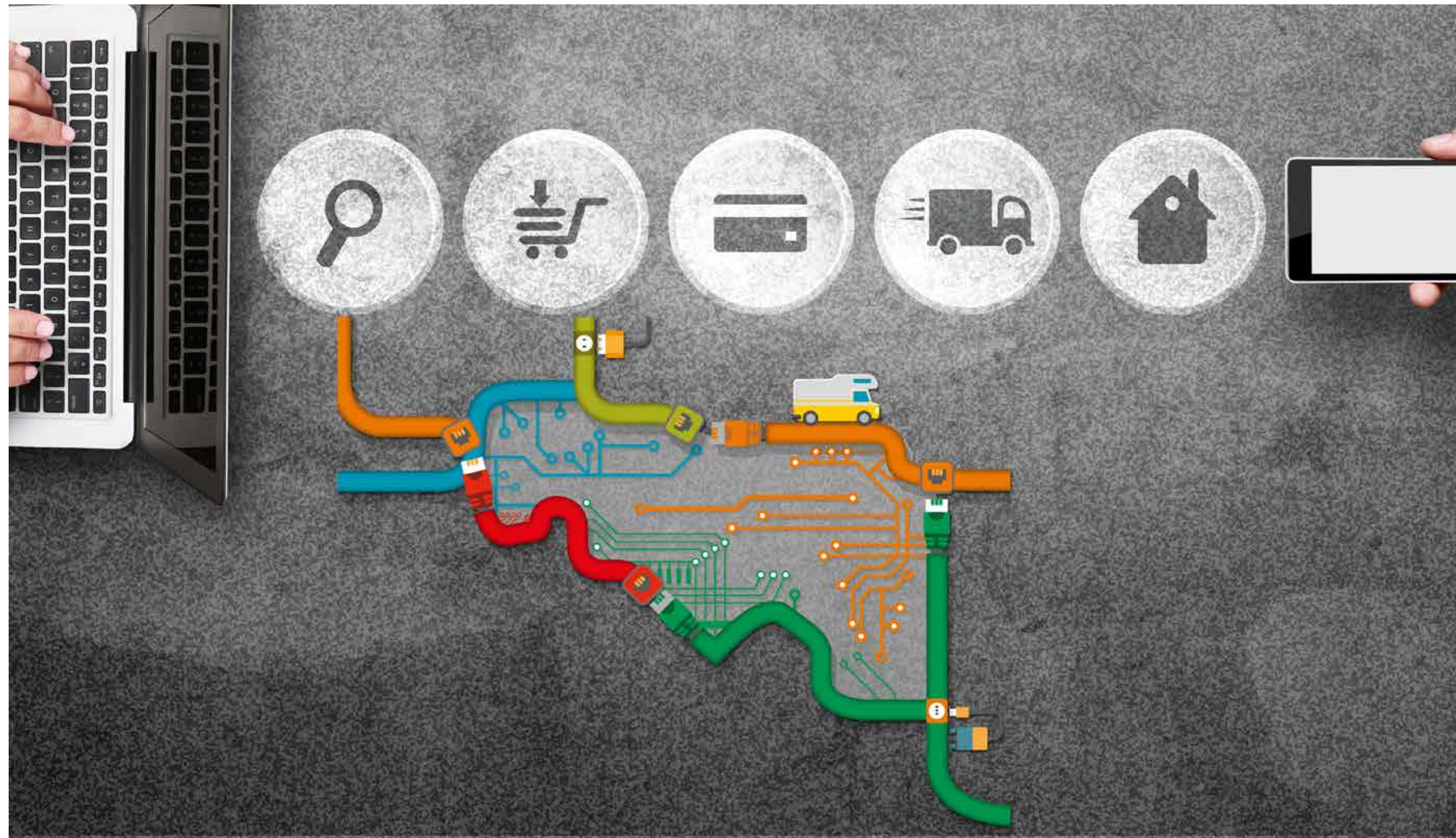


# ERVET Emilia-Romagna Valorizzazione Economica Territorio SpA



## About Emilia-Romagna

Emilia-Romagna, with a population of about 4,5 million, is located in Central-Northern Italy, in the heart of the most industrialised area of the country. Regional Exports account for about 13% of national total, being the leading Italian region for export/per capita. The Regional Government supports the internationalisation of the regional production and knowledge systems through programmes and actions facilitating exports, foreign investments and cooperation among companies, Universities and research centres, with a view to strengthen the competitiveness and innovation capacities of the territory.

### OBJECTIVE

Our Action Plan broadens the range of regional tools supporting the internationalisation of SMEs through the design and implementation of an action facilitating **cross-border e-commerce** for SMEs.

### SMEs NEEDS

- Digital skills
- Capacity to invest in digital marketing
- Ability to choose the right digital suppliers and partners
- Partnerships with marketplaces, e-commerce platforms and e-tailers
- Reaching critical mass through aggregations

### ACTION

Support measures meeting the needs of SMEs for training, advice, co-financing and aggregation

## Local Action Plan

### Policy instrument:

Regional Development Fund for Emilia-Romagna Regional Operational Plan 2014 - 2020

### Stakeholders:

Emilia-Romagna Region - Service for Attractiveness and Internationalisation, ASTER, Confindustria Emilia-Romagna, CNA Emilia-Romagna, Confartigianato Imprese Emilia-Romagna, Tavolo Regionale Imprenditoria, Legacoop Emilia-Romagna, Confcooperative Emilia-Romagna, Unioncamere Emilia-Romagna

### Partners:

ICE (National Trade Agency),  
NETCOMM (National Consortium of e-commerce operators)

Together on the road to internationalisation!

For more information, follow the project at:  
[interregeurope.eu/competein](http://interregeurope.eu/competein)  
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