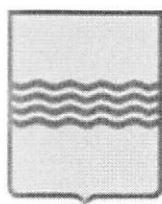


INSIDE OUT EU PROJECT

Region: Basilicata (IT)

Partner: Basilicata Region

ACTION PLAN: BASILICATA REGION



REGIONE BASILICATA

Inside Out EU

Interreg Europe



European Union
European Regional
Development Fund

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PART 1 – GENERAL INFORMATION

Project	Inside Out EU
Partner Organisation	Basilicata Region ERDF Managing Authority Office
Other Partner Organisations Involved	Sviluppo Basilicata SpA
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PART II – POLICY CONTEXT

- Investment for Growth and Jobs Programme**
- European Territorial Cooperation Programme**
- Other regional development policy instrument**

NAME OF POLICY INSTRUMENT ADDRESSED

ERDF Operational Programme 2014-2020

Basilicata Action Plan focuses on the initial policy instrument addressed: ERDF Operational Programme Basilicata 20142020, TO 3, Competitiveness.

In the OP ERDF Basilicata 2014-2020, Priority Axis 3 ‘Competitiveness’ is characterized by a strategic vision aimed at promoting a new competitive model, based on emerging sectors on the markets, and on the structural factors of competitiveness on the supply side, the supply-side factors concern above all internationalization. In particular, the specific objective 3B.3.4 is dedicated to increasing the level of internationalization of the productive systems aiming at overcoming the almost exclusive orientation towards the local market through the establishment of an organic action aimed at facilitating the inclusion of the supply chains and of the regional productive systems into supra-regional value chains and in particular to:

- increasing the degree of internationalization of the productive system of the Basilicata region;
- increasing the incidence of foreign direct investment in Basilicata on GDP.

BASILICATA - WIDER STRATEGIC CONTEXT FOR INTERNATIONALISATION

The 2018-2020 Internationalization Program

The contents of the action plan have been developed as a result of the collaboration established first between some offices of the Regional Departments in charge of the internationalization policies, ERDF Managing Authority, the Office for the Internationalization of Scientific Research and Technological Innovation, and with the support of Sviluppo Basilicata, in-house company of the Region (Local Development Agency).

During 2018, a series of meetings were held to discuss and exchange ideas / experiences on possible actions / tools to be put in place to improve the level of internationalization of regional companies.

Starting from the most up-to-date analysis of the orientation towards the internationalization of local businesses, which highlighted a favourable situation for the Basilicata export in the period 2015-2017, although it is always mostly influenced by the automotive sector which sees the presence of a big industrial factory in the region (FCA), from the analysis of internationalization actions undertaken in the previous regional planning addressed to the companies belonging to the production sectors relevant for the territory, such as, for example, agri-food and furniture, as well as from the experience gained in the framework of the INSIDE OUT EU project thanks to the comparison of policies, governance models, tools to support the internationalization of companies (e.g. the Go4Export program of the Province of Oversejell, the International Plan of Navarra – PIN 3, the policy instruments for innovation and the internationalization of enterprises and clusters in Hungary), it emerged the need to intervene in support of Smes internationalization, first of all by defining a multi-year comprehensive program for internationalization, included in the wider regional strategy to support development and related programming tools, capable of strengthening relations among the territory, companies, and institutions, in order to achieve a greater and more effective international projection capacity of the Basilicata system.

Moreover, from a mid-term perspective, it emerged the necessity to outline new models for the implementation of internationalization policies, built following the triple helix concept, which have to foster a real collaboration between government, companies, education / training structures (e.g. Trade Office of the Go4export program).

As also arisen from the initial Diagnosis of the policies of internationalization, carried out within the INSIDE OUT EU project, except for the implementation of special targeted projects, there is a lack, at regional level, of structured coordination between programs and subjects that deal with the internationalization of companies.

The first step in implementing this strategy aimed at improving policies to boost internationalization has been achieved. The 2018-2020 Internationalization Program was approved in November 2018, prepared by the Regional Administration in collaboration with other public and private players of the territory.

Furthermore, the internationalisation of the productive system is widely reflected in national and regional programming documents. In particular, the **Partnership Agreement** gives big emphasis to the processes of internationalisation of the productive systems in place by rationalising the forms of support and consolidating the most advantageous forms, in order not to produce a mere intensification of the exchanges, but the affirmation of the role of the Italian enterprises in the phases of international commercial chains.

At national level, the **2014-2020 NOP for Companies and Competitiveness** provides for several interventions aimed at increasing the degree of internationalization of the entrepreneurial systems of Southern Italy as a lever to increase their competitiveness.

The planned interventions concern export promotion actions designed for companies and their aggregate forms identified on a territorial or sectoral basis and aimed at transforming potentially exporting companies into habitual exporters and at increasing the share of exports, on the national total amount.

And in particular, the following measures will be implemented:

- information and promotion events,
- assistance and counselling, up to a possible incubation of selected companies abroad,
- financial support for internationalization through vouchers of a fixed amount, which could reach a large number of companies,
- financial support aimed at fostering the stability of SMEs in foreign markets, facilitating commercial activities abroad and supporting SMEs in foreign trade relations,
- financing of promotional initiatives in Italy and abroad and incoming missions by foreign operators and media.

Within the framework of 2014-2020 competitiveness NOP, among the measures of internationalization and investment attraction promoted by the Italy's Ministry of Economic Development (MISE), the **Export Plan for Southern Italy** was refinanced for the less developed regions with the name of PES2.

The Export Plan for Southern Italy N.2, also known as the Southern Export Plan 2 (PES2), is a multi-year programme of initiatives meant to boost and enhance the internationalization of SMEs and the icon of Italian products around the world.

It is aimed at products and services provided by enterprises located in less developed regions (Basilicata, Calabria, Campania, Apulia and Sicily) and transition regions (Abruzzo, Molise and Sardinia). The Plan is developed to comply with the European Commission's National Operational Plan on Enterprises and Competitiveness 2014-2020 (European Regional Development Fund – ERDF).

Operational management is undertaken by the Italian Trade Agency (ITA) in partnership with regional institutions and local industrial organizations.

The programme revolves around two main types of initiatives: training and coaching within Italy, and promotional activities abroad.

In particular, it focuses on micro, small and medium enterprises, start-ups, consortia, business networks and universities located in this specific geographical area.

Finally, on 2 May 2016, the President of the Italian Council of Ministers signed the '**Pact for the development of Basilicata**' with the President of the Basilicata Region.

The priority sectors and related areas of intervention identified in the Pact for Basilicata are:

- ✓ infrastructures,
- ✓ environment,
- ✓ economic and productive development,
- ✓ tourism and culture,
- ✓ welfare and Legality.

With regard to the area of intervention 'Economic and productive development', it is pointed out that the actions considered as strategic for this area are aimed at promoting productive development, the growth of the business system and employment by attracting investments in the territory with reference to the main regional clusters (Automotive, Aeronautics, Tourism), supporting SMEs to strengthen their production both nationally and internationally, creating efficient and environmentally sustainable productive areas. The structural competitiveness of the local productive system will be strengthened by supporting research and business innovation.

Smart Specialization Strategy (S3)

One of the assets of the Basilicata Strategy for Smart Specialization is to:

- Support and increase the competitiveness and internationalization of the regional production system.

As stated in the S3: 'the productive system, and in particular SMEs, will have to develop projects for the realization of high-tech instrumentation, strengthening the relationship with the research system and favouring internationalization processes. In a medium-term vision these actions will guarantee an increase in competitiveness and an opening of new markets, especially at the international level.'

The Strategy defines five priority sectors in Basilicata:

- A. Aerospace,
- B. Automotive,
- C. Bio-economy,
- D. Energy,
- E. Cultural and creative industry.

This represents the framework of our Action Plan.

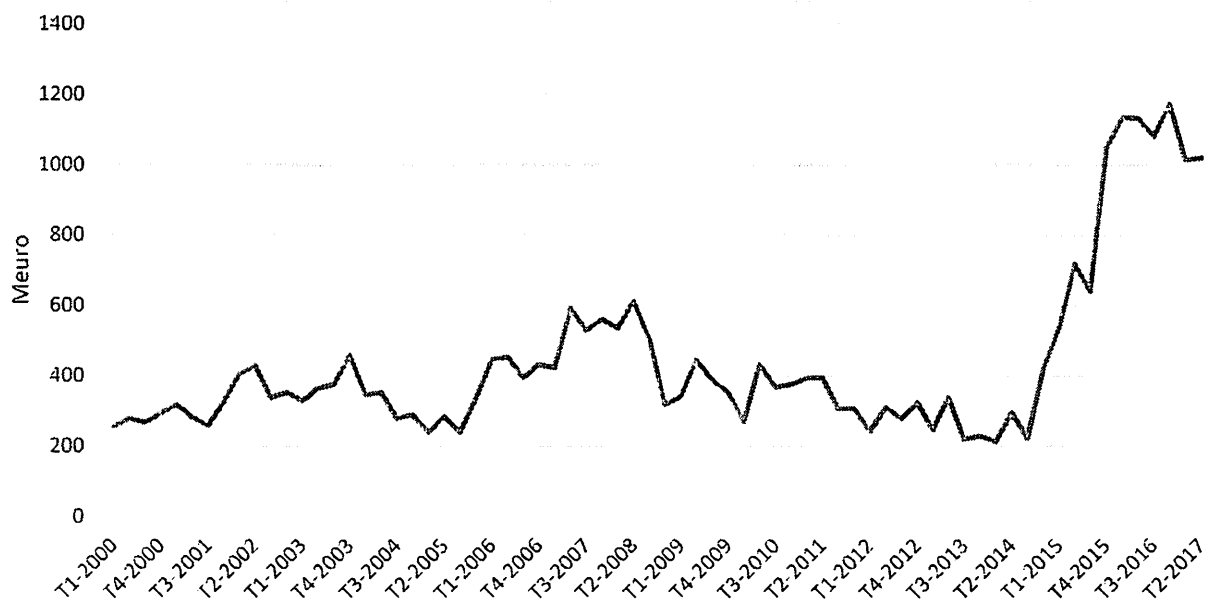
HOW DID WE APPROACH THE PROJECT? Summary of the Inside OUT EU project findings in Basilicata

General facts and figures:

The analysis carried out with the *International Policies Diagnosis* in the framework of the project shows a favourable situation for the Basilicata export which since 2015 is growing both with respect to the years of strong economic crisis and to the previous period, with a small but predictable decline in the first half of 2017. The trade balance returns positive although it is driven by some specific sectors such as the automotive sector (over 8% of exports). However, a generalized growth is appreciated in many product sectors and characterizes a conjuncture where the support to the internationalization of companies can act as an important factor of growth and maturation of the economic fabric.

Regional export is an increasingly important factor in the Basilicata's growth, reaching an incidence of around 20% on GDP in 2015. In fact, the trend in recent years shows a significant increase starting from the second quarter of 2015.

Figure 1 Basilicata's export performance per quarter 2000-2017



Source: ISTAT

2016, in particular, saw a boom in foreign trade, almost entirely linked to the strong recovery in car sales - which accounts for about 80% of the value of regional exports and 11% of the total export of Italian vehicles - an increase of 112% on the previous year.

Although concentrated in a single sector, extra-automotive exports also grew by 3.9%, despite the sharp decline in crude oil sales, connected to the price of a barrel and the closure of the Cova Oil Centre in *Val d'Agri*.

In the first half of 2017, these trends are confirmed, despite a contraction in regional exports (-5.9%), expected decline after the previous year's performance. Overall, the change in the contribution of national exports is around -10%. However, the change compared to previous years remains positive, as shown in Table 1.

In fact, the good result of the electronic equipment and computer equipment sector (up 32%) export and of the chemical sector is confirmed, which follows the trend already highlighted in 2015, as well as that of metals and metal / rubber-plastic products remains good. Exports of unprocessed agricultural products are also positive, although agri-industry is reporting a decline (very well oil exports, which take advantage of both a production recovery after a negative year and the decline in neighbouring regions, linked to olive diseases). Also interesting is the recovery in sales abroad of the furniture sector, which is therefore resuming a recent growth trend, also confirmed in the first half of 2017.

Imports, on the contrary, have contracted by 5.5% in the last two years as a result of still weak domestic demand. In particular, the purchases of foreign cars are decreasing, while the development of the agri-food and industrial supply chain is relatively stable. Imports of electronic products, computers and optical appliances, as well as electrical equipment are also being reduced, while purchases of textile-clothing products, pharmaceutical chemistry, rubber and plastic products from abroad are rapidly increasing.

Overall, the regional trade balance in June 2017 was positive for 934Meuro, returning to broadly positive levels, after some erosion in the recent past. In fact, 2015 ended with a surplus of just 99 Meuro, down from 600 Meuro of surplus recorded in 2009.

Table 1 Trade exchange in Basilicata value – [WORLD] per Pseudo-subsections 'Ateco 2007' and variations –I-II quarter 2017

Pseudo-subsections		2015	2016	2017	Var 2015-16	Var 2016-17	Var 2015-17
AA- Agricultural, forestry and fisheries products	EXP	20,115,126	23,351,630	19,437,486	16.1	-16.8	-3.4
	IMP	9,947,354	11,315,165	9,687,620	13.8	-14.4	-2.6
BB- Products of quarry and mining minerals	EXP	96,065,689	52,123,130	125,076,752	-45.7	140.0	30.2
	IMP	907,480	473,051	566,673	-47.9	19.8	-37.6
CA- Food, beverages and tobacco	EXP	16,814,510	15,755,112	18,084,727	-6.3	14.8	7.6
	IMP	22,154,210	19,574,591	23,812,719	-11.6	21.7	7.5
CB- Textiles, clothing, leathers and accessories	EXP	31,126,056	31,748,072	30,550,759	2.0	-3.8	-1.8
	IMP	8,970,152	13,752,378	15,052,175	53.3	9.5	67.8
CC- Wood and wood products; paper and printing	EXP	5,420,864	5,322,698	5,524,113	-1.8	3.8	1.9
	IMP	9,855,812	10,868,360	9,703,938	10.3	-10.7	-1.5

Pseudo-subsections		2015	2016	2017	Var 2015-16	Var 2016- 17	Var 2015- 17
CD- Coke and refined petroleum products	EXP	38	56,624	2,550	148910.5	-95.5	6610.5
	IMP	19,749	28,427	31,445	43.9	10.6	59.2
CE- Substances and chemicals	EXP	10,350,014	17,175,609	14,635,000	65.9	-14.8	41.4
	IMP	40,796,012	48,133,489	53,999,341	18.0	12.2	32.4
CF- Pharmaceuticals, chemical-medicinal and botanicals	EXP	17,455,507	19,569,848	18,215,282	12.1	-6.9	4.4
	IMP	5,445,252	5,532,700	6,659,263	1.6	20.4	22.3
CG- Rubber items and plastics, other non-metallic mineral processing products	EXP	13,892,885	15,436,226	16,615,489	11.1	7.6	19.6
	IMP	73,222,609	88,282,604	70,491,664	20.6	-20.2	-3.7
CH- Basic metals and metal products, excluding machinery and plants	EXP	15,399,269	21,024,251	26,781,347	36.5	27.4	73.9
	IMP	63,475,064	70,530,513	61,423,757	11.1	-12.9	-3.2
CI- Computers, electronics and optics	EXP	68,519,893	74,866,227	90,603,561	9.3	21.0	32.2
	IMP	99,357,920	87,820,969	91,523,225	-11.6	4.2	-7.9
CJ- Electrical equipment	EXP	4,539,910	3,729,342	1,713,709	-17.9	-54.0	-62.3
	IMP	91,276,215	75,786,616	58,596,977	-17.0	-22.7	-35.8
CK- Machinery and appliances	EXP	15,365,540	16,763,216	22,375,325	9.1	33.5	45.6
	IMP	39,923,449	85,659,742	70,480,805	114.6	-17.7	76.5
CL- Transportation	EXP	908,674,350	1,933,829,299	1,610,136,341	112.8	-16.7	77.2
	IMP	639,131,699	610,407,443	573,605,954	-4.5	-6.0	-10.3
CM- Products from other manufacturing activities	EXP	30,143,059	32,745,144	33,664,841	8.6	2.8	11.7
	IMP	48,863,894	49,939,182	44,329,826	2.2	-11.2	-9.3
EE- Products of waste treatment and clean-up activities	EXP	83,643	153,007	388,635	82.9	154.0	364.6
	IMP	800,197	177,905	207,538	-77.8	16.7	-74.1
JA- Publishing and audio-visual products; products of broadcasting activities	EXP	30,582	12,656	20,421	-58.6	61.4	-33.2
	IMP	220,016	208,139	195,186	-5.4	-6.2	-11.3
MC- Products of other professional, scientific and technical activities	EXP	86,474	56,752	201,993	-34.4	255.9	133.6
	IMP	1,143	0	0	-100.0	-	-100.0
RR- Products of arts, entertainment and entertainment activities	EXP	38,400	39,000	3,700	1.6	-90.5	-90.4
	IMP	0	8,830	6,516	-	-26.2	-
VV- Goods declared as on-board provisions, domestic return and rejected goods, miscellaneous goods	EXP	24,119	15,855	16,756	-34.3	5.7	-30.5
	IMP	38,894	37,929	44,409	-2.5	17.1	14.2
TOTALE EXPORT		1,254,145,928	2,263,773,698	2,034,048,787	80.5	-10.1	62.2
TOTALE IMPORT		1,154,407,121	1,178,538,033	1,090,419,031	2.1	-7.5	-5.5
Trade Balance		99,738,807	1,085,235,665	943,629,756	988.1	-13.0	846.1

Source: Istat

Table 2 Top Partner Countries of Basilicata's companies – ranking per exports in the main reference markets – Q2 2017, values and changes on The First Quarter of 2017

	Value	Var %
United States	758,969	-18.8
France	260,287	6.4
Germany	200,249	0.0
Spain	156,889	8.5
UK	94,319	-55.2
Belgium	68,354	25.8
Malta	36,187	84.1
Austria	34,563	-20.3

<i>Portugal</i>	33,874	10.8
<i>Japan</i>	33,370	-29.1
<i>Turkey</i>	33,127	56.2
<i>Canada</i>	32,681	89.1
<i>Poland</i>	29,363	9.1
<i>Netherlands</i>	29,336	-22.1
<i>Switzerland</i>	26,531	11.7
<i>Hungary</i>	23,129	47.9
<i>South Chorea</i>	22,079	22.0
<i>Greece</i>	17,719	3.8
<i>Bulgaria</i>	13,061	585.4
<i>Australia</i>	10,415	-23.9
<i>China</i>	1,309	-46.4
EUROPE	1,121,303	-3.4
EXTRA UE	996,750	-14.2
WORLD	2,034,049	-10.1

Source: ITA processing on ISTAT data

The trend by geographical area of exports shows that Basilicata's main trading partner is USA, mainly as a result of FCA car sales. The second largest market is the European market and in particular the Euro area where exports have increased in recent years in the three main partners (France, Germany and Spain). In addition to these countries, there is UK where there has been an increase in exports in the last years. On the other hand, it is difficult to penetrate some emerging markets: among them, in particular, sales values in China are still modest. While, overall, there is a better penetration capacity towards South Central America, Central and Eastern Europe, and the emerging Asian economies of the EDA area, but on absolute values still very modest.

The Basilicata's entrepreneurial system is mainly characterized by micro, small, and medium-sized enterprises, family owned and undercapitalized, with specialized production based on traditional sectors and therefore more exposed to competition from emerging markets. And most of the micro-enterprises are individual firms whose business is linked to commerce and services. In Basilicata, 88.5% of the companies is represented by companies with 0-9 employees = 61,995, and only 9% is represented by companies with 10-49 employees = 6,535. They have a low propensity to internationalization and also because of their size they often have limited access to credit.

The entrepreneurial density, measured by the ratio of active businesses and residents, remains structurally low in Basilicata, below both the national average and that of the South of Italy. Only in recent years, a greater propensity to entrepreneurship in young people seems timidly emerge.

The conclusions of the analysis activity and of the interregional cooperation implemented through information, experience, results and good practices exchange in the phase 1 of the Inside Out EU project were the following:

the main elements to be stressed in order to foster internalization processes in Basilicata are:

- ✓ **supporting the processes of integration and cooperation among businesses**, through reorganization and development of networks and building specific support programs for investment in internationalisation;
- ✓ **encouraging forms of cooperation among the players of the system**: the aim is to accompany the productive system to build a system that can cope with the complexity;
- ✓ **increasing networks and synergies**: because only in networks and in partnerships the small business can increase its efficiency, becoming more flexible and creative, and, for this reason, forms of business aggregations need to be encouraged.

PART III – DETAILS OF THE ACTION ENVISAGED

Action 1

The Background

The Swot analysis prepared together with the Diagnosis and State of Art of the policies for internationalization highlighted a low inclination for internationalization above all because of the dimension of the regional companies. The diagnosis also underlined the necessity to diversify access to funding for companies in order to support them to go international. It is well known that small and micro companies together with freelancers/individuals face difficulties in accessing finance and this is one of the main obstacles for their aspiration to internationalise. In fact, the regional banking system is not inclined to grant funds to companies ‘without credit history’ and ‘without collateral’, even if there are increasing opportunities for special credit lines dedicated to start-ups.

Starting from the results of the Diagnosis of the State of the Art of the entrepreneurial system in Basilicata and SWOT analysis, one of the needs of the companies/individual firms that clearly emerged is that of having ‘customized’ calls or dedicated funds for internationalisation activities.

SWOT ANALYSIS <i>of regional policies to foster internationalisation in SMEs</i>	
Strengths of the support: <ul style="list-style-type: none"> • Important Industries (automotive, chemical, mineral, agro food) • Research Institutions (Spatial Observation, Environment, Energy) • Natural resources: oil & water and for 	Opportunities for improvement: <ul style="list-style-type: none"> • Strategic position; • Funds from EU & oil royalties • Exportation of quality agro food products in the emerging markets • Creation of a European technology

renewable energies <ul style="list-style-type: none"> • Human potential to exploit 	network on the earth observation and risk prevention
Weaknesses or gaps in support: <ul style="list-style-type: none"> • Interior depressed areas; • Poor local market; • Low rate of infrastructures; • Small number of big companies • Decline of traditional manufacturing (sofa, textile, construction) for high emerging counties concurrency; • Difficulty to credit access; • Low R&D investments and employment; • Low attractiveness for FDI and SMEs internationalizations • Low internationalization 	<i>Threatens to becoming more internationalised</i> <ul style="list-style-type: none"> • High level of unemployment • Young industrial base; • Decreasing of EU funds

Finally, the interregional cooperation consolidated through the study visits, and in particular, the study visits in Pamplona and in the Province of Overijssel emphasized one more time the importance of specific programs for the support of internationalisation in order to start new activities or implement existing ones.

The Navarra Government implemented the International Plan of Navarra 3 which consists of a series of measures that fall into two main areas of intervention: the GEX programme and the subsidies for grouping international.

The GEX programme is finalised to run a joint export platform for companies participating into this programme and the subsidies are given to groups formed by 2 to 15 SMEs, signing a formal agreement with an independent manager who leads the project. The concept we found very interesting is the 'public will' to gather SMEs together into groups in order to overcome difficulties in entering new markets, so strengthening the value of cooperation. And we conceived the idea of including this concept of **grouping** also in Basilicata.

As regards to the Province of Overijssel, what strongly emerged is the importance of the **ecosystem** for internationalisation.

The Province of Overijssel is divided into three sub regions and within these regions many organisations support businesses in different sectors. All these organisations have programs for fostering internationalisation (trade promotion) and many of the instruments these organisations provide for are very similar. Furthermore, the national government also offers several tools/programs to SMEs that want to internationalize. But, for SMEs the many supporting instruments are confusing and do not contribute to their goals and challenges.

So, the Province decided to put these parties together in order to find a way how to best help SMEs to internationalise. After a series of meetings with all the partners on how they can cooperate, which instruments they need to offer, who is going to take responsibility, the result is a joint activity program under which all the organisations are offering help to SMEs.

The name of the programme is Go4Export and the partners organise in cooperation activities and workshops, trade missions, share an information portal and share marketing. And the fact of being 'all together' has had the result of generating more economies of scale regarding activities, trade missions etc.

The program offers a variety of instruments that compliments the existing national, regional and local instruments.

The Basilicata region, at the present time, has not the ambition of transferring *tout court* this last best practice on its territory because the business and social conditions are very different, but the idea of fostering networking and clustering, development of cooperation among different actors is a central point of the Regional Strategy for Innovation and Smart Specialization 2014-2020 and the experience of the Navarra and of the Province is a clear demonstration of the validity of this idea and aspiration.

The work that was conducted on the territory was that of analysing the instruments put at SMEs' disposal within the framework of the Go4Export program in order to find a tool that has proved to be effective and that could be conveyed and exploited by regional entrepreneurs who aspire to open their market abroad.

And we found that the **E-Commerce Vouchers** could be an easy and flexible tool to replicate on the territory with some amendments and improvements tailored for our regional businesses.

With the E-Commerce vouchers, the Dutch SMEs are assisted by selected consultants with a proven track record regarding e-commerce. SMEs can cash their voucher with one of these consultants for a quick scan and to assist them with their e-commerce business plan. They have verified that in Overijssel more than 50 percent of SMEs started exporting with an online channel. So, with the aim of stimulating e-commerce, SMEs can use a simple voucher to get started.

As a consequence of the above reflections, the action perceived as the most useful to support companies and professionals in Basilicata at present will be the drafting of a public notice managed directly by the Basilicata Region, Department of Development Policies, Labor, Training and Research.

Action in detail: Call for Incentives (vouchers) to purchase internationalisation support services for SMEs

The purpose of this Notice is to favour the participation, individually or in partnership, of SMEs in foreign market activities through incentives for the purchase of services in support of internationalization, diversification of outlet markets and strengthening of the regional productive system's propensity to export. In particular, the call has the goal to sustain companies that need to acquire services and skills aimed at increasing their competitiveness.

A higher score for the internationalization investment projects in the priority technological production areas identified by the regional Smart Specialization Strategy (S3) will be recognized (Aerospace, Automotive, Bioeconomy - Agrifood and Green Chemistry, Energy, Cultural and creative industry, ICT.)

The beneficiaries will be SMEs, consortia /networks of enterprises, and professionals, both individually and in partnership with other subjects (in order to foster the value of business cooperation to overcome barriers).

The eligible initiatives will be as follows:

- ✓ **Analysis of the potential for internationalization** of the company / business networks (consulting services for internal check-ups). E.g.: sector analysis, market research, marketing strategies, search for partners, suppliers, foreign agents or distributors, assistance in starting contacts and managing relations with foreign partners, services for the establishment of permanent representations abroad, technical support for issues related to internationalization, testing services, product certifications;
- ✓ **Business scouting in foreign markets:** market surveys / customer research / potential foreign partner research. E.g.: planning and formulation of positioning and marketing strategies, analysis of strengths and weaknesses of the partner company, identification potential target customers, company size, geographic location, research activities partners, suppliers, agents or foreign distributors and assistance for business meetings, pre-feasibility and feasibility studies for the development of commercial networks, specialized distribution networks and post-sales assistance abroad, analysis of the financial reliability of foreign companies, decision support in terms of alliances, mergers and acquisitions with foreign subjects, assistance in starting contacts and in the relations with foreign partners;
- ✓ **Translation and construction services of websites in foreign languages.** E.g.: support activities for the creation of websites or other services for electronic commerce in foreign and multilingual languages, translation activities aimed at creating websites in foreign languages, assistance with meetings abroad by qualified personnel, interpreting and translation;
- ✓ **Assistance in foreign markets:** legal, customs and tax issues. E.g.: consultancy for contracts; advice on intellectual property, consultancy for participation in tenders, personnel search, assistance for legal, tax, contractual aspects for foreign countries, consultancy services for the adaptation of products to foreign technical regulations;
- ✓ **Incoming and outgoing missions towards potential foreign investors.** E.g.: implementation of activities to strengthen commercial exchanges, search for business partners and business meetings both in Italy (Incoming) and abroad (Outgoing) and other active information and promotion initiatives aimed at potential foreign investors);

- ✓ **Participation in a trade fairs and commercial events abroad.** E.g.: rental of the exhibition area and of the stand including registration costs, mandatory charges and fixed fees based on the event regulations; transport of materials and products (samples), insurance, hostesses and interpreters, cost of production and translation in foreign and multilingual languages of the brochures or collective catalogues.

Besides, a special mention to the Inside Out EU project will be included in this Notice:

- If there will be projects with the same score, priority will be given to the ones that foresee project developments in one of the partner countries of the Interreg EU Inside Out project, also in order to capitalize the results.

As far as the direct impact of the action on the policy instrument, first of all the notice will have a direct impact on the way the priority axis of ROP 2014-2020, especially Priority Investment Action 3B.3.4.2 is designed, considering that the Notice is trying to 'exploit' the results of the Inside Out EU project and, above all, the lessons learnt during the study visits (what done with the Go4export program in NL to create an ecosystem for internationalization, or with the GEX program of the International Plan of Navarra 3 boosting the concept of grouping to go international), so implementing a change of perspective by using a bottom-up approach starting from the real needs of the companies instead of a more typical institutional top-down approach. This represents the advantage and strength of the participation of the ERDF Managing Authority as a partner in the project.

Besides, and in respect to the potential beneficiaries, this action should have a strategic and long term impact on the ecosystem that the Region is trying to build up around the companies that go or intend to go international by creating a favourable environment for SMEs' aspirations to internationalise their products or services.

Thus, spill- over effects are expected within the sector value chain also by subcontracting as a result of the implementation of the actions indicated by the companies submitting the applications for this specific call.

Players Involved

Regional Government (Managing Authority of OP + Department of Development Policies, Labour, Training and Research): Manager of the Measure

Stakeholders:

Sviluppo Basilicata spa: promotion towards companies and possibly involvement in the evaluation phase

Chamber of Commerce: promotion towards companies

T3 Innovation: promotion towards companies

Entrepreneurial associations: promotion toward companies

Timeframe

The call will be launched in summer 2019.

The main steps for the launch of the Notice are the following:

- ✓ internal meetings of the departments of the Basilicata Region in charge of the call (ERDF Authority and Department of Development Policies, Labour, Training and Research): finalised by July 2019;
- ✓ formal – administrative acts to be pursued for the publication arranged by the Legal department of the Region: on - going activity to be completed by the end of September 2019;
- ✓ publication of the notice in the 'BUR' (Regional Official Bulletin) and promotion and dissemination of the Notice through the official website of the Region (www.basilicata.net.it): by October 2019.

Costs

2,400,000.00 €

Funding Source

POC Basilicata 2014/2020 *

*the Complementary Operational Programs (POC) have the main goal of guaranteeing the accomplishment of interventions started in the 2007-2013 cycle and of new actions **relating to the 2014-2020 programming period** and are financed by resources belonging to the National Italian Rotation Fund pursuant to law no. 183-1987 destined to national co-financing.

Date - 5 NOV. 2019

Name Antonio Bernardo

Antonio Bernardo

Position ERDF Managing Authority

Signature



Organisation Stamp