



GOVERNANCE MODELS AND SCHEMES OF THE EFFECTED REGION

PROPORTION OF SMES WITH EXTRA-EU IMPORTS AND EXPORTS (2016)



FINANCIAL AND NON FINANCIAL SUPPORT SCHEMES FOR SMES INTERNALIZATION

Situation analysis report (conclusion in 1 sentence):

Several measures funded both by the EU and the national governments are available to support various elements needed for the internationalization of the SME's in the area of the Pannon EGTC, however, national measures are not coordinated and their availability criteria rarely reflect on the specific needs of the region.

MAIN DIRECTIONS OF FINANCIAL SUPPORT AVAILABLE IN THE REGION OF THE PANNON EGTC:

- Subsidized loans and guarantees for SME's to grow and increase competitiveness, including small- and micro-loan schemes
- Pilot grant scheme to encourage cross-border cooperation of Croatian and Hungarian SME's
- Venture Capital Funds for some innovative startups
- Grants and loans to capitalize on the results of research and development in business and encourage research and development of the business sector
- Loans and guarantees to encourage export in both countries and to increase outward investment of Hungarian companies
- Grants for participation in international fairs or B2B meetings and for exploring foreign markets

MAIN DIRECTIONS OF NON-FINANCIAL SUPPORT IN IN THE REGION OF THE PANNON EGTC:

- Business counselling especially for SME's by regional Chambers of Commerces in both countries, County Development Agencies (in Croatia) and Enterprise Development Agencies in Hungary
- Pécs and Baranya county (Hungary) industrial development programme that provide a coordinative framework for various regional economic actors (including SME's, local authorities and the University of Pécs) to encourage cooperation
- Promotion of FDI by national level institutions in both countries
- Promotion of Hungarian exports and investments by informative workshops and professional guidance by national institutions for Hungarian SME's
- Facilitating the introduction of products and providing support for cooperation with foreign partners by Croatian national institutions

MAIN SERVICES AND MEASURES PROVIDED BY REGIONAL STAKEHOLDERS



- CDA's in Croatia promote the county as a place for private investment, business development and tourism, provide non-financial support to SMEs and serve as information point and facilitator for local SME's to access national funding schemes.
- Enterprise Development Agencies in Hungary act as intermediaries to distribute state-supported loan schemes, provide incubation services and assistance for SME's to participate in fairs and exhibitions, organize seminars, training courses and conferences on various topics.
- Chambers of Commerce in both counties provide counselling, organize trainings and facilitate partnership building (partner search, networking) for local SME's

BARRIERS AND DRIVERS FOR SME'S INTERNALIZATION

MAIN BARRIERS



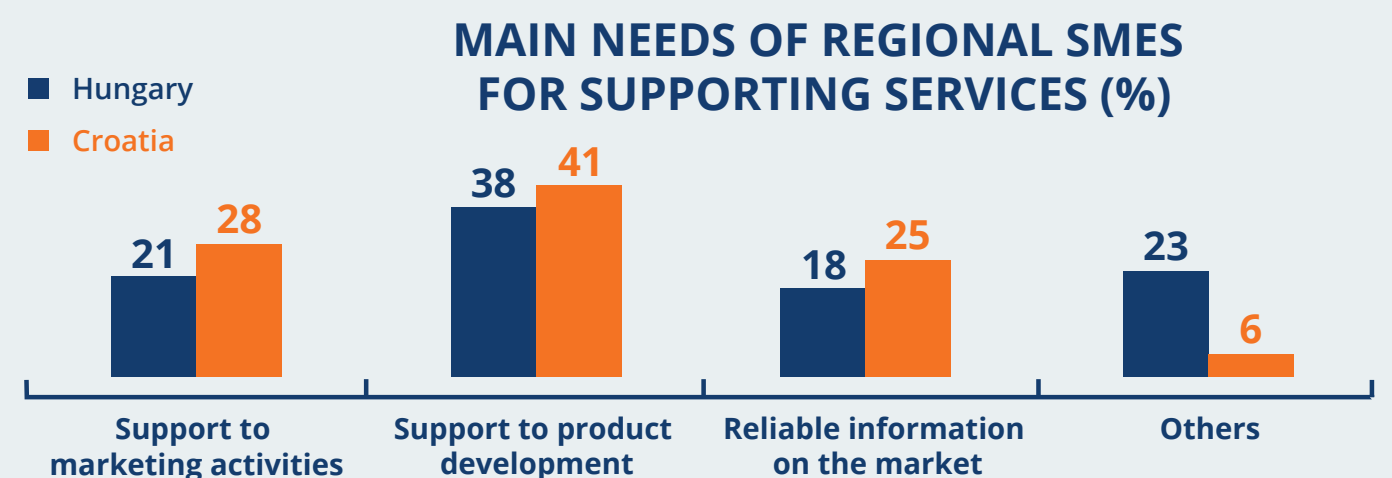
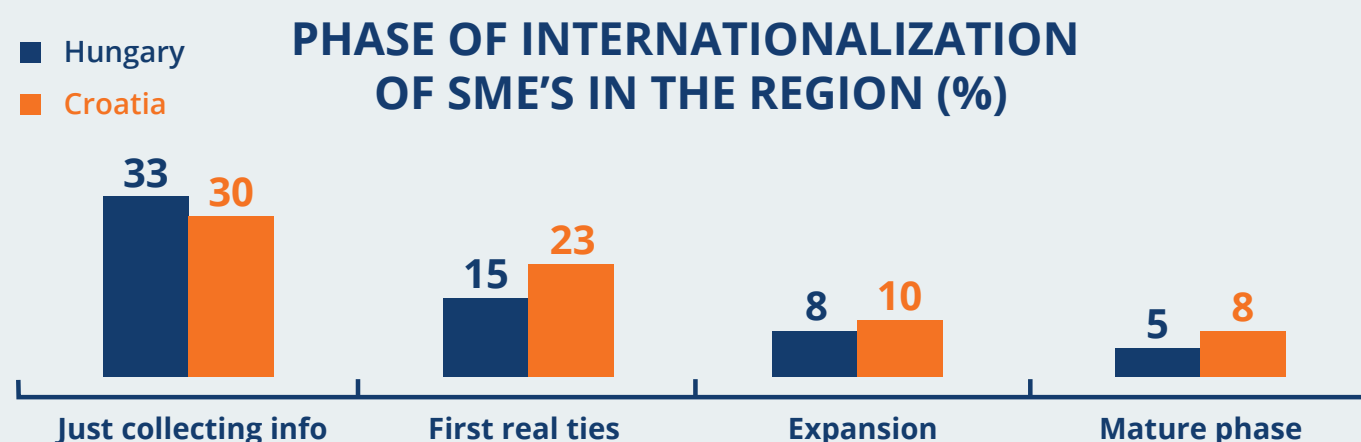
- Availability of competitive production capacities
- Lack of managerial capabilities (time, knowledge)
- Availability of qualified workforce
- Ability to contact potential customers (local information, language skills)

MAIN DRIVERS



- To reach new, more lucrative (more profitable) markets
- Stabilize the operations ensure further development by diversification of customers

SMES CAPACITIES FOR INTERNALIZATION



GOOD PRACTICES FROM OTHER REGIONS



LOMBARDY REGIONS (ITALY) CALL FOR INTERNATIONALIZATION SUPPORT LINE 2019

- clear focus on internationalization and a wide range of eligible activities and measures
- strong regional approach with clear lines of cooperation between regional and national authorities (e.g. in the area of FDI promotion) and
- use of monitoring and evaluation systematically to improve results and adapt to changing environment

A magyar partner részvétele a projektben a Magyar Állam társfinanszírozásával valósul meg.

PROJECT PARTNERS

Development Agency | Association of the Carpathian Euroregion Poland | European Business and Innovation Centre of Burgos (CEEI-Burgos) | Klaipėda ID | Association of European Border Regions (AEBR) | Klaipėda City Municipality Administration | Society for the Development of the Province of Burgos. (SODEBUR) | Pannon European Grouping of Territorial Cooperation



European Union
European Regional
Development Fund