

# EIS project survey on the impact of Covid-19 on internationalising SMEs & Business Support Organisations, March 2020- September 2021

*John Fitzgibbon, Hampshire County Council*  
Thursday, 31<sup>st</sup> March 2022

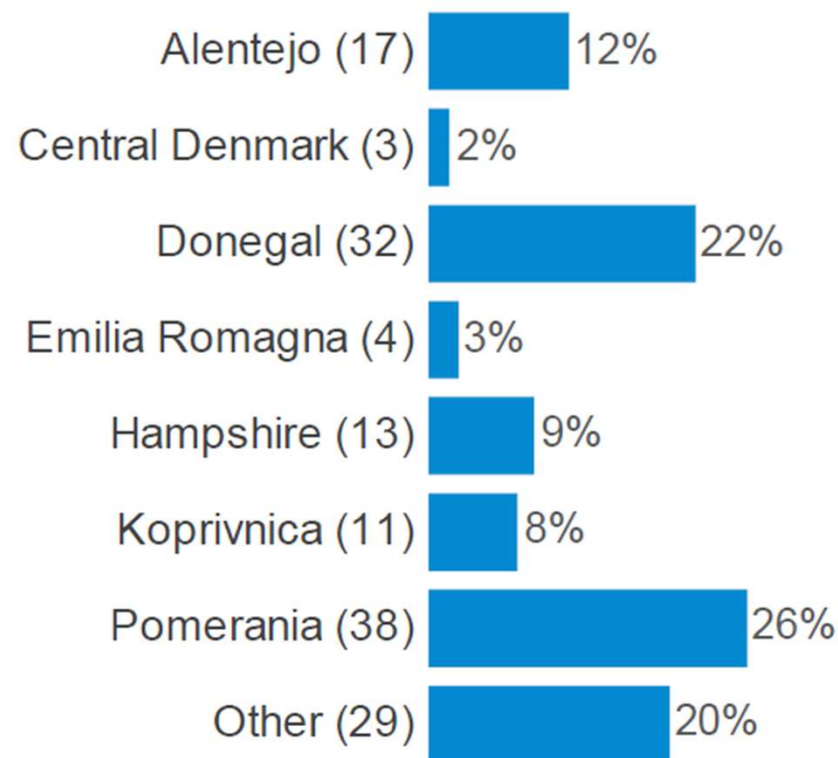
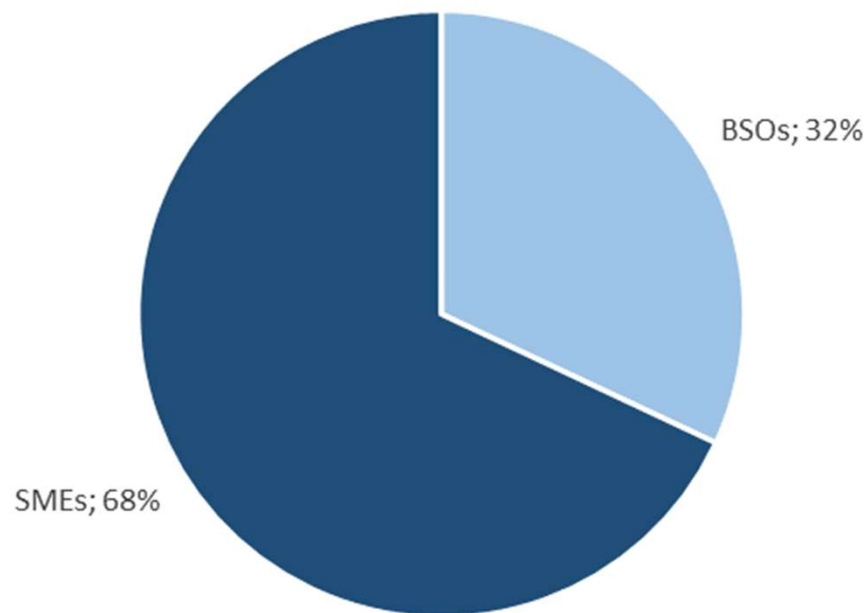
*Survey focused on 3 areas:*

- (i) disruption to international supply chains
- (ii) take up of digital as a response to the pandemic
- (iii) general resilience of the international business support ecosystem

Survey ran from end of October to end of January.

# Answers (by respondents' type, by region)

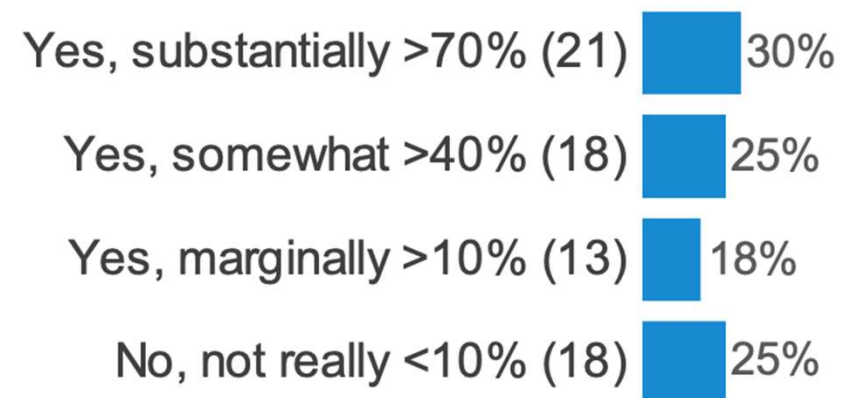
Overall **147 respondents** completed the surveys (closed on 31 January 2022).



# 1. *Disruption to supply chains*

IEU65 EIS survey

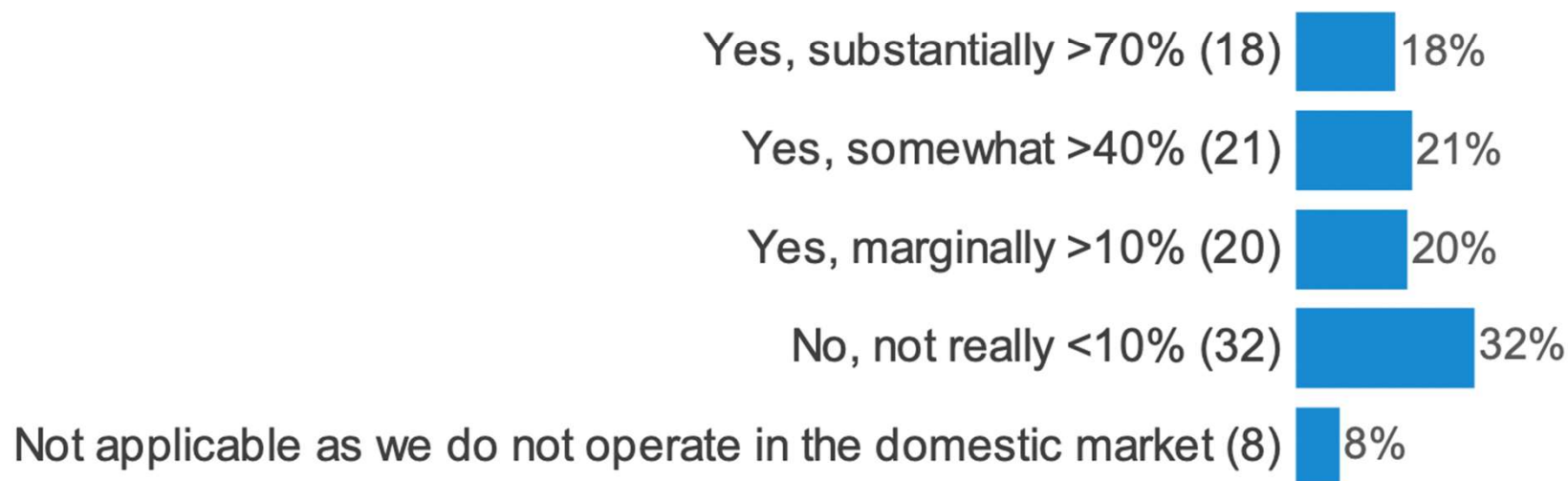
**To what extent has your organisation experienced trade disruption to its international (cross-border) operations as a result of Covid-19?**



Not applicable as we do not operate at the international level/cross border (1) | 1%

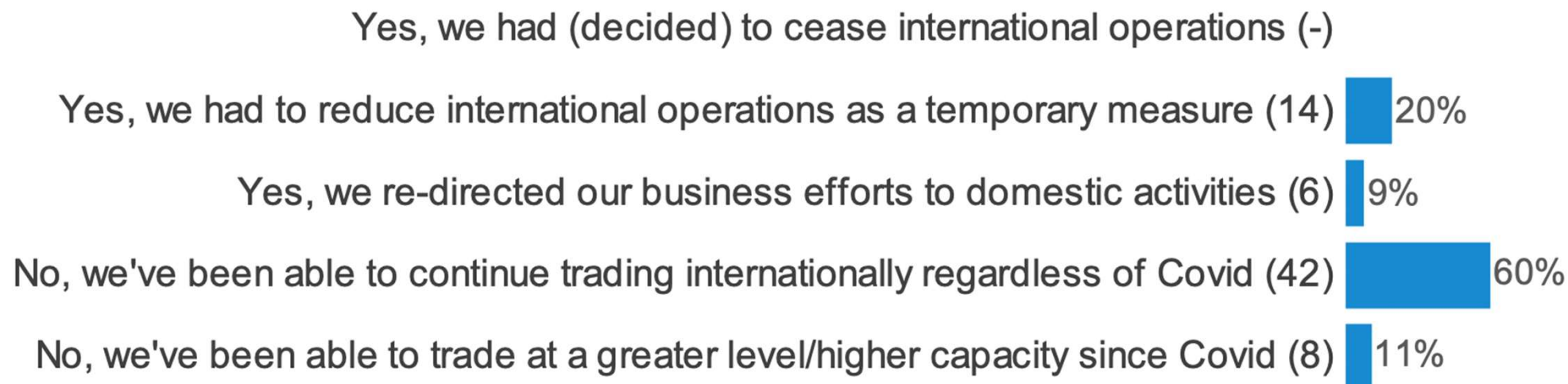
## *Disruption to supply chains (2)*

**To what extent has your organisation experienced trade disruption to its national operations as a result of Covid-19?**



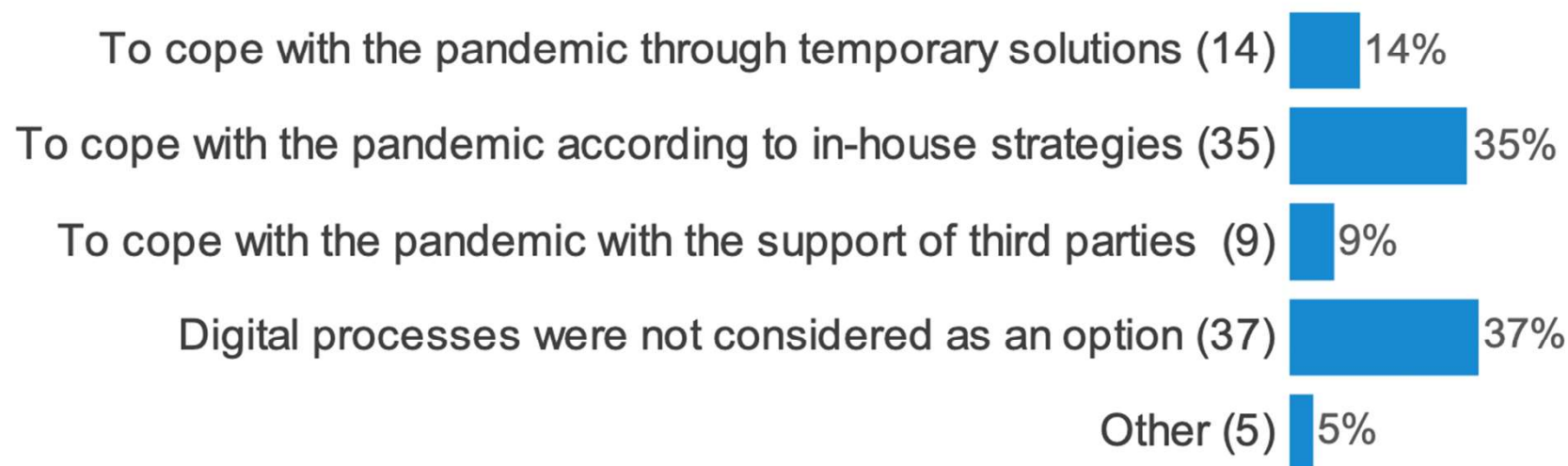
## *Disruption to supply chains (3)*

### **Has Covid-19 forced your organisation to reappraise its international trade strategy?**



# Digital

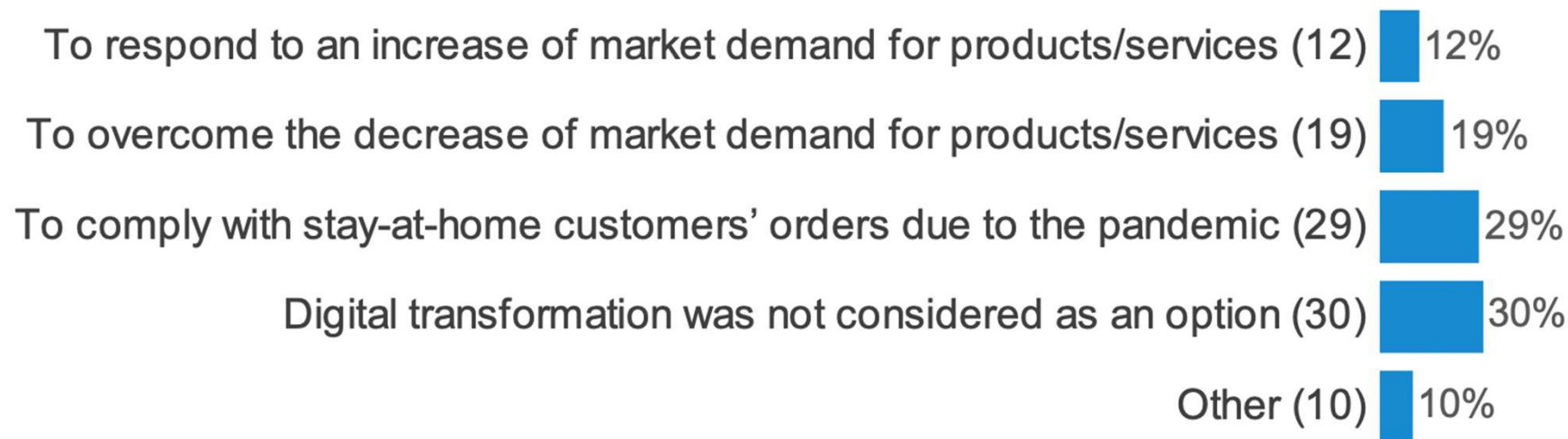
**Over the period March 2020 to September 2021, has your organisation accelerated the uptake or deployment of digital processes:\***



# Digital (2)

IEU65 EIS survey

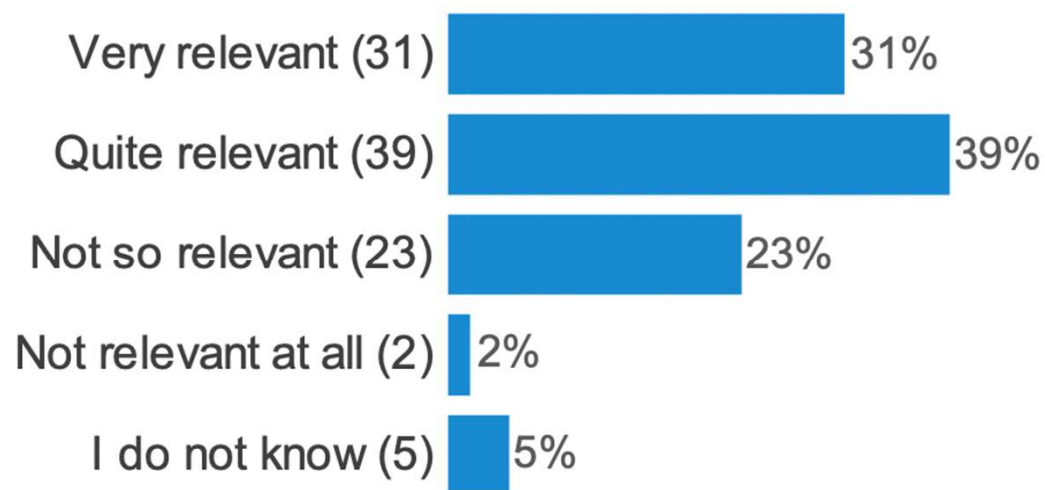
**During the pandemic, the acceleration of digital transformation in SMEs was primarily:\***





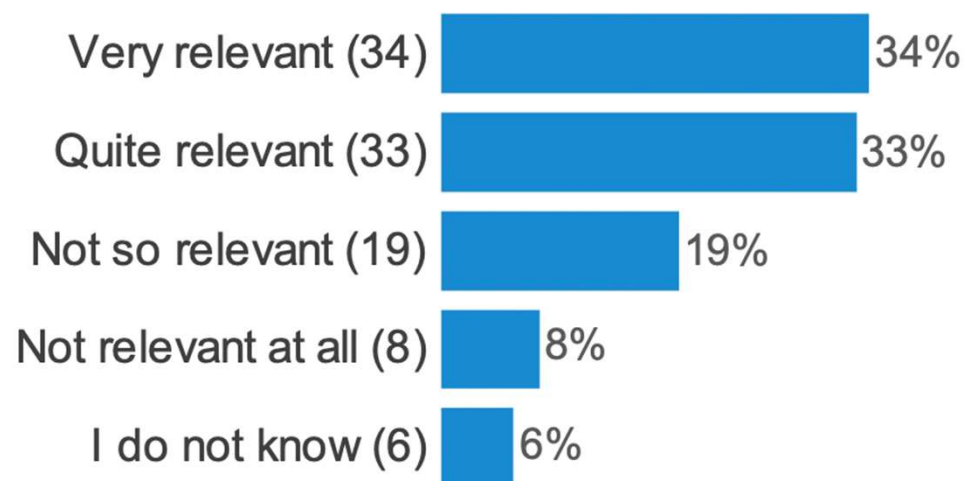
# Digital (3)

**Which of the following aspects related to digital maturity do SMEs consider relevant for investment in order to address the challenges caused by the COVID-19 outbreak?\***  
*(Please select one answer per row)* (Adoption of digital technologies and software as key enabling factors for business development)



# Digital (4)

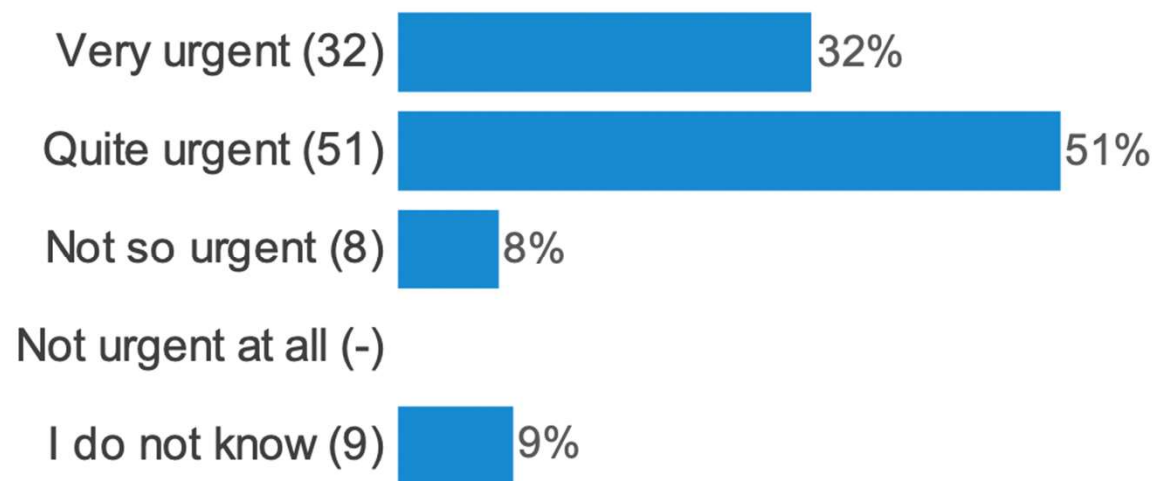
**Which of the following aspects related to digital maturity do SMEs consider relevant for investment in order to address the challenges caused by the COVID-19 outbreak?\***  
*(Please select one answer per row) (Digitally enabled workforce, acquisition of digital skills, promotion of culture for innovation)*



# Digital (5)

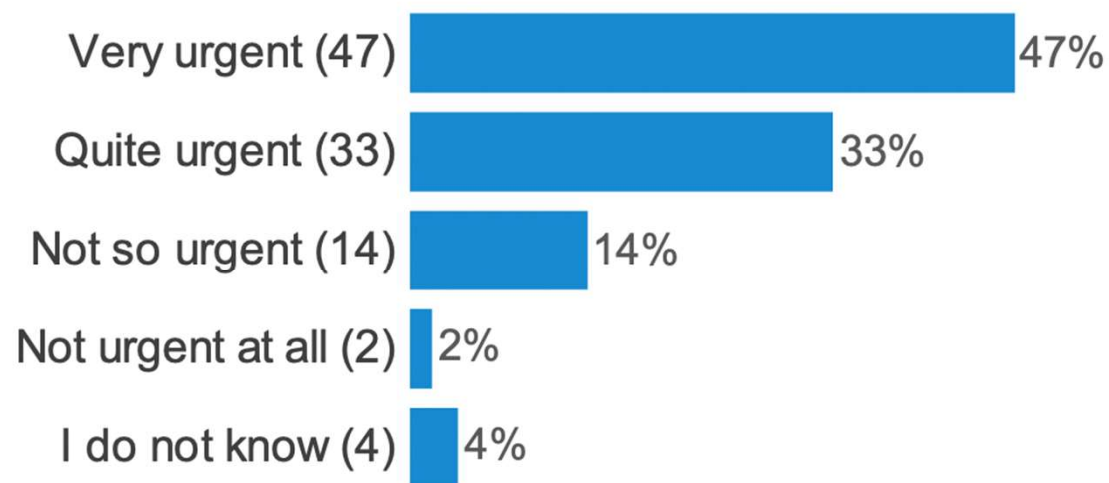
IEU65 EIS survey

**In your region, which are the most urgent actions to be taken over the period 2021-2023 to favour the digital preparedness of SMEs to conduct international operations?\***  
*(Please select one answer per row) (Favour the creation of digital skills, or retain digital skills)*



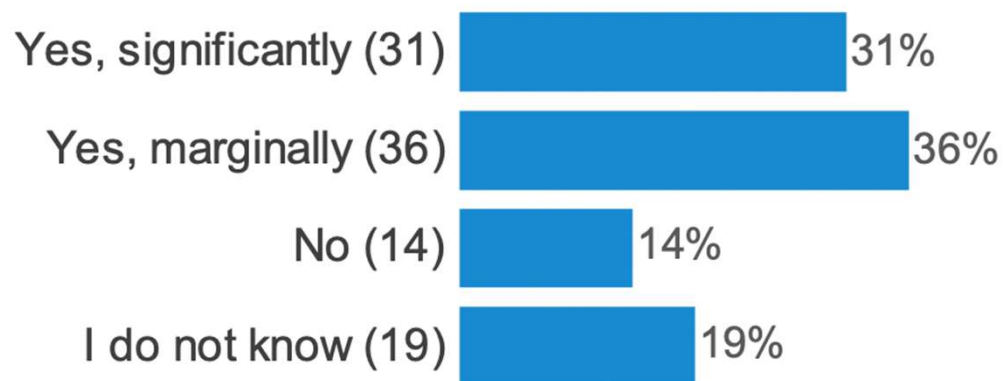
# Digital (6)

**In your region, which are the most urgent actions to be taken over the period 2021-2023 to favour the digital preparedness of SMEs to conduct international operations?\***  
*(Please select one answer per row) (Improve fast and/or ultra-fast broadband connection (fixed or mobile))*

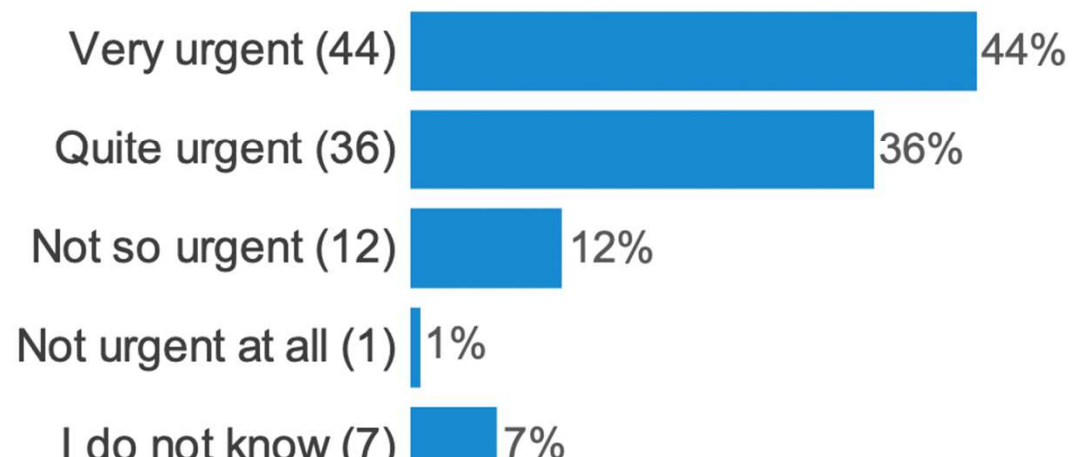


## Digital (7)

**In your region, did the COVID-19 outbreak increase the type and level of eGovernment services made available to SMEs by local and regional public authorities and/or agencies?\***

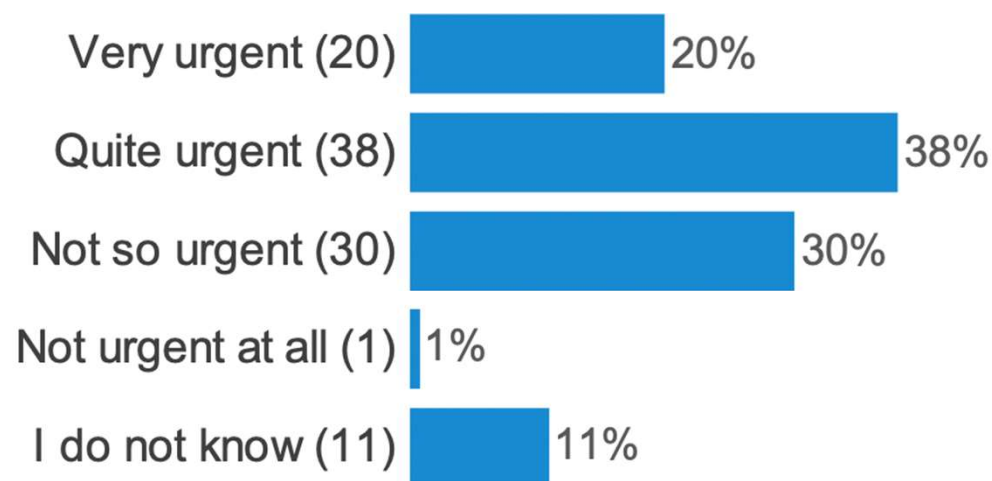


**In your region, which are the most urgent actions to be taken over the period 2021-2023 to favour the digital preparedness of SMEs to conduct international operations?\***  
(Please select one answer per row) (Provide public financial support/incentives for digital readiness)



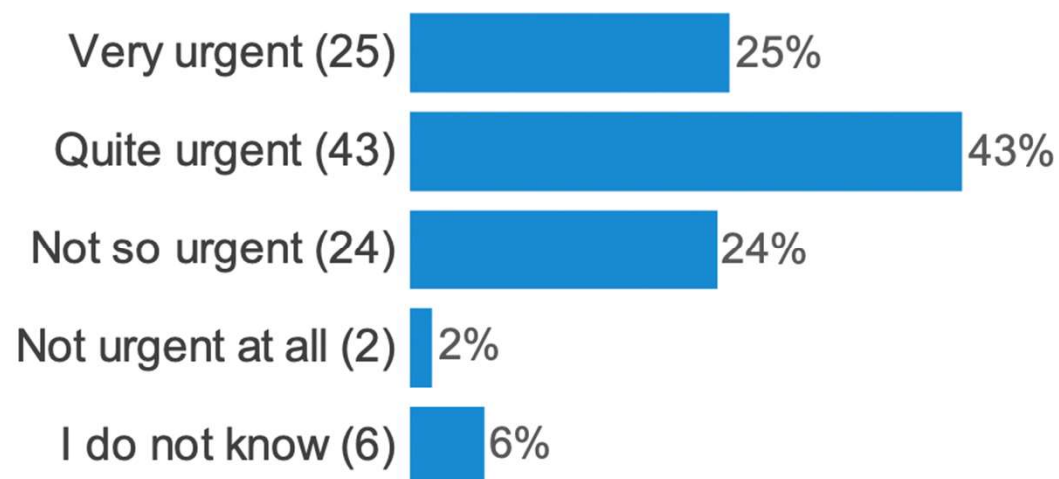
# Digital (8)

**In your region, which are the most urgent actions to be taken over the period 2021-2023 to favour the digital preparedness of SMEs to conduct international operations?\***  
*(Please select one answer per row) (Favour the establishment of digital innovation hubs)*



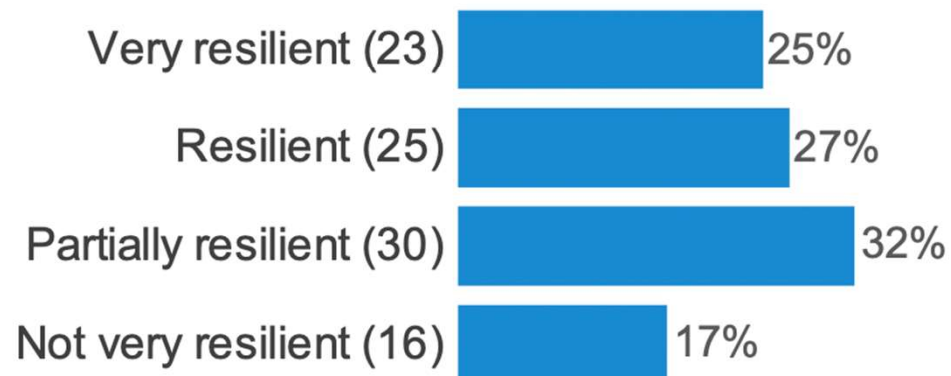
# Digital (9)

**In your region, which are the most urgent actions to be taken over the period 2021-2023 to favour the digital preparedness of SMEs to conduct international operations?\***  
*(Please select one answer per row) (Favour creation of collaborative networks and/or ecosystems between academia, government and business which support digital readiness)*

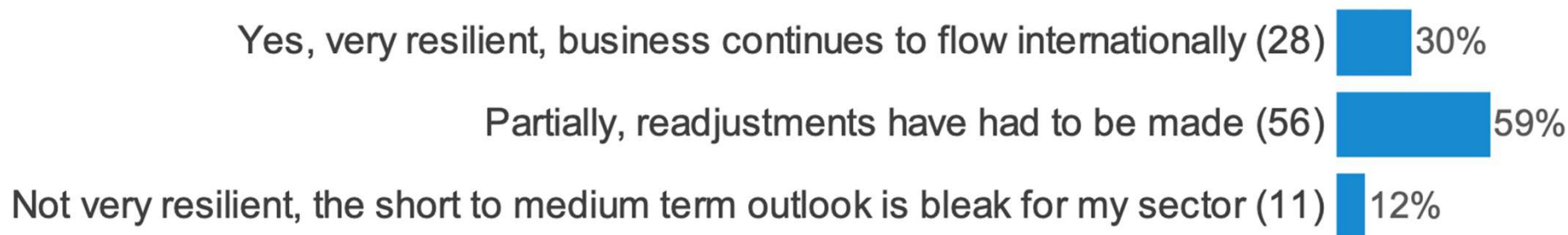


# Resilience

**How resilient in its international operations has your organisation been during the pandemic?**



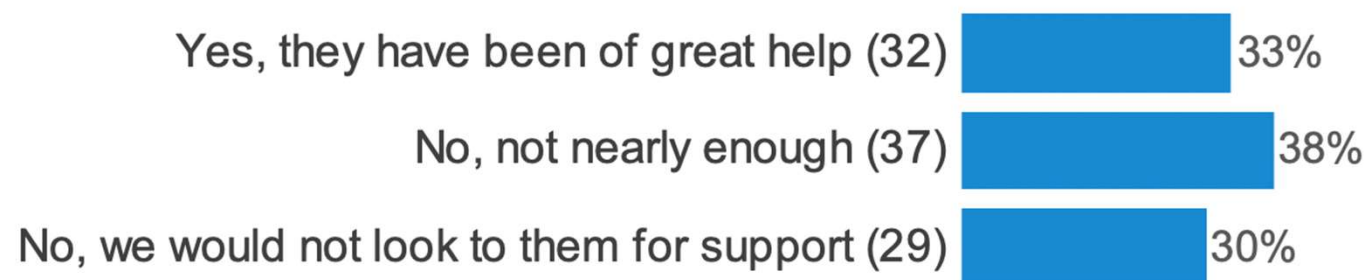
**How would you describe the overall resilience in international trade of your sector during the pandemic?**





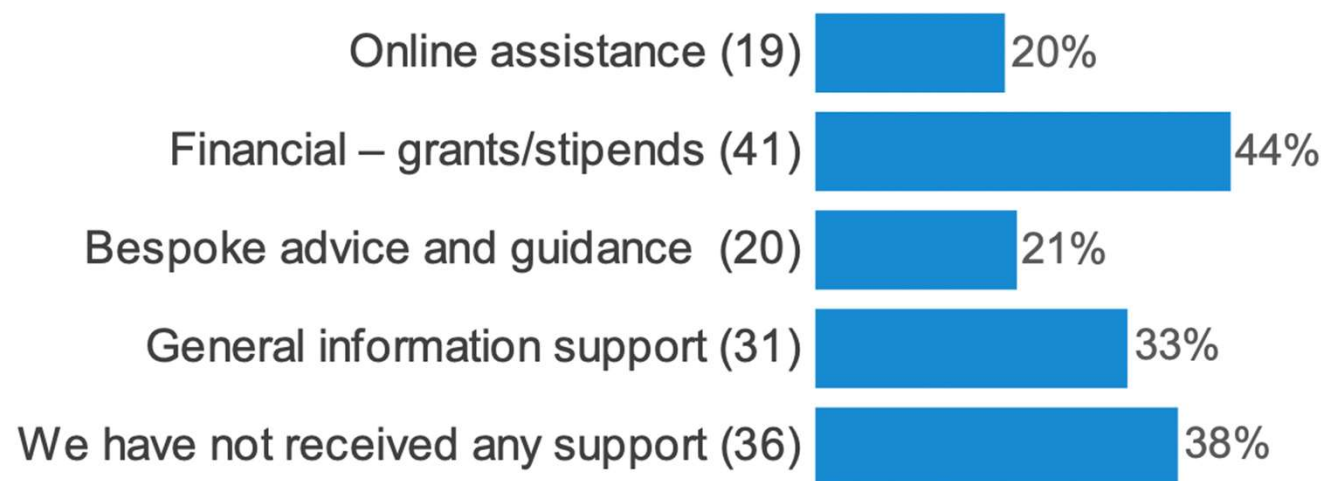
# BSO support

**Has your organisation received help from business support organisations in the region to cope with the pandemic?**



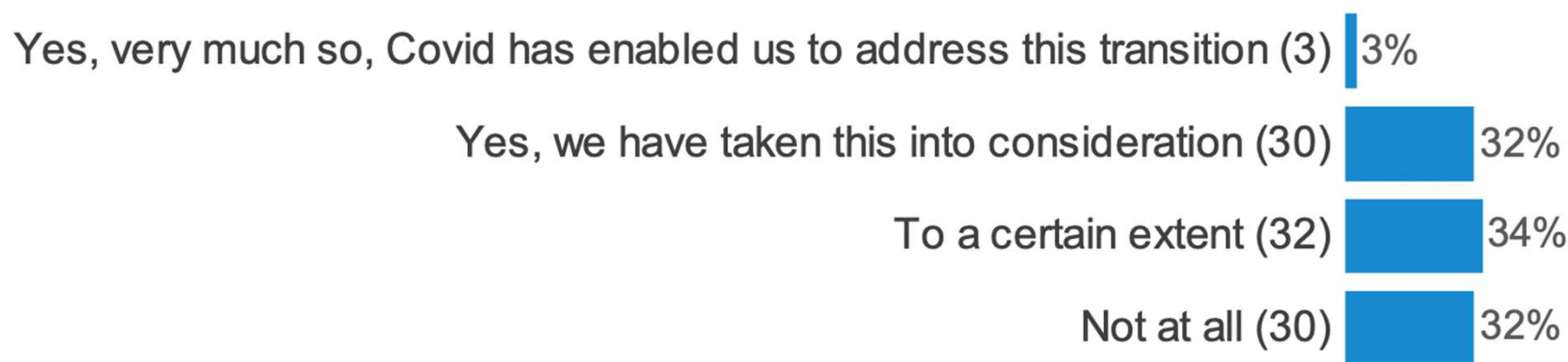
IEU65 EIS survey

**What type of support was received? *(please select all that apply)***



# Green transition during Covid-19

**When dealing with international trade, has Covid-19 allowed a step forward towards the green transition favouring a greater understanding and focus on the green agenda, climate change and carbon reduction targets in your organisation?**



Thank you!

[john.fitzgibbon@hants.gov.uk](mailto:john.fitzgibbon@hants.gov.uk)

[www.interregeurope.eu/eis](http://www.interregeurope.eu/eis)