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SIE Project Internationalisation Good Practice from Molise Region INVITALIA and the TEMPORARY EXPORT MANAGER (TEM) vouchers

Background:

Invitalia is the National Italian Agency for Inward Investment and Economic Development, part of the Italian Ministry of Economy. The Agency aims to boost Italy's economic growth and focuses on strategic sectors for development and employment. The Agency is committed to reviving crisis-hit areas and operates mainly in the South of Italy. Invitalia manages all national incentives that promote the creation of new companies and innovative start-ups. This includes financing projects and helping entrepreneurs with concrete development plans especially within innovative and high added-value sectors. Invitalia is also the Purchasing Body and Contracting Authority for the strategic execution of economic actions at the local level.

During the Covid-19 health crisis, Invitalia focused on developing measures to handle the health and economic crisis that hit Italy through supporting citizens and business. Support extended to the internationalisation of SMEs. In 2020, at the start of the pandemic, Invitalia promoted voucher funding to enable micro and small enterprises to obtain advice on internationalisation from a Temporary Export Manager (TEM).

Summary:

The Temporary Export Manager (TEM) vouchers provided an opportunity for micro and small enterprises to analyse and research new international markets; find new customers; assist with internationalisation contracts; access e-commerce platforms; integrate online marketing channels; and develop logistics management activity.

Who could benefit?

- Established companies with a registered office in Italy;
- Active companies registered in the Italian Business register;
- Businesses operating in the manufacturing sector (ATECO code: C);
- Companies that were solvent.
- Manufacturing small and medium enterprises or networks of manufacturers (minimum 2 SMEs members)
- (Manufacturers represent the 31% of SMEs in Italy).

Financing available:

- €20.000 to €30.000,00 (VAT excluded) for a consultancy contract to engage a Temporary Export Manager.
- For networks of SMEs, €40.000 to €60.000 (VAT excluded).
- SMEs can also ask for an additional top up amount of €10.000 in certain cases.

Expected Results:

In order to receive the contribution, SMEs needed to achieve two objectives:

- An increase of at least 15% in turnover from operations with foreign countries between 2021 and 2022
- At least 6% of overall turnover deriving from foreign operations during 2022.

Temporary Export Manager (TEM) Requirements:

'TEMs' (freelancer or consultancies) had to register with the Ministry of Foreign Affairs and International Cooperation. TEMs needed to demonstrate suitable experience in a relevant field:



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- Design and organisation of distribution networks for products and services in (new) foreign markets;
- Assistance to companies in participating in virtual international fairs and live events on international streaming platforms;
- Implementation of integrated logistics tools for distribution and procurement;
- Competitive analysis and evaluation of initiatives aimed at improving e-commerce performance;
- Creation of digital catalogues, negotiation, promotion of products via digital showrooms, involvement of possible international buyers and use of micro-influencers;
- Preparation of agreements and development of relationships with foreign distributors and agents, foreign operators in the sector, supply chains and digital commerce service provider;
- Transfer of knowledge, methodologies and digital transformation techniques and adoption of e-commerce methods and tools relevant to the business sector and the general digital evolution of the international competitive scenario.

Management & Governance:

At national level, the vouchers for Temporary Export Managers (TEM) were promoted by the Ministry of Foreign Affairs and International Cooperation, while the technical and administrative management was delegated by the Ministry to Invitalia, an in-house agency for the State. Invitalia provided assistance to SMEs and networks of SMEs from the submission phase to the closure of the intervention.

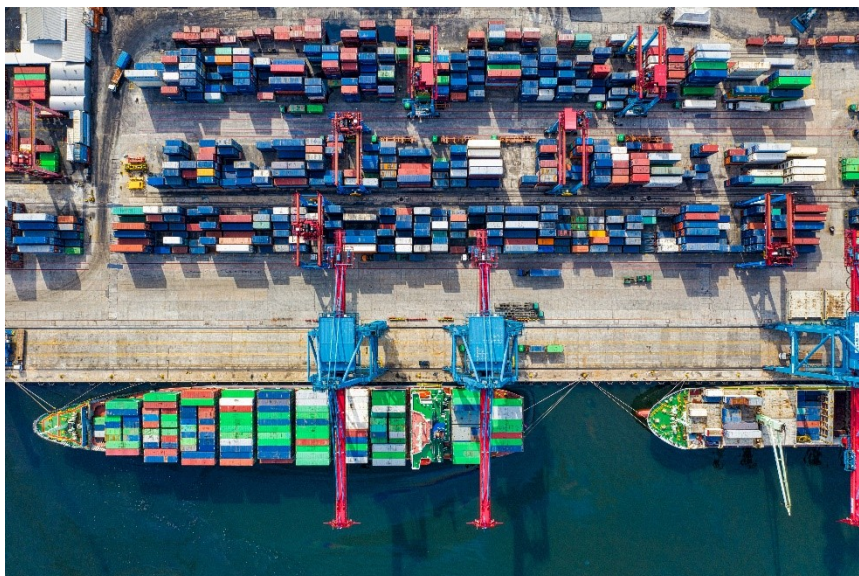
Results & Impacts:

Invitalia also monitored the results of the initiative by capturing the following information:

- Increase in the international turnover of SMEs from 2021 to 2022
- Total turnover linked to foreign operations in 2022.

Find out more:

<https://www.invitalia.it/cosa-facciamo/rafforziamo-le-imprese/voucher-internazionalizzazione>





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