

THE ECONOMIC DEVELOPMENT AND INNOVATION OPERATIONAL PROGRAMME



INTERNATIONALIZATION ACTIVITIES



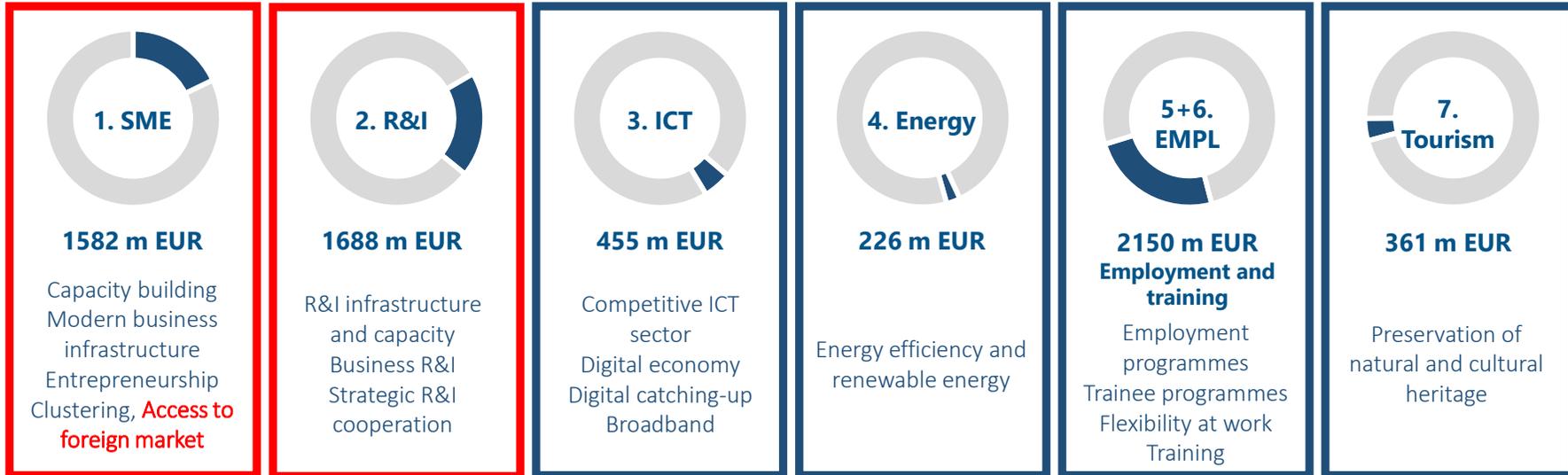


EXPERIENCES SO FAR

Internationalization activities
in related calls for proposals

Economic Development and Innovation OP – 2014-20

The main programme for SME development



8. Financial Instruments - 2352 M EUR

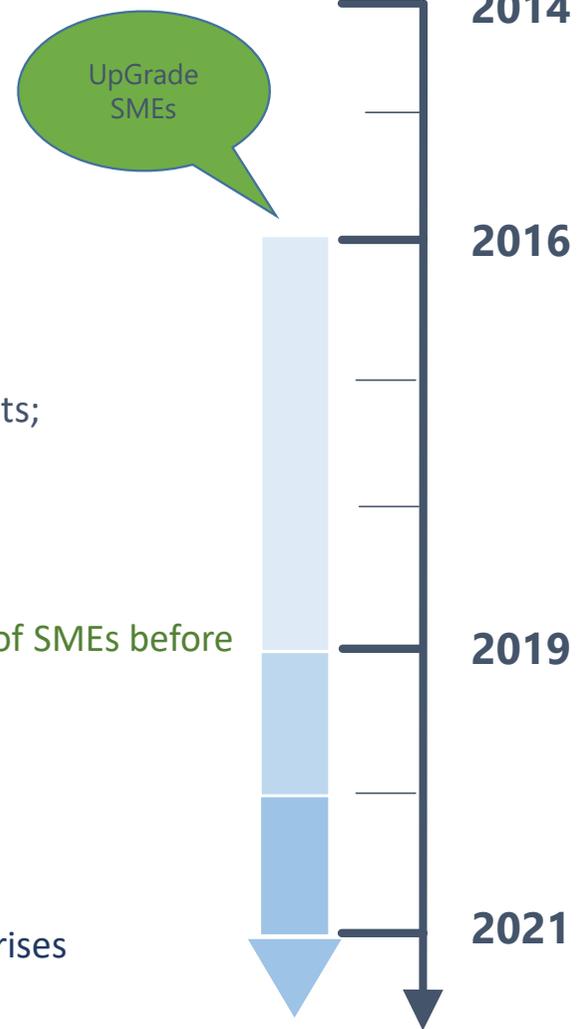


Evolution of calls for aiming SME market reach

Eligible costs related market reach



- Organization of foreign trade shows;
- Participation on exhibitions / fairs abroad;
- Participation at exhibitions, fairs;
- Marketing activities for access to markets;
- Participation at foreign exhibitions and professional events;
- International events organized in Hungary;
- International market researches;
- Marketing activities for access to international markets;
- Complex assistance to SMEs – personalised preparation of SMEs before implementation
- Development of enterprises entering foreign markets;
- Communication, dissemination;
- Services provided to novice exporters;
- Implementation of the development plans of the enterprises
- Online showroom, online solutions



Conceptual change in supporting SME internationalisation / market entry

Too narrow areas for support!
Is it the right way?

Focusing on fairs, exhibition



SMEs need complex assistance

- To know what they really need;
- Personalized preparation;
- Enlarging the eligible costs related to market reach (fairs, marketing, consultation, marketing, social media...)

Too wide range of potential beneficiaries!

„Every” SMEs are in the focus



Should we focus on everybody?

Defining special target groups (cluster, HGC, dedicated industries)

COVID specific measures

Assisting ongoing projects

- Prolongation of project duration;
- Hybrid conferences;
- Supporting and eligibility of online conferences;
- Postponement of conferences;
- Eligibility of paid events that were not implemented.

In case of „after COVID” calls

- Online showroom;
- Online showroom shooting;
- Training online solutions





ROOM FOR IMPROVEMENT

2021-2027

EDIOP PLUS

Building on the experiences of 2014-20 and moving towards complex assistance and flexibility



Fostering SMEs to participate in the international value chain

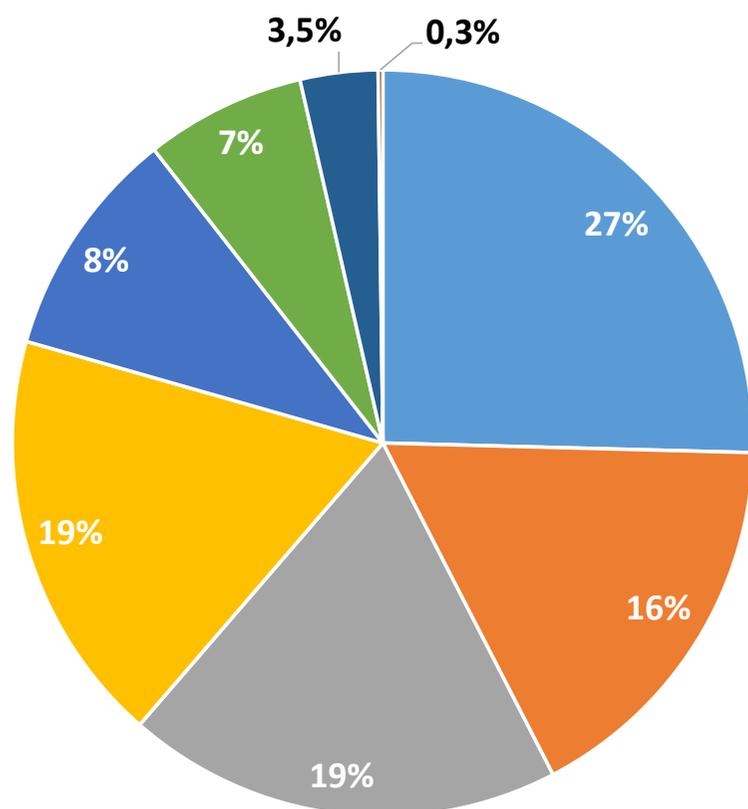
- Focusing on the real target group (small, medium)
- More tailor made calls
- More prepared SMEs
- Sector specific tools
- Online tools



More efficient use of public money

The EDIOP Plus is planned to be financially the biggest program in the next cohesion period

MFF 2021-2027 planned allocation (%)



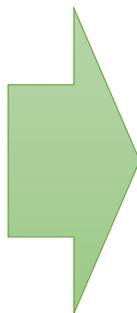
- Economic Development and Innovation Operational Programme Plus (EDIOP Plus)
- Environmental and Energy-Efficiency Operational Programme Plus (EEEOP Plus)
- Integrated Transport Development Operational Programme Plus (ITOP Plus)
- Territorial and Settlement Development Operational Programme Plus (TOP Plus)
- Digital Renewal Operational Programme Plus (DROPP Plus)
- Human Resources Development Operational Programme Plus (HDOP Plus)
- Implementation Operational Programme Plus (IOP Plus)
- Hungarian Fisheries Operational Programme Plus (HFAOP Plus)

No significant structural changes compared to 14-20 internal structure have changed slightly



EDIOP
(2014-2020)

SME development 1 779 million EUR
R+D+I 1 561 million EUR
ICT development 416 million EUR
Energy 212 million EUR
Sustainable labour market 1 604 million EUR
Youth Guarantee 108 million EUR
Competitive labour force 437 million EUR
Tourism, heritage protection 361 million EUR
Financial instruments 2 212 million EUR



	EDIOP	EDIOP Plus
TOTAL	8 690+411*	6 784
ERDF	4 329	4 990
ESF	2 149+188*	1 794
Financial instruments	2 212+224*	551 (dispersed)
Priorities	8+2*	6
No. of (planned) calls	152+2*	30
Average budget/ call	57 m EUR 200 m EUR*	226 m EUR
NEW topic		Higher education
Removed topic		Energy Digitalisation



EDIOP Plus
(2021-2027)

SME development 2 376 million EUR
R+D+I 2 052 million EUR
Sustainable labour market 850 million EUR
Youth employment 527 million EUR
Higher education and vocational training 474 million EUR
Tourism 505 million EUR

*REACT-EU





Planned priorities of EDIOP PLUS

Earmarked budget – not accepted by the COMM

SME development

- Technology modernization
- „Hungarian Multi” program
 - Sector specific calls
- Business development & entry into foreign markets

2375 mEUR

R+D+I

- R&D development, (with market reach)
- Knowledge transfer (Competence Centres, Sci. and Innovation Parks, National Labs)

2052 mEUR

Sustainable employment

707 mEUR

Youth Guarantee

527 mEUR

Higher education, vocational education

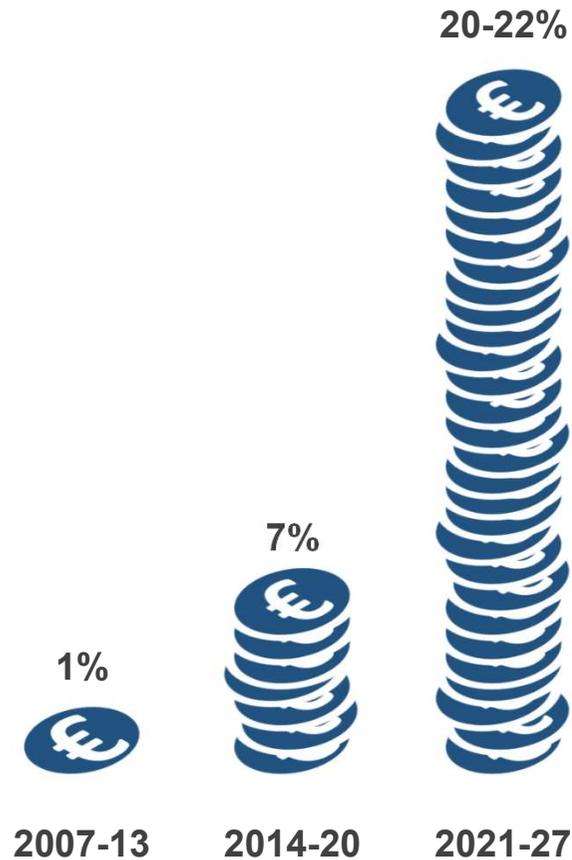
474 mEUR

Tourism, cultural heritage

505mEUR

EDIOP PLUS – FIRST calls of 2021

Fast assistance to the SME sector



EDIOP Plus-1.1.2-21 **Hungarian Multi Program** 286 million EUR

EDIOP Plus-1.2.1-21 **Upgrading technology level at SMEs**
Supporting SMSs adapt to modern business and production challenges 571 million EUR

EDIOP Plus-1.3.1-21 „**Green National Champions**”
Supporting technology development of SMEs in green economy 86 million EUR

EDIOP Plus-2.1.1-21 **Enhancing R+D+I capacities of enterprises** 390 million EUR

EDIOP Plus-3.2.1-21 **Training for employees**
Improving adaptability and productivity of enterprises through workforce development 200 million EUR

TOTAL 1 533 million EUR