Public support provided to SMEs willing to go international: the Region of Murcia experience

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European Economic and Social Committee "European SMEs in the 21st century-a world of opportunity" Brussels, May 7, 2009













Strategic Plan of the Murcia Region, 2007-2013

Objective for employment quality and growth

- Ensure the competitiveness of the main economic initiatives in the Region of Murcia.
- Improve the competitiveness of small firms, supporting their internationalization and innovation projects and helping them overcome difficulties caused by their small size

Industrial Plan of the Murcia Region, 2008-2013

Main Strategic Lines

 Promotion of internationalization initiatives: ensure high participation of industrial companies from Murcia in international markets.

http://planindustrial.regmurcia.com/







http://www.horizonte2010.carm.es/



INFO (Regional Development Agency of Murcia)



Foreign Trade Promotion
Plan of the Murcia Region,
2007-2013





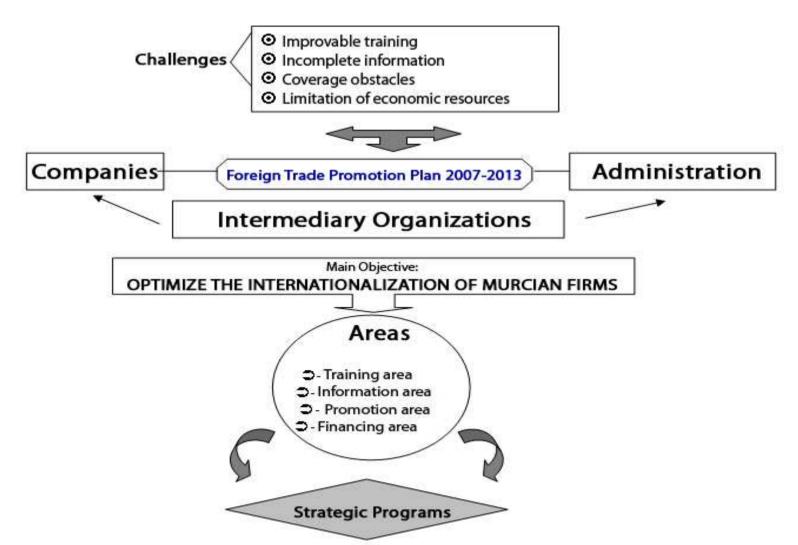


















TRAINING AREA

- 1. Foreign Trade Courses (basic and advanced)
- 2. Seminars covering a wide variety of topics
- 3. <u>Events: sector / country</u>
- 4. <u>Masters in Foreign Trade Management</u>
- 5. **Grants**
 - Internationalization (1st & 2nd phase)
 - ELIOM
 - Multilateral Agencies
 - Foreign Trade Promotion Plan







INFORMATION AREA

- 1. <u>UIMI Service</u>: The International Market Research Unit assesses the information needs of exporting firms
 - Questions
 - Business Opportunities
 - International Tenders
- 2. <u>C@BI Service</u>: Program providing firms with foreign trade information available in the Internet
- **3. <u>COBI Service</u>:** Provides information to companies involved in the PIPE Program (Initial Export Program
- **4.** <u>C@SCE Service</u>: Uses an Internet portal to provide answers to the most frequent questions in the area of foreign trade
- **5.** <u>Enterprise Europe Network</u>: Network supported by the EU to foster the internationalization of European SMEs







6. New Technologies

- @ Foreign Trade Portal: impulsoexterior.com
- @ Made in Murcia: madeinmurcia.com
- Wirtual Fair of the Murcia Region: murcia-expo.com
- @ Virtual Handcrafts Fair: artesaniademurcia.com
- @ Invest in Murcia Portal: investinmurcia.com
- @ PPEXT-ASITEL Service: interpretation service over the phone to help firms overcome the language barrier







PROMOTION AREA

- **1. Direct Trade Missions:** Provide first hand information on new potential export destinations
- **2. Reverse Trade Missions:** Visits made to Murcia by international importers and purchasers interested in specific Murcian products
- <u>3. International Fairs</u>: Associated or individual participation of Murcian firms in international events
- **4. CENEXMUR- Corporate Centers:** Temporary use of an office abroad, equipped with the necessary logistical and technological equipment, as well as with a team of expert local advisors, minimizing implementation costs.







- **5. Foreign Trade Network:** 25 offices worldwide for foreign trade professionals whose mission is to support the introduction and consolidation of products and services offered by Murcian firms in international markets (ISO 9001:2000)
- **6. Sectoral Cooperation:** PPEXT develops strategic programs to support specific production sectors

7. Special Promotions:

- **★**Annual Multi-promotion in Star Country
- → Promotion at the Point of Sale
- **Internationalization Forum Internationalization Forum**
- **灣Promotion Plan, China**
- **▶** Promotion Plan of Agrofood Products in China
- **尽Promotion Plan of Wine in the USA**







FINANCING AREA

- **ICO-Info Subsidies Internationalization**: to provide funds for firms that plan on investing outside Spain.
- Aid programs: in the different stages of their internationalization processes
 - ☑ Programs supporting Corporate Internationalization: entering new markets or launching new products
 - ✓ <u>Initial Export Program (PIPE):</u> specialized consultancy services to support firms during the first stages of corporate internationalization
- Financial Consultancy: both providing information and assisting in negotiations with insurance and finance companies

 - Services to Ensure and Finance Exports SAFEX Covers firms from Murcia in the international operations, allowing them to minimize commercial, political and extraordinary risks







Promotion Actions 2009

1. Dinamization of Strategies in Alternative Markets.

(Russia, Latin-America, Persian Gulf, North Africa)

- 2. Internationalization of the service sector.
- ICT
- Real state services
- Environment consultancy engineering architecture
- Training culture audiovisual
- Technology
- 3. Dinamization of internationalization networks.

(Exporters Club and International Tenders)

4. Direct Foreign Investment projects of high added value for Murcia.

Thank you very much for your attention





