

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

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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





PLAN DE PROMOCIÓN EXTERIOR REGIÓN DE MURCIA





TRAINING AREA

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

INFORMATION AREA

1. **UIMI Service:** The International Market Research Unit assesses the information needs of exporting firms
 - Questions
 - Business Opportunities
 - International Tenders
2. **C@BI Service:** Program providing firms with foreign trade information available in the Internet
3. **COBI Service:** Provides information to companies involved in the PIPE Program (Initial Export Program)
4. **C@SCE Service:** Uses an Internet portal to provide answers to the most frequent questions in the area of foreign trade
5. **Enterprise Europe Network:** 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
- @ **Virtual Fair of the Murcia Region:** murcia-expo.com
- @ **Virtual Handcrafts Fair:** artesianiademurcia.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

3. International Fairs: 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
- Promotion Plan, China
- Promotion Plan of Agrofood Products in China
- 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
 - ✓ **Initial Export Program (PIPE)**: 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
 - ✓ **Collaboration Agreements with Banking Institutions**
 - ✓ **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