



**UpGradeSME**  
Interreg Europe



European Union  
European Regional  
Development Fund

# Good practices and lessons learnt within the UpGradeSME project

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# Good Practices in the INTERREG Europe Programme

As a **'capitalisation'** programme, Interreg Europe is primarily targeted at local and regional public authorities and focuses on the **identification, analysis, dissemination and transfer of good practices** and policy experiences, with a view to improving the effectiveness of regional and local policies.

## Definition within the INTERREG Europe Program

Good Practices is defined as an **initiative (e.g. project, process, technique)** undertaken in **one of the programme's priority axes** which has proved to be successful in a region and which is of potential interest to other regions. Proved successful is where the good practice has already provided tangible and measurable results in achieving a specific objective.



# Good Practices within UpGradeSME

Within the UpGradeSME project the consortium identified 10 good practices in the field of SME internationalization. The table presents an extract of identified good practices.

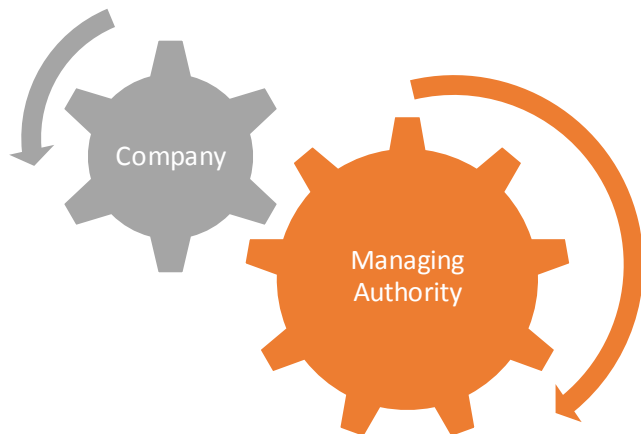
| Title of practice   | UpGradeSME Partner  | Managing Organization   |
|---|---|---|
| Promotion of RO3 SMEs Enterprise Europe Network (PROSME)  | South Muntenia Regional Development Agency                        | CRIMM (Romanian Centre for Small and Medium- sized Enterprises) |
| Business & Innovation Support Network (BISNet)  | Pannon Business Network Association                               | Regional Development Agency Centru                              |
| Cross Border Living Labs (Pre-Commercial Public Procurement for innovative products & Services) | Pannon Business Network Association                               | Productive Activities Region Autonoma Valle d'Aosta             |
| Portugal Foods –Innovation and Internationalization of SMEs of Food Industry                    | ADRAVE - Agência de Desenvolvimento Regional do Vale do Ave, S.A. | PortugalFoods   |
| GLOBAL INTERNSHIP PROGRAMME   | Fomento San Sebastián   | Fomento San Sebastián   |
| Steinbeis Network   | Steinbeis-Europa-Zentrum  | Steinbeis Foundation for economic development                   |
| Danube Transfer Center  | Steinbeis-Europa-Zentrum  | Steinbeis-Europa-Zentrum  |

# Background and what have we learned so far?

The closing up of the SMEs of Middle-East Europe is **problematic**.

UpGradeSME provides a **global perspective** by analyzing EU wide well functioning initiatives.

The main lesson learned from UpGradeSME is that the most important element is **TRUST** to be able to **learn** from each other



,Building trust is the main objective!'



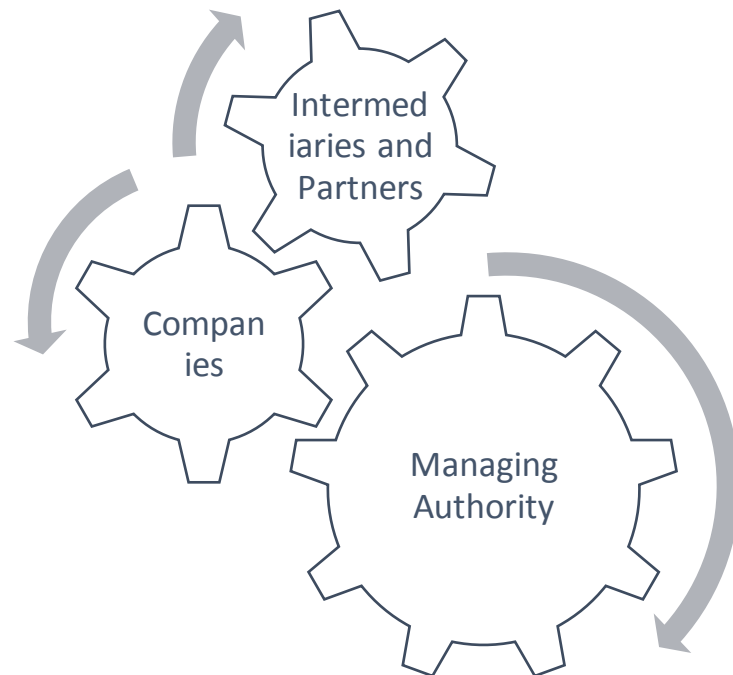
# Background and **w**hat have we learned so far?

## UpGradeSME learning

The relationship is based on **trust** in the Dutch, Basque and German regions.

**Good Practice** is the cooperation of Steinbeis-Europa-Zentrum and the Ministry for Economic Affairs, Labour and Housing Baden-Württemberg.

In Hungary and Romania we are working on establishing this level. First initiative was the kick-off meeting which enabled a first step of the multilevel governance.



# What is the connection to the EUSDR objectives?

Baden-Württemberg is **the accelerator** of the Danube Transnational Program and the EUSDR

Through the Danube Initiatives BW provides **know-how** to the emerging regions.

Through the Danube Initiatives BW **receives deep market knowledge** and builds new networks (DTC).

Baden-Württemberg established the **stable basis for the know-how transfer** with its initiatives and we in PBN aim to make the next step and want to **gain specific technology know-how** for the domestic SMEs.

**This can directly contribute to the next level of SME internationalization.**

**KEY** Cooperation of the actors of the EUSDR and INTERREG EUROPE programs

**RESULT** Better SME performance

Market knowledge

Know-how transfer

Active networks

Good examples

Committed partners

Motivated SMEs

Thank you for your attention!

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