



UpGradeSME

Interreg Europe



European Union
European Regional
Development Fund

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Wide geographical coverage with competent partners

- **Objective** | improve policy instrument of internationalization, by working and learning together
- **Timing** | Phase 1 2016-2019; Phase 2 2020-2021
 - Pannon Business Network Association (HU) – Lead Partner
 - South Muntenia Regional Development Agency (RO)
 - BUSINESS DEVELOPMENT FRIESLAND FOUNDATION (NL)
 - MUNICIPALITY OF LEEUWARDEN (NL)
 - Steinbeis Innovation gGmbH (DE)
 - ADRAVE – Regional Development Agency of Vale do Ave (PT)
 - San Sebastian Socio Economic Development Agency Ltd. (ESP)
 - Ministry for National Economy (HU)



Cu gândul în viitor, acționăm în prezent



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5 year cooperation of 8 partners in the topic of SME
Internationalization practices all over Europe



- deep **restructuring** of 6 involved policy instruments
- **SME deeply involved** - survey
- **exchange of experience workshops**
- **staff exchanges** and **study visits, peer reviews**
- the **real interaction** with different policy levels (*SMEs, intermediary organizations, MAs*)
- **6 Action plans** - methodological upgrade of the selected policy instruments.
- **EU level policy recommendation** on SME internationalization topic .

Countries

Hungary
Romania
Germany
The Netherlands
Spain
Portugal

Cooperating actors

Business networks
Ministries
Development Agencies
Municipalities

<https://www.interregeurope.eu/upgradesme/>

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#SMEgoesABROAD
@PBNhungary

Why is internationalization an important issue for SMEs?

growth and **profitability** improvements

intensify, sustain the **competitive position** through innovation and performance

enhance **managerial skills** and human capital compatibilities

diversifying **business risks**

Why policy instruments for internationalization of SMEs?

To justify intervention in a market economy it is necessary to identify precisely where the **market failure exists**, and whether it is possible to **rectify that market failure** through intervention.

The **costs of the intervention** have to be carefully assessed and the benefits estimated.

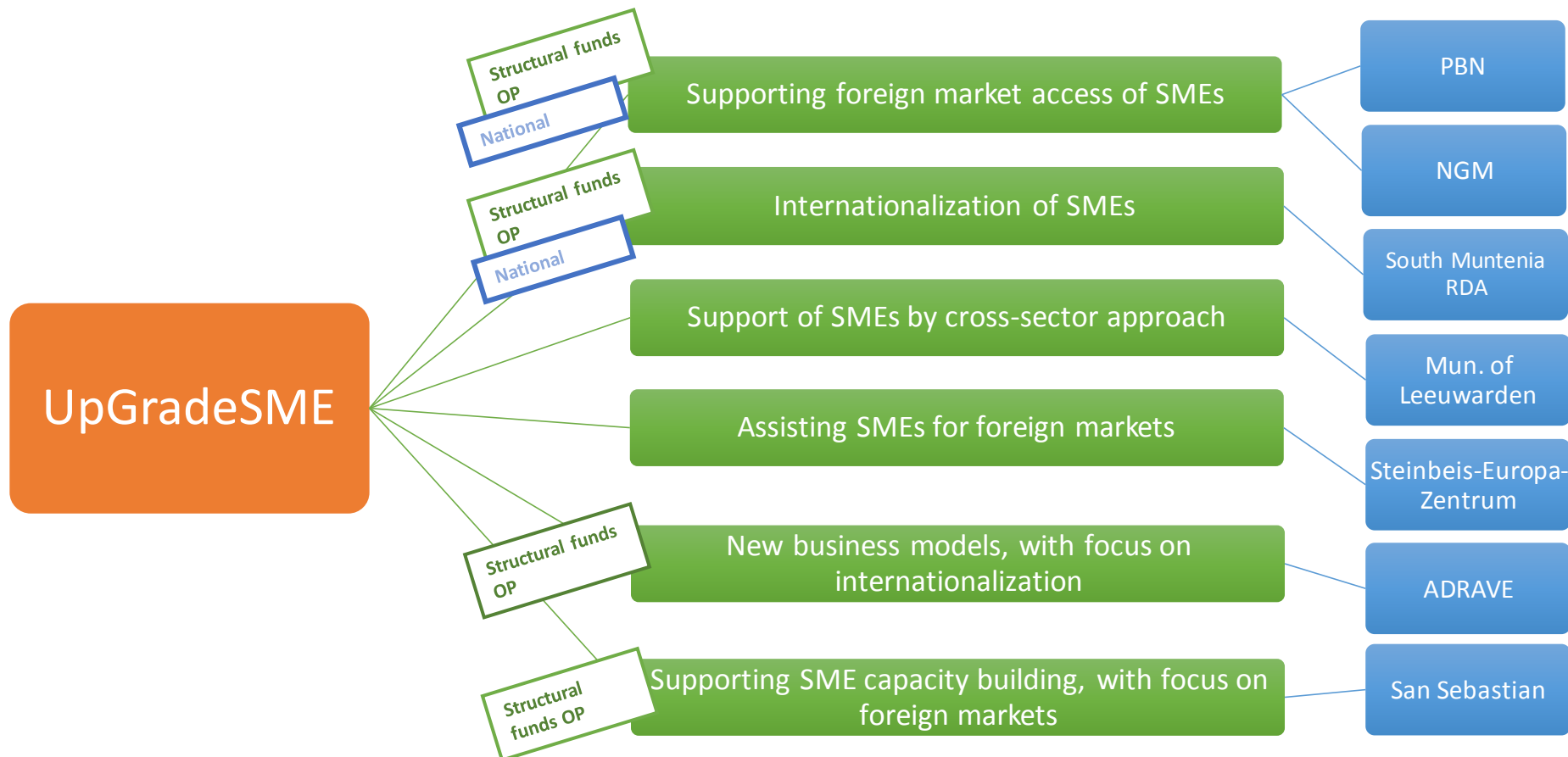
Why involving 6 countries in the project?

The research findings about SMEs' internationalization in developed countries **cannot be directly applied** to transition countries due to economic, institution, and cultural differences.

There is a need for **more research on internationalization** of SMEs in Central and Eastern Europe

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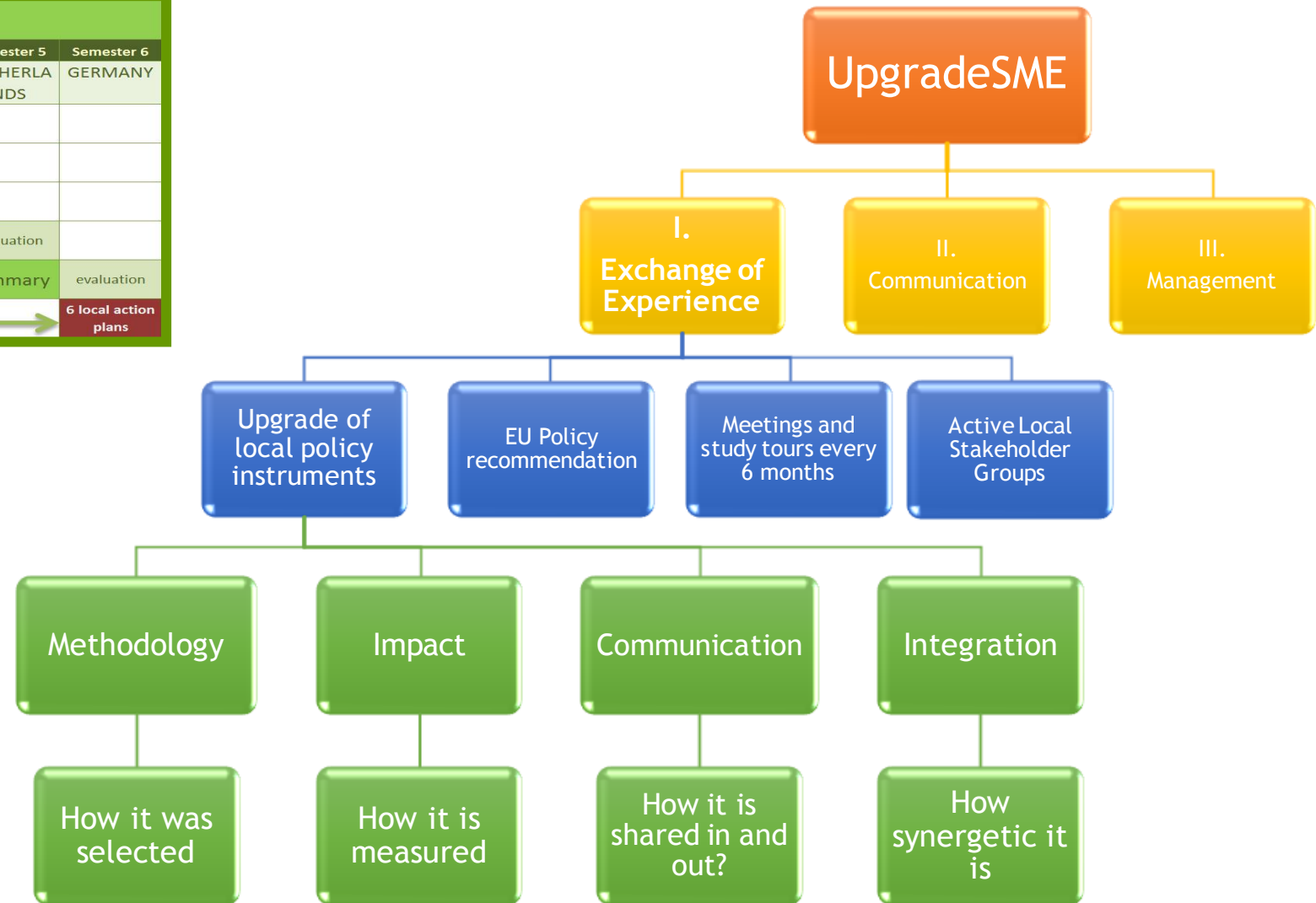
Policy instruments selected by the partners



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Methodology of implementation

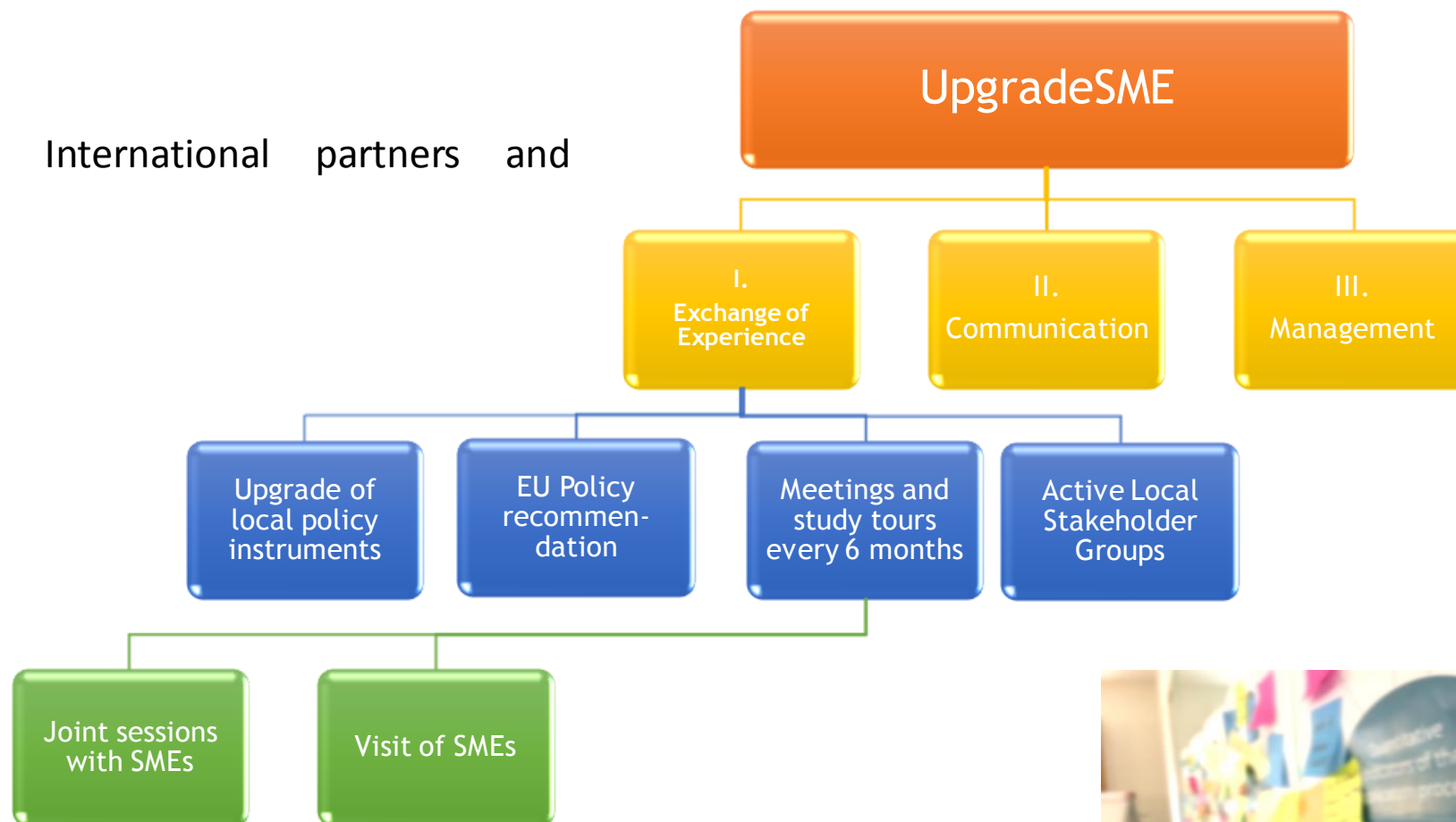
UpGradeSME work and time plan						
Phase 1	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Action and place of meetings	HUNGARY	PORTUGAL	GERMANY	ROMANIA	NETHERLANDS	GERMANY
0. STRUCTURING Coordinating: PBN (Hungary)	Summary					
1. POLICY METHODOLOGY Coordinating: Steinbeiss (Germany)	preparation	Summary	evaluation			
2. POLICY IMPACT Coordinating: Netherlands		preparation	Summary	evaluation		
3. POLICY COMMUNICATION Coordinating partner: PORTUGAL			preparation	Summary	evaluation	
4. POLICY INTEGRATION Coordinating: ROMANIA				preparation	Summary	evaluation
5. ACTION PLAN COMPOSITION Coordinating: PBN (Hungary)	→					6 local action plans



Methodology of implementation

Multilevel Meeting -

SMEs, Managing Authority, International partners and stakeholders together



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Thank you!



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