

EU OPEN FOR BUSINESS – A NEW COMPASS FOR SMEs

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Enterprise Europe Network

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Enterprise Europe Network

- Helps ambitious European businesses to innovate & expand internationally
- High quality advisory /partnership services free of charge
- SME feedback function

INTERNATIONAL PARTNERSHIPS

Partnership database

Brokerage events

Company missions

ADVISORY SUPPORT

Advice on EU laws and standards

Market intelligence

IPR expertise

INNOVATION SUPPORT

Access to finance and funding

Innovation Management Services

Support for scale-ups

Technology transfer

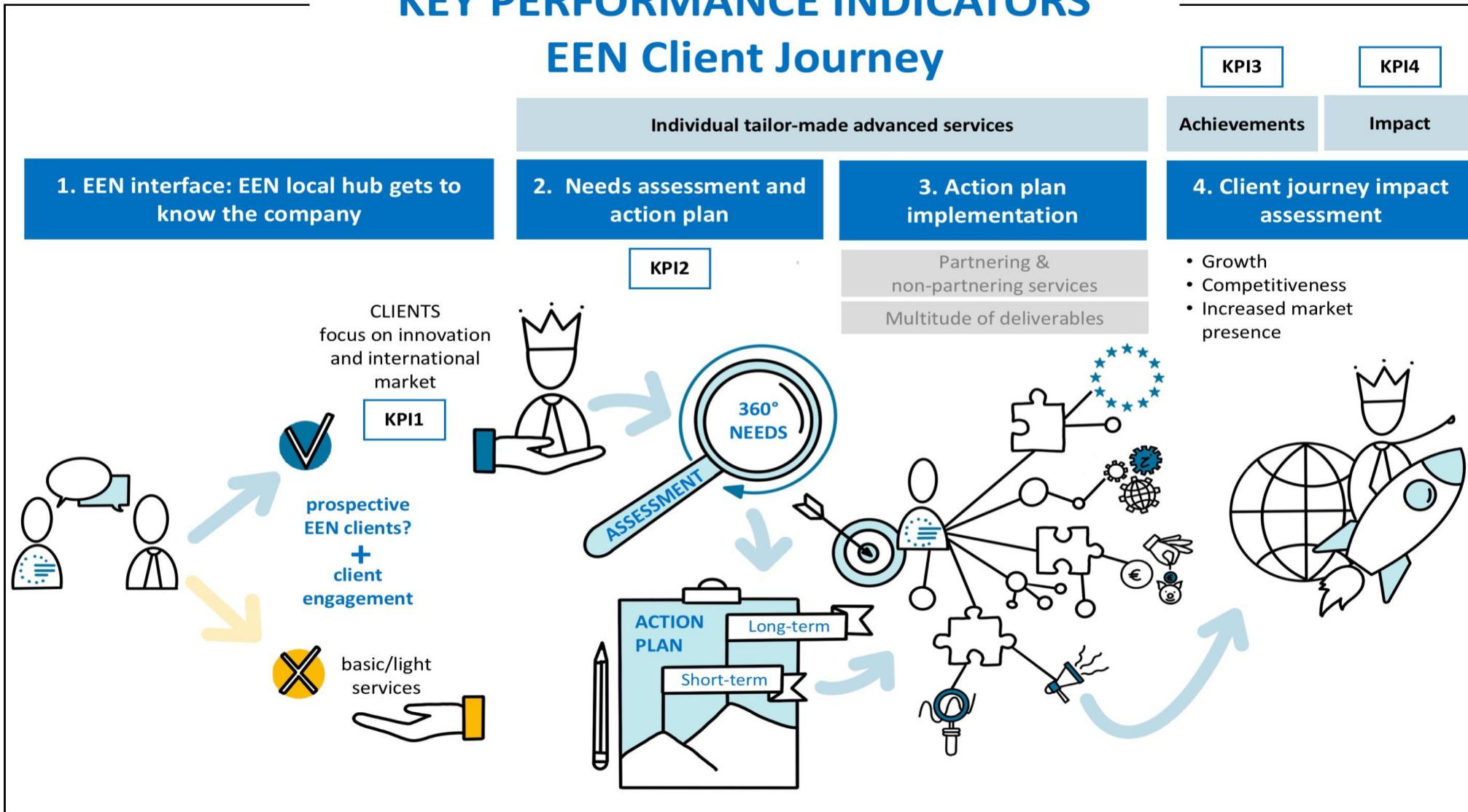
Co-funded under the EU's Programme for Competitiveness of Enterprises & SMEs (COSME)

Enterprise Europe Members

- Regional /national consortia
- A strong network effect
- Each consortium provides the full range of EEN advisory and partnership services
- **Network's main assets:**
 - The same mindset in all partner organisations across the Network
 - Client-centric, problem solving and down to earth (maximising co-creation)
 - Proximity to clients (in each NUTS 1 area)
 - Holistic view on SME business management
 - No 'one size fits all' mentality
 - Strong embeddedness in local ecosystems

KEY PERFORMANCE INDICATORS

EEN Client Journey



Thematic Priorities of the Enterprise Europe Network

Core Services of the Network

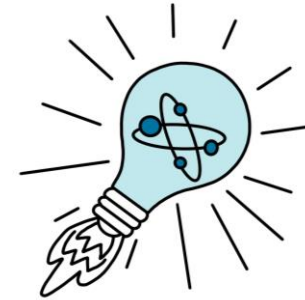
Internationalisation



Access to Finance

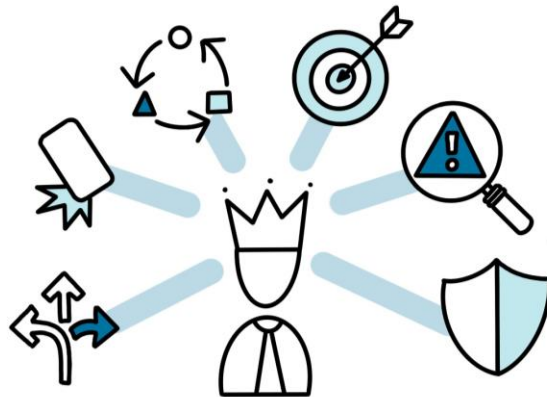


Innovation



EU policy priorities

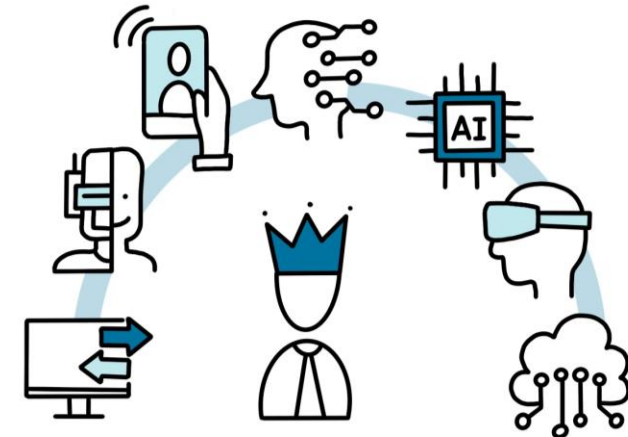
Resilience
(enhancing post-Corona resilience of SMEs)



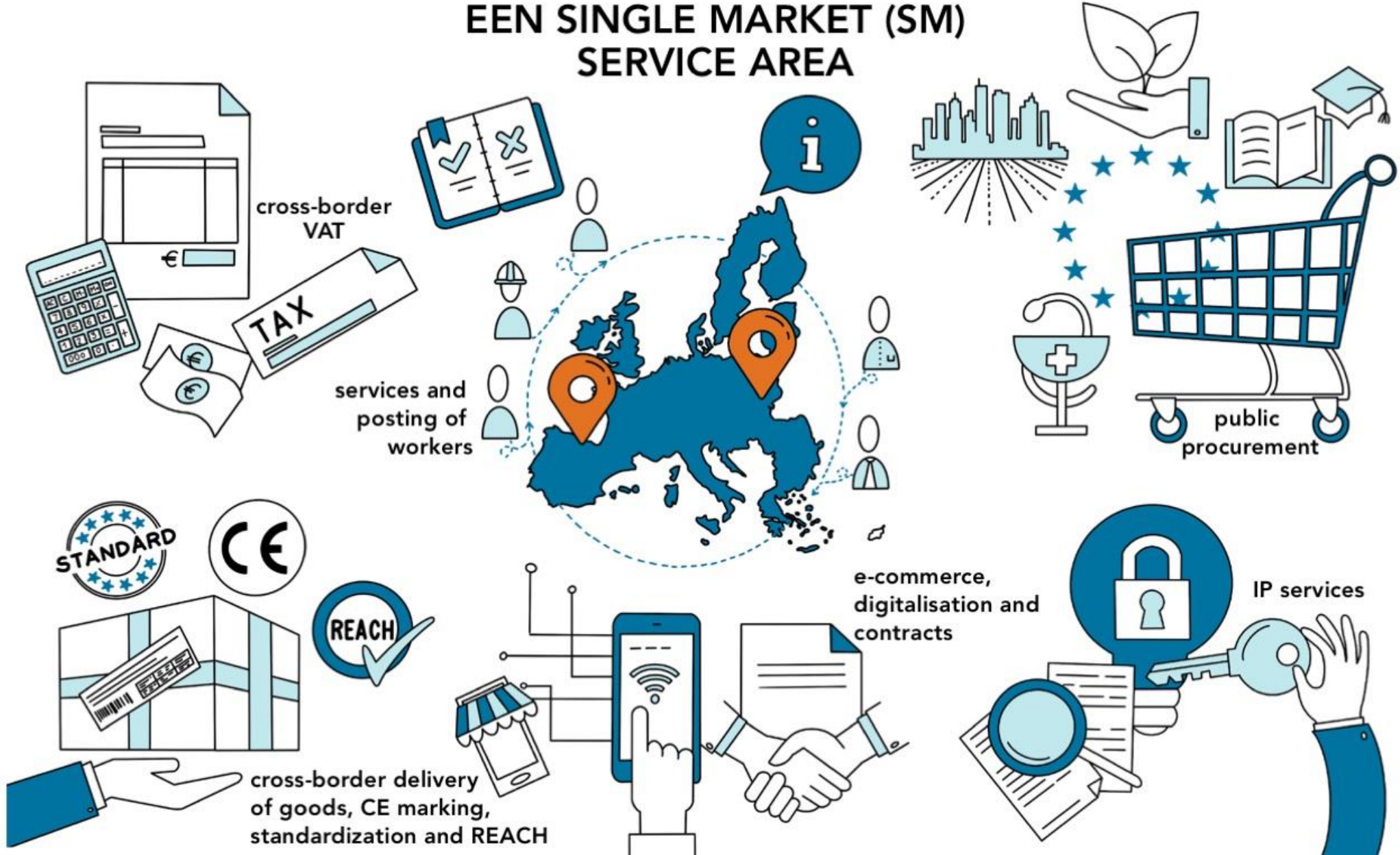
Sustainability
(Green Deal)



Digitalisation
(digital transformation in SMEs)



EEN SINGLE MARKET (SM) SERVICE AREA



Types of Covid-19 related Single Market issues faced by EEN clients in the past year as example for our services

- ✓ Barriers to free movement of goods (CE-marking, other product rules)
- ✓ Services, cross border workers, social security/health coverage
- ✓ Help for understanding legal requirements for transforming products to meet Covid-19 related needs (PPE, sanitization products, isolation equipment....)
- ✓ Demand for certain types of products and services has stopped dead (how can I transform my business + related legal requirements – not necessarily to Covid-related sectors, but to something that will generate revenue now or in the very short term)
- ✓ Challenges of digitalization (teleworking, interacting with clients, e-commerce...)
- ✓ Contract issues (non fulfilment of partnership agreement arrangements due to the crisis)

Testimonial from a client of EEN Graz
(Austria) with support from the Network

<https://www.youtube.com/watch?v=nkeZuT6Pi7E>

EEN Network: Advisory and partnership services

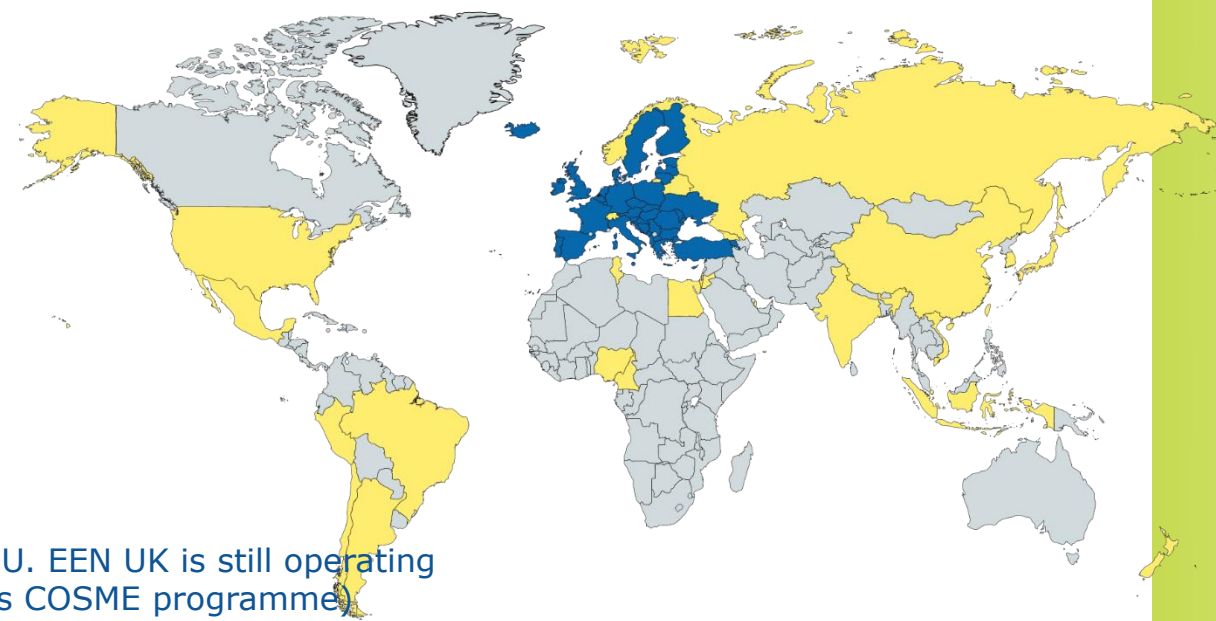
EU Member States +

Iceland	N-Macedonia
Albania	Serbia
Armenia	Turkey
Bosnia Herz.	Ukraine
Kosovo	UK
Moldova	
Montenegro	



EEN International partners – not co-funded by the EU - Partnership services/ country information

Switzerland	Jordan
Norway	Mexico
Argentina	Nigeria
Belarus	New Zealand
Brazil	Peru
Cameroon	Qatar
Canada	Russia
Chile	Singapore
China	South Korea
Egypt	Taiwan
Georgia	Tunisia
India	Uruguay
Indonesia	USA
Israel	Vietnam
Japan	



The UK has left the EU. EEN UK is still operating (grant under previous COSME programme)

EEN – International partners

International Partnership Services

- Business cooperation, technology transfer, innovation and research projects (matchmaking events, technology brokerage and company missions).
- Cooperation Database with 10 000 cooperation demands and offers.

International Market Access information

- Market knowledge for European SMEs wishing to expand their business /invest in the target country

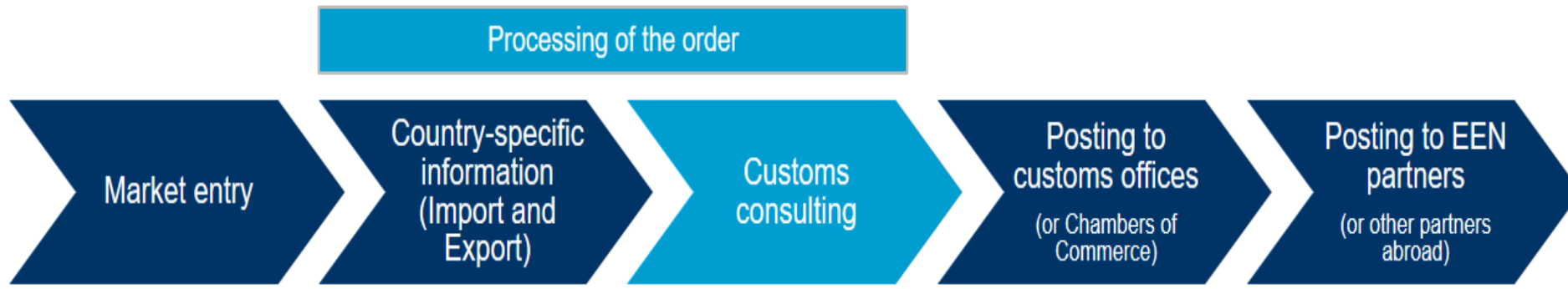
EEN – Internationalisation process

Checking the capacity of the company to internationalise successfully (EU and beyond)

- Assess the international potential of a SME

Advanced advisory services on:

- Market research and market choice: deepening the market assessment and choosing where to go
- Training, Information, Coaching, to acquire the relevant skills to implement the Internationalisation Process
- Strategy including business planning & finance
- Going International: support SMEs in finding international partners
- Follow up: secure success with follow up advice
- How to export: assist companies from quotation to shipment



Market research

Business Partner Search

Location consultancy

Company data

Cooperation exchange

others

Posting of employees

Direct investment

Company law

Tax law

cooperations

Legal advice

Country-specific information

Financing and funding

Specific info on branches

others

Customs procedures

Carnets

Tariff rates

Rules of origin

FTAs

others

Export declaration

Export and import documents

Supplier's declaration

Movement certificates

Issuing of Carnets

Issuing certificates of origin

others

Legal advice in destination country

Local support

EEN – Success story

Brussels import/export company distributing pharmaceutical products and medical devices to pharmacies and hospitals looking for new suppliers and distributors



Company meeting

- Intake assessment
- Identification of the needs and targets of the company



Partnering support

- Dissemination of the profile and business offer & request in the Partnership Opportunities Database
- Managing 80 expressions of interest for the profiles



Partnership agreements

- signed with companies in Korea, Denmark, Spain and Slovakia
- Assistance for negotiation
- Advice on distribution contracts

What's next for the Enterprise Europe Network?

- New contracts as of 2022
- Under umbrella of Single Market programme
- Strong focus on Resilience, Digitisation and Sustainability
- Close cooperation with European Innovation and Digitalisation Services (EDIH)
- Closer Synergies with Clusters and the 14 Industrial Ecosystems