



enterprise europe

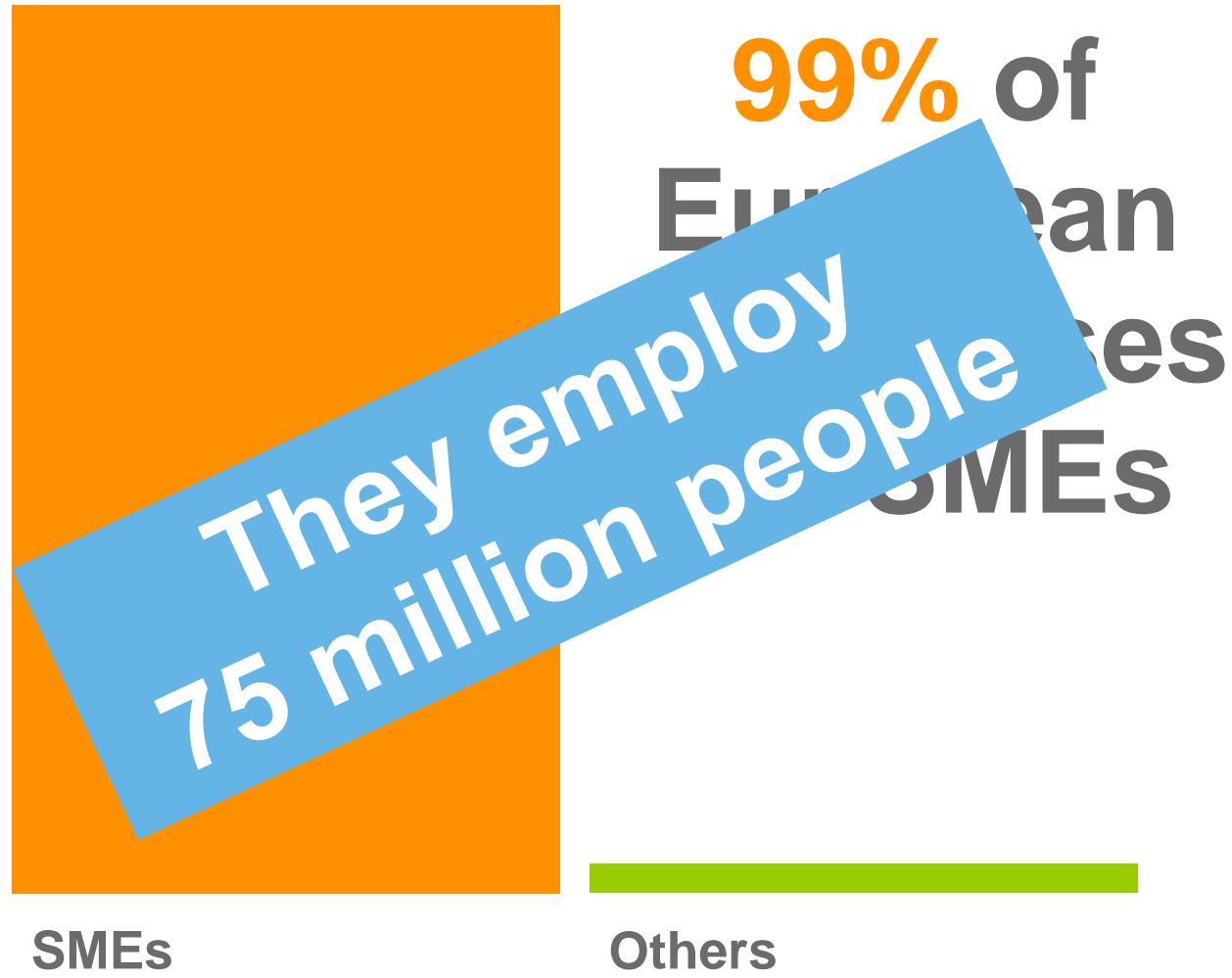


Business Support on Your Doorstep

The Network: Scope and Success

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70% of Chinese
SMEs export

30% of US
SMEs export

8% of European
SMEs export



THE COMPETITIVENESS & INNOVATION PROGRAMME - CIP

Entrepreneurship and Innovation Programme (EIP)



- Better access to finance for SMEs through venture capital investment & loan guarantee instruments
- Business & innovation support services delivered through a network of regional centres
- Promotion of entrepreneurship & innovation
- Support for eco-innovation
- Support for policy-making that encourages entrepreneurship & innovation

Information Communication Technologies Policy support Programme (ICT PSP)



- Developing a single European information space
- Strengthening the European internal market for ICT & ICT-based products & services
- Encouraging innovation through the wider adoption of & investment in ICT
- Developing an inclusive information society & more efficient and effective services in areas of public interest
- Improving of quality of life

Intelligent Energy Europe (IEE)



- Fostering energy efficiency & the rational use of energy sources
- Promoting new & renewable energy sources & energy diversification
- Promoting energy efficiency & new energy sources in transport

Remit of the Executive Agency for Competitiveness and Innovation-EACI

CIP

EIP







enterprise europe network

Business Support

Funded by the European
Commission under the
Competitiveness &
Innovation Programme
Programme (CIP)



Business Support on Your Doorstep



Integrated Services

One-stop shop for
European SMEs

Practical help from **local** organisations

Listening to SMEs



Ambition

Over the next three years, the Network will:

- Carry out **50,000 technology and business reviews**
- Help businesses to sign **1,000 cooperation agreements**
- Organise international **brokerage events** for **12,000 companies**

Databases: a good start

- BBS – 4859 profiles
- BCD – 6388 active profiles
- BEMT – 62 events

The story so far

- 3.1 million SMEs reached via 12 000 newsletters published
- 50 000 initial visits to companies
- 10 000 local events attracting 400 000 SMEs
- 500 brokerage events attracting 15 000 SMEs

Animation Activities

- Working Group on internationalisation
- Staff Exchange/ Mentoring
- Innovation Support Services
- Training
- 2010 – further activities for Article 21.5 partners

WG on Internationalisation

Mission:

- To investigate SMEs' needs and opportunities to go international
- To provide the Network Partners with tools
- To support their SMEs
- To give feedback to European Commission

WG on Internationalisation

- Some examples:
- First diagnosis of SMEs interested in going international
- SWOT Analysis
- Identification of existing clusters
- ABC of Business Cooperation
- Country fact sheets
- Proposal for staff exchange, within the Network

Mentoring / Staff exchange

What is it about?

- Have colleagues help you to improve your service
- Exchange staff for mutual benefits
- Learn and share you know-how

How does it work?

- Two tables (offer and request)
- Some guidelines (not binding)



List of trainers from the Network

Become a trainer for the Network and/or consult the list of trainers!

- Submit your profile as Network trainer (ongoing basis)
- Browse the updated list of Network trainers
- Currently 32 Network trainers in the list
- List used by other Network partners and by the EACI

All information available on the Network Intranet training page!

Innovation Support Services

- For Innovation support services, the idea is to put at disposal of the Network project results (Europe Innova, Pro-Inno, Innov7), which can suggest tools or resources to provide new services in the field of innovation.
- For the moment, 8 project results have been screened and validated by EACI in order to be passed over to the Network
- For each of them, the intranet provides:
 - short description;
 - how you can uptake them;
 - the benefits for you.

EU & Services Bulletin

- Selected information to support Network Partners' daily activities. Different sections:
 - EU and EACI News
 - Training and Events
 - Member's corner
 - Publications
- Published on the FirstClass Conference «EU and Services News» and soon also on the intranet webpage «EU Information ».



Monthly internal newsletter

- New EU policies and what partners think about them
- Success stories and good practices
- Country profiles

> Send us your comments and contributions via FirstClass



Visual identity

New templates available

- **Badge**
- **CD**
- **Invitation**
- **Post-it**
- **Visiting card**
- **Letter**



**>> Download from communication conference in FirstClass
or from the communication page on the intranet**

Intranet / FirstClass

- Intranet next priority after public website
- Integrated concept, depends on technical possibilities (CMS)
- Less FirstClass, more intranet

The screenshot shows the homepage of the Enterprise Europe Network Intranet. The header includes the European Commission logo and navigation links for Search, Contact, Legal notice, and English (en). The main content area features a 'HOT TOPIC' section with a photo of a conference and a 'WHAT'S NEW' section with three news items, all dated 21 Dec 2008. A sidebar on the left contains a navigation menu with links like Home, About us, BBS, BCD, Events, Who is who, Network, Management, News, Business Services, Sector Groups, Success Stories, SME Feedback, Specific Actions, and Archives. A 'My account' box on the right shows the user is logged in as F. Hagemann. The footer contains logos for the European Union, Enterprise Europe Network, and EACI, along with copyright and privacy information.

- **Thank you for your attention!**