

Internationalization of SMES

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Why globalise?



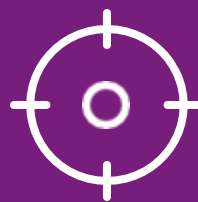
Born global



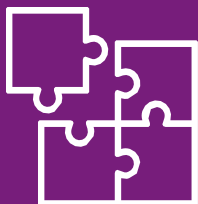
Innovative barriers for the cluster members



Knowledge and research is global



Clusters have an impact for SME internationalisation



Globalisation is matching the needs in the cluster



Often the companies expect to get help to internationalisation. Rarely this comes from the cluster policy side.

A gateway to other ecosystems

Clusters - and supporting organisations - are all over the world. Alone in Europe the estimate is around 3.000. On a world basis almost 8.000

Quite many of them have initiated cross border collaboration – either regionally or across the world



Using this collaboration as a tool of intelligence: New trends, inspiration and testing of potential

The pandemic has accelerated this
– easier with the digital collaboration and support for disrupted value chains is needed more now than ever

Think globally and bigger

Supra-market, Globalization of economic corridors

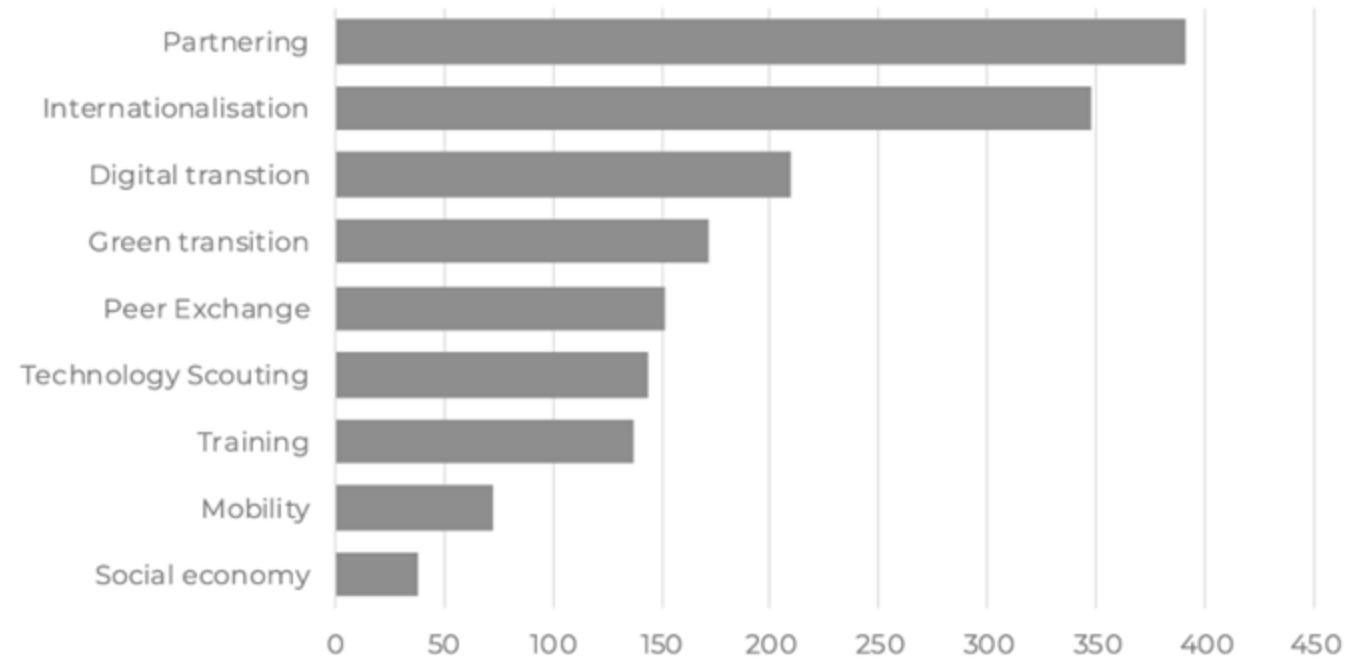
Cross-clustering, link between big companies and SME's in going global together and involvement with public organizations

Merging of clusters

Creating new networks of clusters

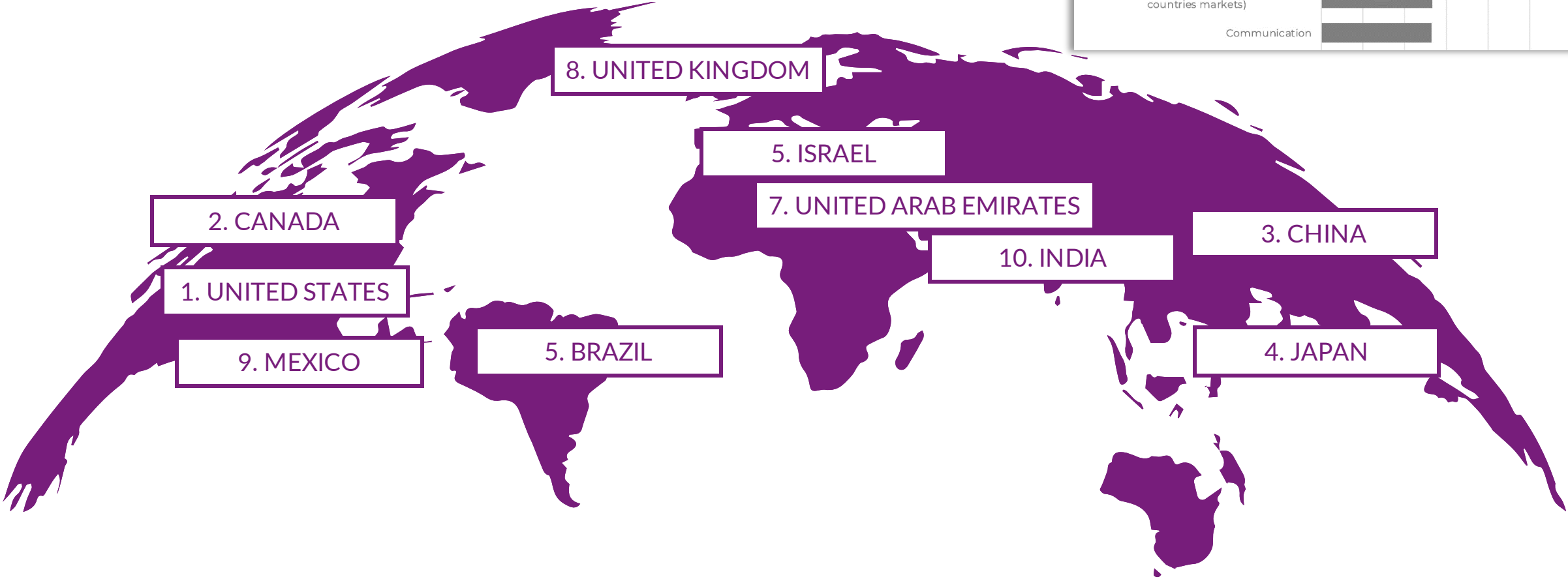
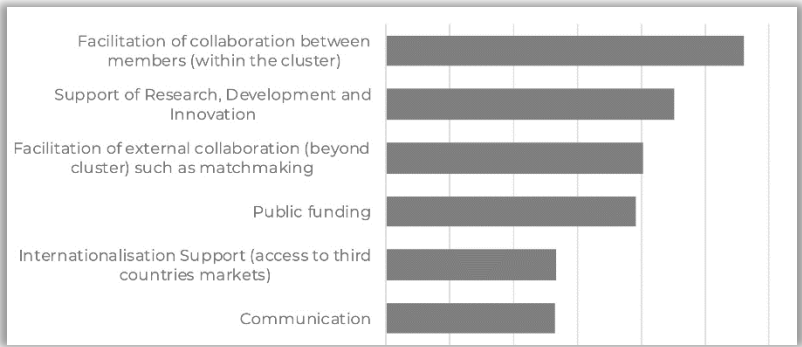
Looking at superclusters and their strategies

Collaboration interests in European Cluster Organizations



Source: Based on ECCP profile data; sample of 468 cluster organisations with updated profiles on 29/11/2021.

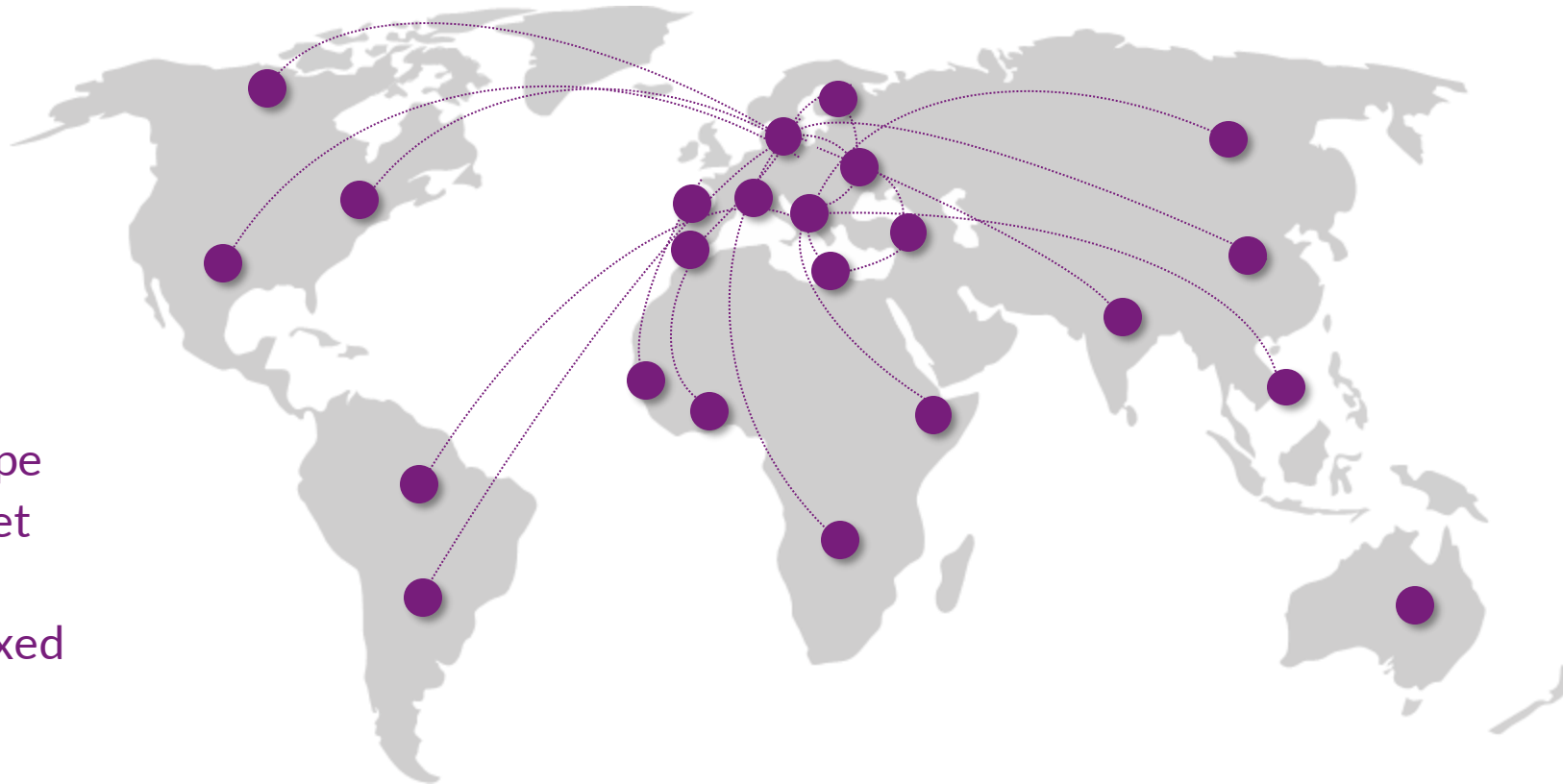
Target countries and key services



Globalisation is still on – but the thinking and the dynamics is changing

Bye bye to the free market?

More state, less market... In Europe the energy market is now more regulated with fixed levels for prices



More control, more secure supply and strategic choices on how and where to buy products and services

But still need for knowledge and market collaboration on a global scale

So what to do - take stock of what you got

COMPETENCES FOR GLOBALISATION

Use the board of the cluster to navigate in the new situation

Globalisation in a cluster organisation is normally not a full time position.

Important to let it be driven by passion and dedication

FUNDING: NORMALLY THE GLOBAL FUNDING IS A PATCHWORK

If lucky a bit from the official cluster program

Fee from companies interested in specific markets – or services

Global funding is available, but it's a jungle.

USE EXISTING NETWORKS TO OPEN DOORS AND SNOWBALL

Trade and investment promotion agencies

Innovation offices abroad

Other clusters – or cluster like organisations.