

# Thematic Group Internationalisation

WHAT WE ARE ABOUT

## Did you know?

- Only **13 %** of European companies do business outside the EU
- **90%** of the world's economic growth will be generated outside EU in next 5 years
- Emerging markets are expected to account for **60%** of world GDP by 2030

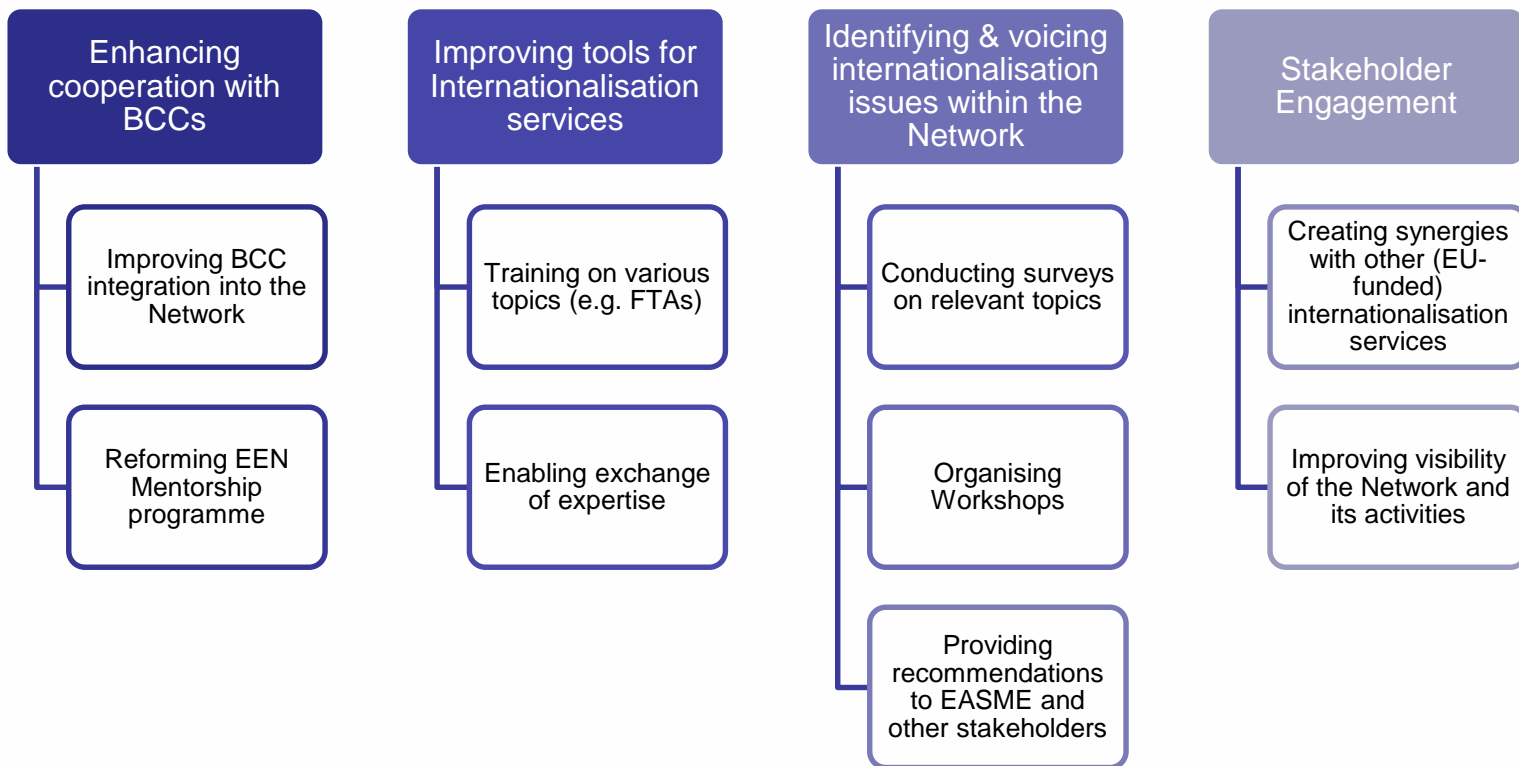
# Mission Statement

- I. Facilitate a better flow of information as well as good practices, expertise and contacts related to internationalisation between EU and third country Network partners;
- II. Contribute to improving Network services on internationalisation;
- III. Improve the quality of services for accessing third country markets provided to European SMEs by the Business Cooperation Centres.

## Key challenges we look at

- ✓ Improving cooperation with EEN Business Cooperation Centres
- ✓ Improving EEN service offerings to clients
- ✓ Highlighting key internationalisation issues in the Network
- ✓ Identifying synergies with other EU-financed internationalisation initiatives

# Pillars of our work



# The Executive team \*

Jean-Philippe Mergen (Chair)

- Director Internationalisation
- Chamber of Commerce of Brussels

Christiana Siambekou

- Technology Transfer Consultant
- Praxi Network

Lorna Maclean

- Enterprise Europe Network Scotland Co-ordinator
- Scottish Enterprise

Wolfgang Treinen

- Manager Funding I EU-Services
- Berlin Partner for Business and Technology

Juan-J. Carmona-Schneider and Adina Golombeck (Substitute)

- Project Manager "Internationalisation"
- ZENIT GmbH, NRW.Europa

Vanessa Vlotides

- Head of International Business Team
- London Chamber of Commerce and Industry

\* Supported by 85 TCPs, incl. 9 BCC representatives

## Our past activities

- **Aug. 2017**, Survey on BCCs' operational status: 43 responses from 24 countries
- **Sept. 2017, Brussels** Workshop "How to successfully support your SME clients to go international": 28 participants incl. 5 BCCs
- **Sept. 2018, London** Decentralised Training "Free Trade Agreements": 23 participants from 15 countries
- **Nov. 2018**, EEN Mentorship survey: target group: BCCs as well as past and current mentors from the Network -13 BCCs and 11mentors answered

# Our activities – what others say...

*This is the kind of training that allows us to go back to our work with more confidence to better help our clients.*

*This training was a great starting point for taking the topic 'FTAs' further and capacitating the Network – follow-up trainings are needed!*

*Thus far the best EEN training I have been to. Thank you!*

*I enjoyed meeting colleagues with very different backgrounds, learning more about current issues, intercultural skills, discussions on the content of the Network.*

*I broadened my knowledge regarding the initiatives undertaken by the EU to help SMEs to expand beyond EU as well as I improved my competencies to interact with other EEN colleagues from different cultures and regions.*





# Our planned activities for 2019

- **January 2019:** Comments on the draft version of the Internationalisation Guide Book
- **January 2019:** Results of the survey on “BCC Mentorship Programme”
- **1<sup>st</sup> semester 2019:** Contribution to the EEN Vision Group Internationalisation
- **1<sup>st</sup> quarter 2019:** Contribution to WG Free Trade Agreement (FTA)
- **2<sup>nd</sup> quarter 2019, Brussels:** Workshop “Improved BCC Mentorship Programme” + other internationalisation topics
- **2<sup>nd</sup> semester 2019:** Training on Free Trade Agreements  
+ Workshop on 3<sup>rd</sup> countries in cooperation with BCCs

# Survey on training need assessment

- Questionnaire sent out to TCP Internationalisation

How familiar are you with these notions?  
(tariff, quota, madb, origin, FTA, WTO, EPA, etc.)

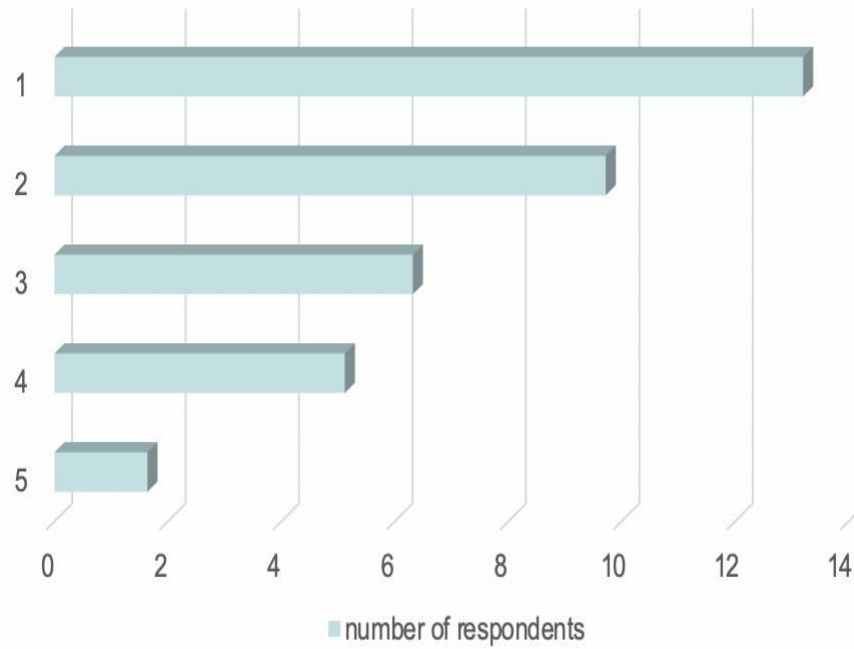
25 notions

3 questions "would you participate in a training on...?"

36 responses

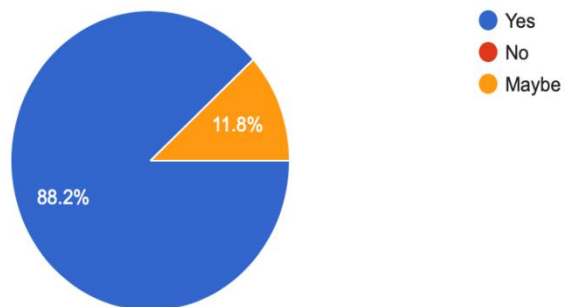
# Results

1: not familiar at all  
5: extremely familiar



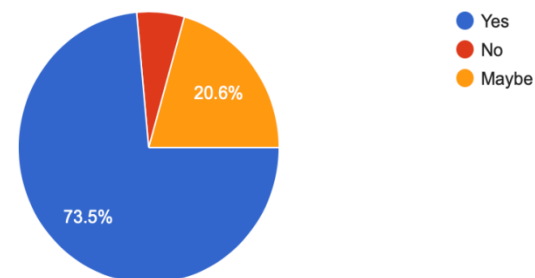
## Would you participate in EEN trainings on these notions?

34 responses



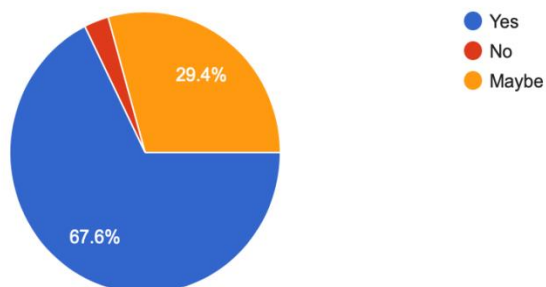
## Would you participate in a EEN training on how to use the MADB?

34 responses



## Would you participate in a EEN training on how to combine the 3 pillars of calculation of customs tariffs?

34 responses



# Contact us

Get in touch with the Thematic Group via the EEN Network Forum:  
[TG Internationalisation of SMEs to 3rd countries](#)

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User Control Panel > View your posts > Forums tree view Adina Golombeck-Tauyatswala (DE00614) - Active

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Moderator: Thomas Steiert (BE00275) - Active

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TOPICS	REPLIES	VIEWS	LAST POST
 <b>Vision Implementation - TG Internationalisation - 1st meetin</b> by Lorna Maclean User (UK00468) - Active > 07 Sep 2018 13:15	2	31	by Lorna Maclean User (UK00468) - Active > 20 Sep 2018 13:40
 <b>EEN Working Group - EU Free Trade Agreements</b> by Thomas Steiert (BE00275) - Active > 19 Sep 2018 13:09	0	21	by Thomas Steiert (BE00275) - Active > 19 Sep 2018 13:09
 <b>Digitalisation in the Agro sector</b> by Anita Hendinger (HU00704) - Active > 11 Sep 2018 16:25	7	45	by Friedhelm Forge (DE00333) - Active > 18 Sep 2018 09:46
 <b>Mediterranean Women Entrepreneurs Forum, 2/3 October, Amman</b> by Eric Koch (BE00275) - Active > 17 Sep 2018 09:26	0	16	by Eric Koch (BE00275) - Active > 17 Sep 2018 09:26
 <b>SAVE THE DATE - Decentralised Training 3-4. Dec. 2018</b>	0	32	by Angelika Hoß (DE00061)