



EU INDUSTRY DAYS 2021

23-26 February 2021

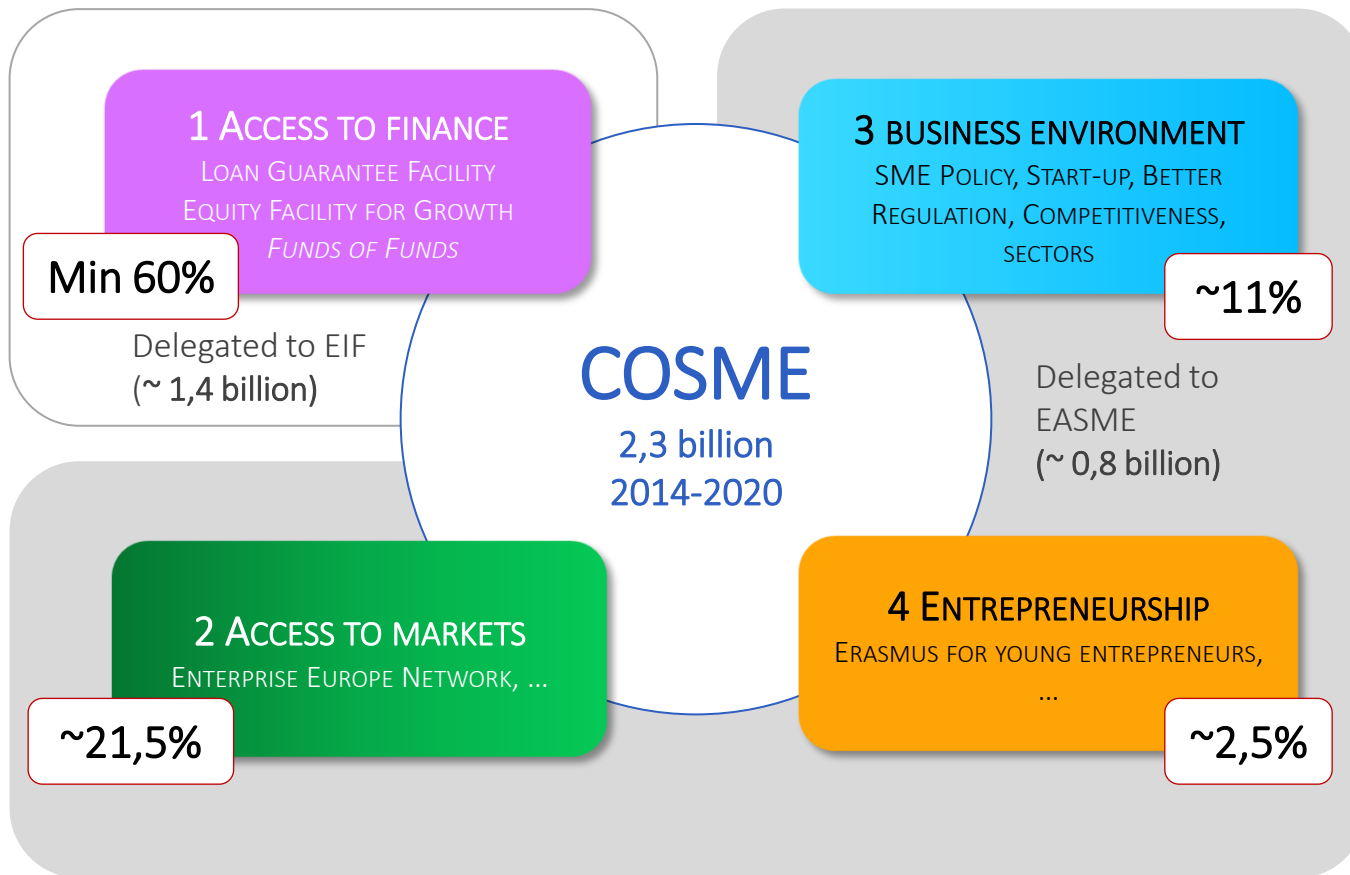
#EUIndustryDays
#NextGenerationEU



SINGLE MARKET PROGRAMME – COSME

Giacomo MATTINO' – Head of Unit
DG GROW – SME internationalization

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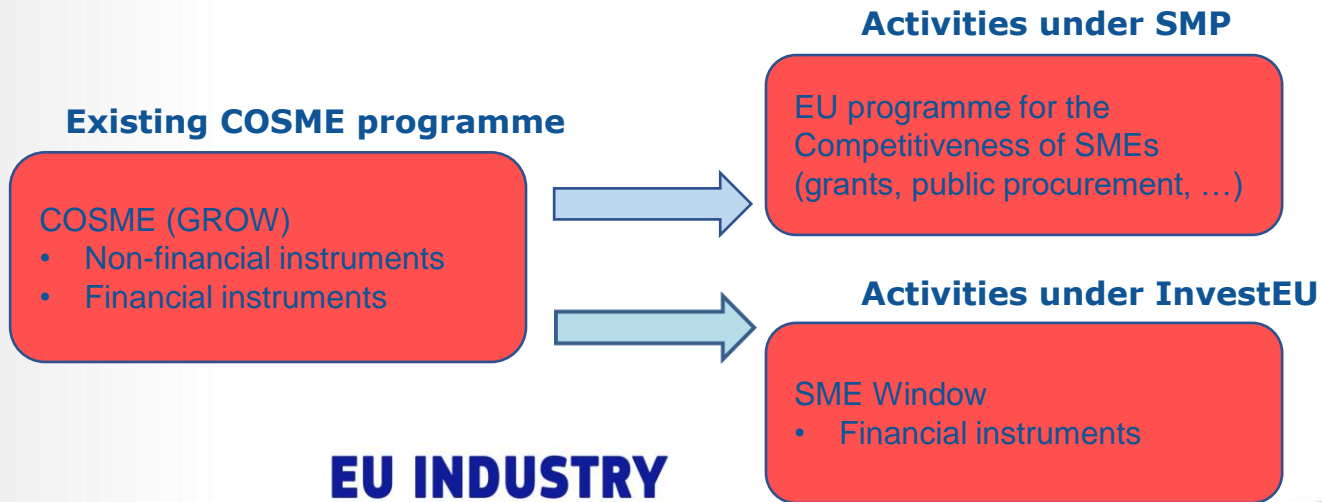
RESULTS

- **LGF:** More than € 36.6 billion of financing already provided to 614,311 SMEs in 32 countries, 86% of SMEs supported are micro enterprises and self-employed and 48% start-ups
- **EEN** partners provided information, advice and support services to 221,425 SMEs in 2019, 150,000 SMEs in local events; 85,000 meetings between SMEs; signature of 3,166 international partnership agreements.
- **Clusters Go international:** 64 partnerships involving 300 clusters, supporting them in developing and internationalisation strategy and putting it into practice.
- 118 transnational public-private **tourism** partnerships involving over 150 SMEs and 200 tourism stakeholders from 31 European countries.
- **EYE:** About 9100 exchanges, more than 22000 entrepreneurs in the database (leading: IT, ES, UK, DE, FR), about 200 Intermediaries Organisations in 37 countries



MFF 2021-2027

Improving the competitiveness of enterprises with special emphasis on SMEs



- Strategic and integrated approach towards a well-functioning Single Market:

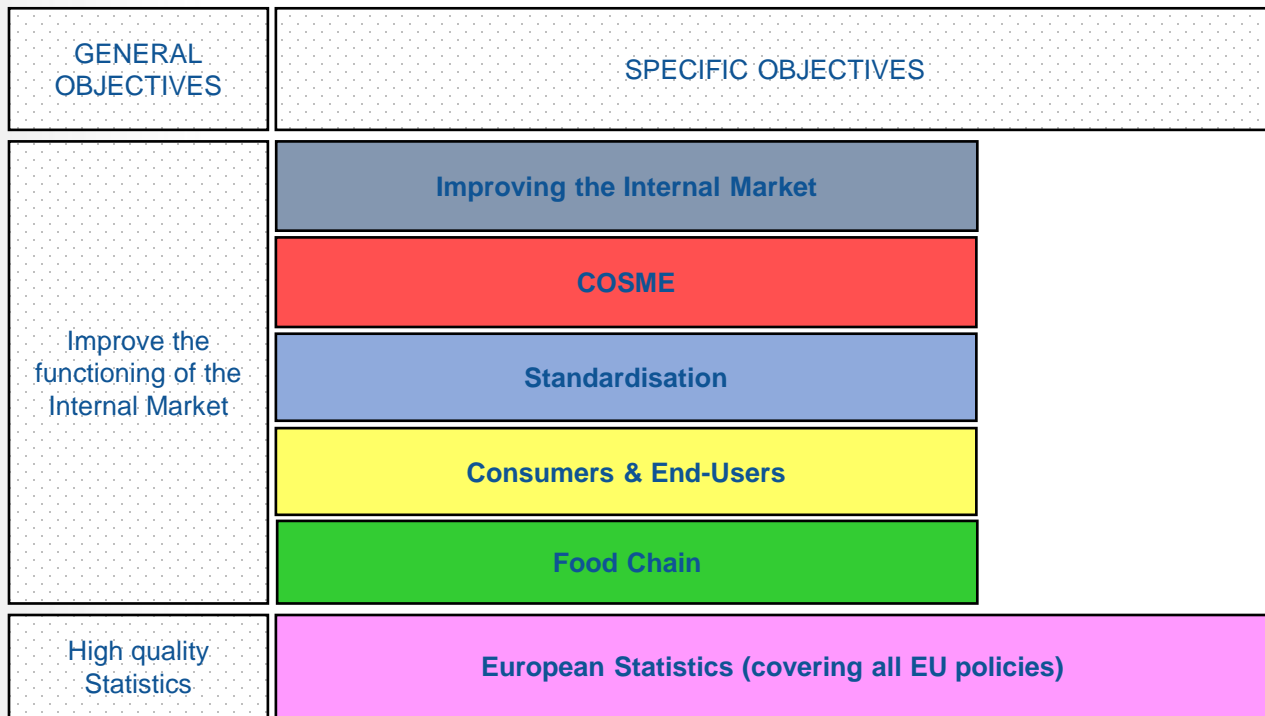
To strengthen the governance of the internal market and to enable consumers, businesses and public authorities to take full advantage of the market integration and opening, to support the competitiveness of enterprises, in particular small and medium-sized enterprises, and to establish a framework for European statistics



- Establishes a financial framework
- Coordinated package of 6 previously separate programmes across DGs to become strands of one programme – the SMP within MFF 2021-2027



STRUCTURE AND OBJECTIVES



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Budgetary envelope of EUR 4 208 041 000

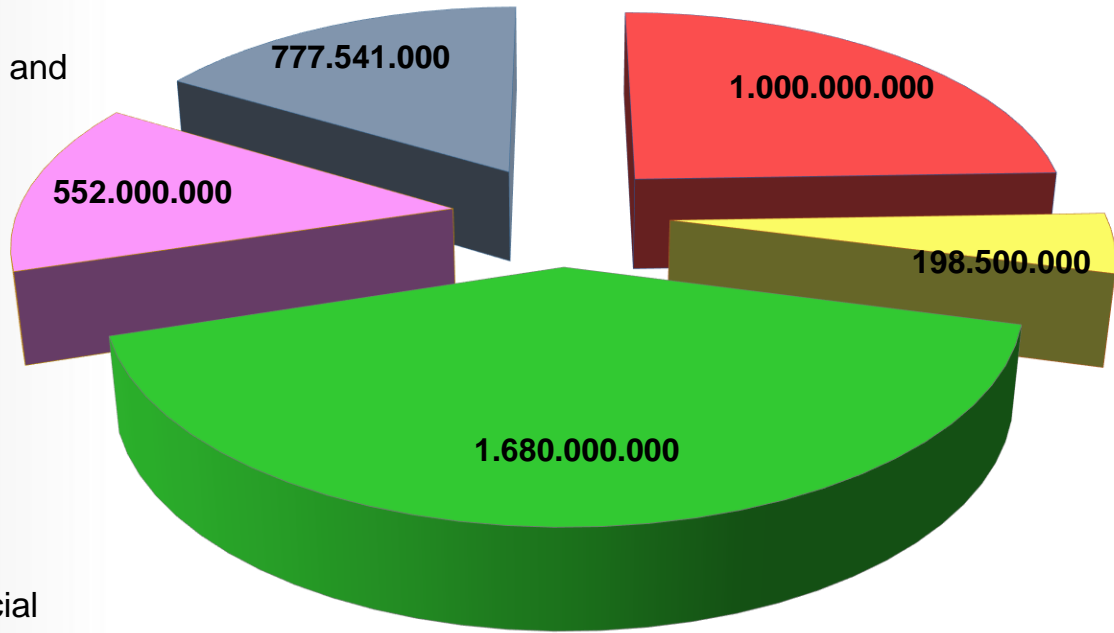
■ Competitiveness of enterprises

■ Consumer protection and product safety

■ Food chain

■ European Statistics

■ Internal Market, Standardisation and participation in financial sector policy making



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Strengthening the competitiveness and sustainability of SMEs

- (i) support to SMEs as well as clusters and other business network organisations, including in the tourism sector. Fostering growth, scale-up and creation of SMEs;
- (ii) access to markets including the internationalisation of SMEs;
- (iii) entrepreneurship and entrepreneurial skills;
- (iv) favourable business environment for SMEs, support digital transformation and promote new business opportunities for SMEs, including for social economy enterprises and those with innovative business models;
- (v) competitiveness of industrial ecosystems and sectors as well as the development of industrial value chains;
- (vi) modernisation of industry, contributing to a green, digital and resilient economy.



- Continuity of EEN, EYE, IPR SME helpdesks, EU-Japan Business Center, Tourism, SME Envoy Network, SME Performance Review, Singel Digital Gateway, Public Procurement for Innovation...
- New Joint Cluster Initiative
- Implementation of the SME strategy, new tasks in EEN, JCI, etc. and new initiatives.



EUROPEAN SME STRATEGY – 3 PILLARS

Digitalisation & Sustainability

Focus on capacity building:

- Sustainability services under the EEN
- European Innovation Council: funding for green projects
- Digital Innovation Hubs

Access to finance

Closing the market gap:

- InvestEU SME window, promoting EU priorities
- SME IPO fund
- ESCALAR

Cutting red tape and tapping into markets

Reducing burden and prompting payments:

- Single Digital Gateway as one stop shop
- Cross border pilot
- Enforcement of Late Payment Directive
- Start-up Standard



COSME Work Programme 2021

Grants:

- Enterprise Europe Network
- Joint Cluster Initiatives (EUROCLUSTERS) for Europe's recovery
- Erasmus for Young Entrepreneurs
- Sustainable growth in tourism – support to SMEs
- Social Economy and local green deals supporting SMEs to become more resilient
- Public procurement of Innovation development
- Intellectual Property Licensing Intermediaries



COSME Work Programme 2021

Tenders and other actions:

- Access to the Single Market: Your Europe Business & SOLVIT
- Fit for Europe: Engaging SMEs and Stakeholders on policy design and implementation/strengthening of the Better Regulation Agenda
- Single Digital Gateway
- Pact for Skills
- SME Performance Review & Late Payment observatory



Enterprise Europe Network

The world's largest support network for SMEs, created in 2008, financed by the EU's Competitiveness of Enterprises & SMEs Program (COSME)

Helps European businesses:

- to innovate
- to increase their competitiveness
- to expand their business internationally inside Europe and in growth markets beyond the EU



Enterprise Europe Network



3000

LOCAL
EXPERTS



600+

LOCATIONS



68

COUNTRIES
WORLDWIDE



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A broad range of services for growth-oriented SMEs

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

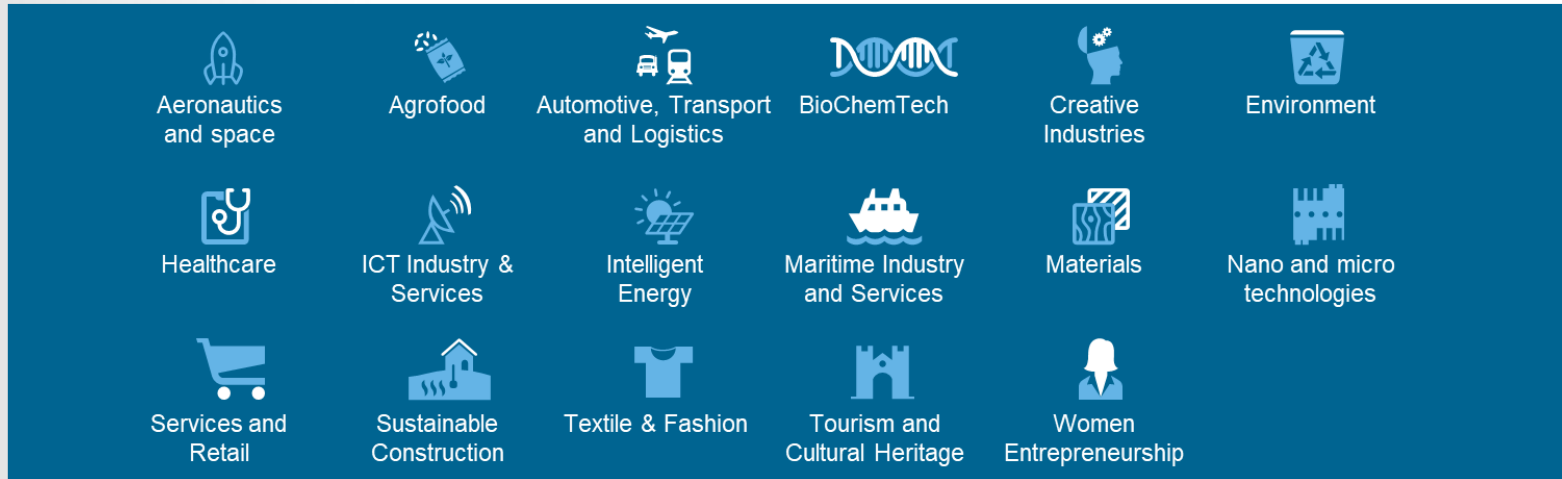
Technology transfer



Enterprise Europe Network services

EEN- 17 key sectors

Network experts in 17 key sectors have teamed up to provide SME with customised support



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EEN global presence



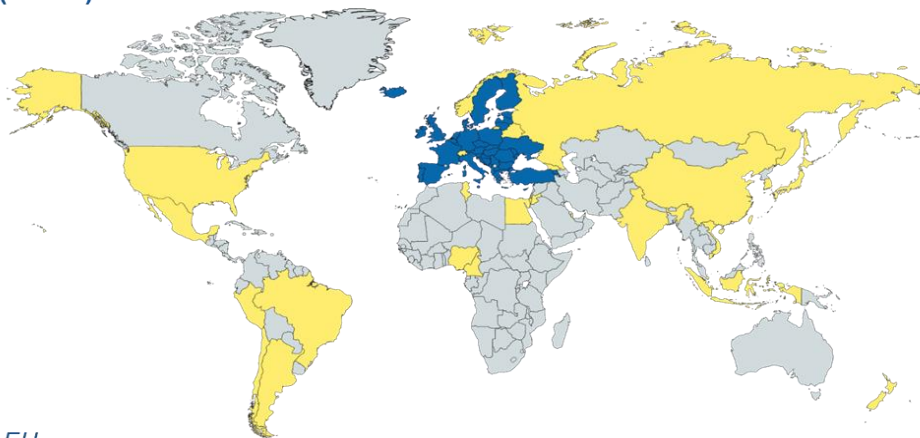
EU Member States +

Iceland
Albania
N-Macedonia
Montenegro
Bosnia Herz.

Armenia
Turkey
Moldova
Serbia
Ukraine
Kosovo

Business Cooperation Centres (BCCs) *

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



* not funded by EU

***Canada and Uruguay recently joined the EEN**

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Preparing for the new EEN

New MFF 2021-2027

As part of the Single Market Programme

Help SMEs addressing global challenges

Role in the implementation of the SME Strategy



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EU SME Strategy – twin transition



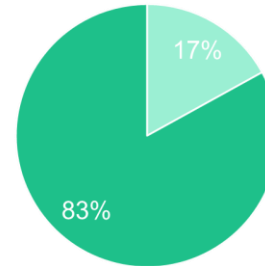
75%

of SMEs in Europe DO NOT offer green products or services



50%

of EU SMEs DO NOT undertake innovation



83% of SMEs have not yet successfully integrated digital technologies in their business model



EU SME Strategy – sustainability and digitalisation

Enterprise Europe Network

- **Sustainability Advisors** to guide SMEs on practical ways to become more sustainable

Digital Innovation Hubs

- 240 regional hubs to advise SMEs on using **digital innovation**

European Innovation Council

- 300 million euros in 2020 for **innovation** delivering Green Deal objectives



EU SME Strategy – EEN Sustainability Advisors



NEW!
Sustainability Advisors and other sustainability services*



*Figures show number of EEN members in country rather than number of dedicated Sustainability Advisors, which in many cases will be more.

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EEN call for proposals - SMP

Focus on:

Quality of the services

Impact for the clients

Continuation of the existing services:

Internationalisation

Innovation

Single Market

Access to finance

Sound with the new elements on the agenda for Europe:

Sustainability >> Sustainability Advisers

Digitalisation

Resilience



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Erasmus for Young Entrepreneurs



Cross border entrepreneurial scheme that allows for exchange of **knowledge, business ideas, contacts and experiences**

www.erasmus-entrepreneurs.eu



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Five steps exchange program



EU contribution according to country of destination

Country where the New Entrepreneur stays	Lump Sum per month in €
Denmark	1100
United Kingdom, Ireland, USA*, Singapore*	1000
Finland, Sweden	950
Austria, France, Italy, Iceland, Canada*, South Korea*, Israel*	900
Belgium, Germany, Luxembourg, Netherlands, Spain	830
Cyprus, Greece, Portugal	780
Turkey	750
Croatia, Malta, Slovenia	720
Israel*	700
Estonia, Hungary	670
Czech Republic, Latvia, Poland, Slovakia, Armenia	610
BiZ, Bulgaria, North Macedonia, Lithuania, Montenegro, Romania, Serbia, Kosovo	560
Albania, Moldova, Ukraine	530
Outermost Regions of EU, OCTs and Entrepreneurs with special needs	1100



Benefits for Host & New Entrepreneurs

(HE) Host Entrepreneur

- Access new skills and innovative knowledge
- Work with a fresh mind contributing new ideas
- Gain 'intelligence' about foreign markets
- Establish new business partnerships with entrepreneurs from other countries

(NE) New Entrepreneur

- Get experience & advice from seasoned entrepreneur
- Develop international contacts
- Get knowledge about foreign markets
- Providers, clients, co-venturing opportunities



How to become an Intermediary Organization

- Call for proposals – **EASME**
- Requirements: **Consortia** of
 - **Number of independent legal entities**
 - from different participating **countries**
- **EU co-financing**
- grant of max 750k for 3 years
- covers up to **90%** of project eligible costs:
 - **No more than 75% - management costs**
 - **Up to 100% - support to entrepreneurs**
- Expected **results**: at least **150** successful matches



(IO) Intermediary Organisation

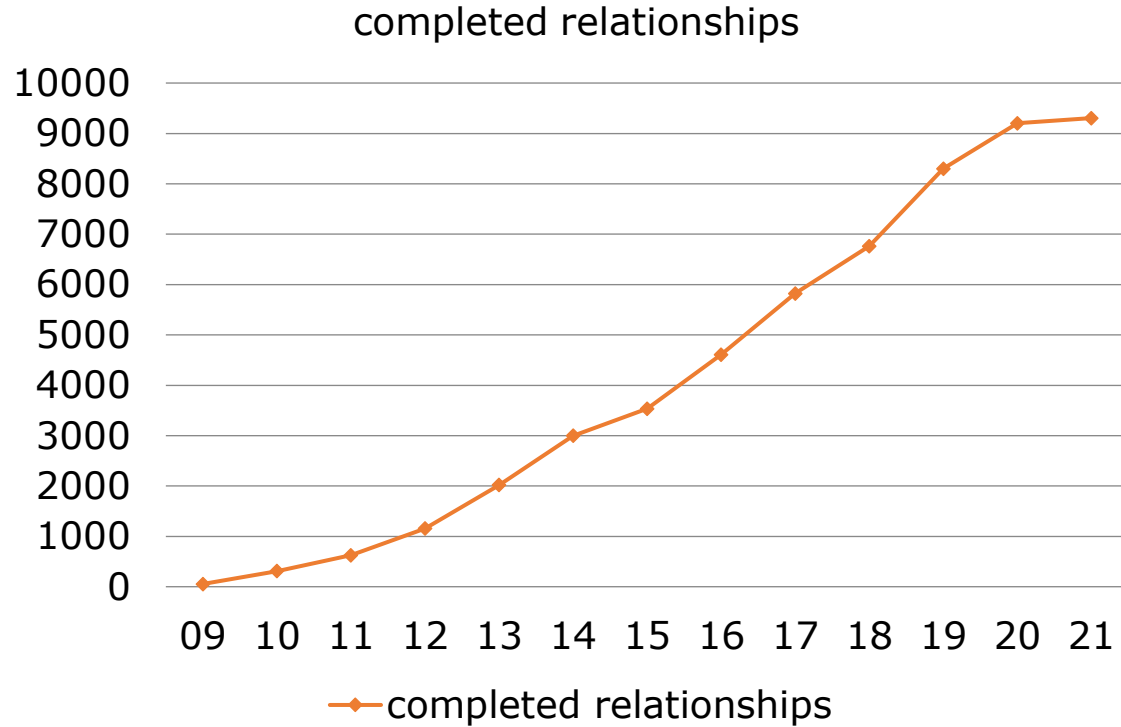


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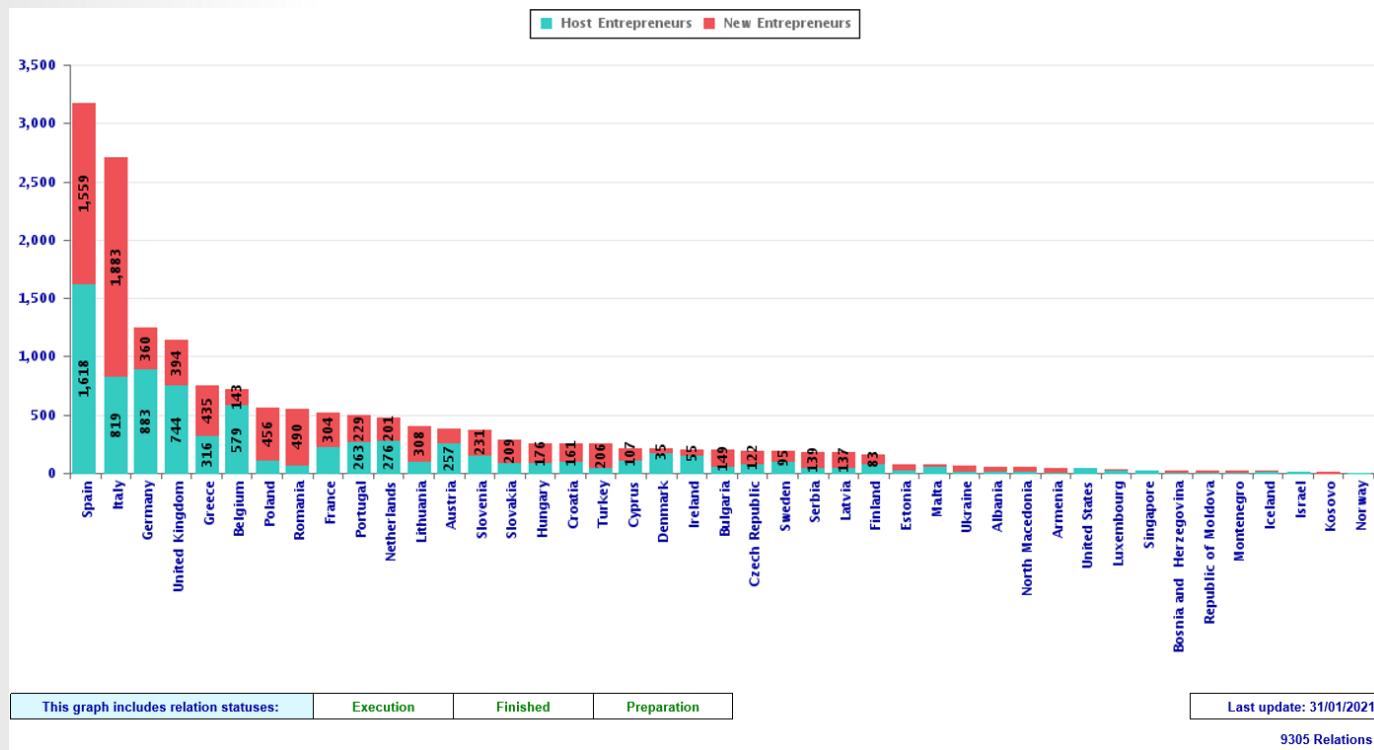


EYE Growth path

Year	Exchanges
2009	54
2010	310
2011	626
2012	1157
2013	2022
2014	3000
2015	3535
2016	4609
2017	5823
2018	6763
2019	8300
2020	9096
2021	9305



Number of exchanges since 2009



EYE main challenges and future

- ✓ **New MFF 2021-2027 - Growth of the programme**
- ✓ **Increase of participation of entrepreneurs/IOs from underrepresented countries**
- ✓ **Synergies with other EU SME support programmes (EEN, Clusters, etc.)**
- ✓ **Pilot project EYE GLOBAL—geographical extension**



Eye Global

- ✓ Since 2018
- ✓ a one-way entrepreneurial exchange of 1-3 months for EU citizens -New Entrepreneurs
- ✓ 6 destinations available: Canada, Israel, Singapore, South Korea, Taiwan, US
- ✓ Financial support provided to NEs
 - ✓ Flat rate travel cost
 - ✓ Monthly allowance
- ✓ More info www.eyeglobal.eu



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