

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Evangelising internationalisation 2019

Chamber of Commerce of Santa Cruz de Tenerife

# Programa Operativo de Canarias

Año 2022

## Fondo Europeo de Desarrollo Regional

## GOOD PRACTICE

### EVANGELISING INTERNATIONALISATION 2019, BY THE CHAMBER OF COMMERCE OF SANTA CRUZ DE TENERIFE.



The 'Evangelising internationalisation 2019' programme is a project promoted by the Chamber of Commerce of Santa Cruz de Tenerife, with the aim of boosting the internationalisation of the Canary Islands' business fabric through awareness-raising actions on the advantages of selling abroad as well as promoting the instruments and aid available to undertake this process.

This project was launched in response to the need to increase the number of exporting companies within the Canarian economic ecosystem, where only 4.9% of companies export. The lack of motivation or fear of Canarian SMEs to internationalise must be combated with decisive 'evangelisation' measures, in which:

- Companies are informed of the opportunities for growth (or in many cases, the imperative need for diversification and survival) that can be found by turning to external markets;
- the perceived complexity of selling abroad is minimised;
- innovation is encouraged to increase competitiveness, and best practices are shared in this regard;
- guide is provided on the different tools that exist to overcome these barriers to internationalisation, such as the programmes and aids offered by public institutions.

The Programme was developed through a series of actions such as the creation of a "single window system" for providing information; the implementation of a communication campaign, which included the creation of the project brand, digital communication channels and informative material; as well as the preparation of a basic guide of documents and support programmes for internationalisation. Personalised attention and dissemination actions were also carried out with companies, such as the holding of information days, and visits to companies to carry out advisory actions.



Thanks to this programme, 115 SMEs received information through 10 information days and more than 60 surveys to assess their interest. Over the course of the year, the result was that between 124 and 247 companies were interested in internationalisation. Between 87 and 175 applied for grants and between 8 and 36 received support actions plus subsidies.

### **Financial Information:**

Eligible Public Expenditure: 43,016 €.

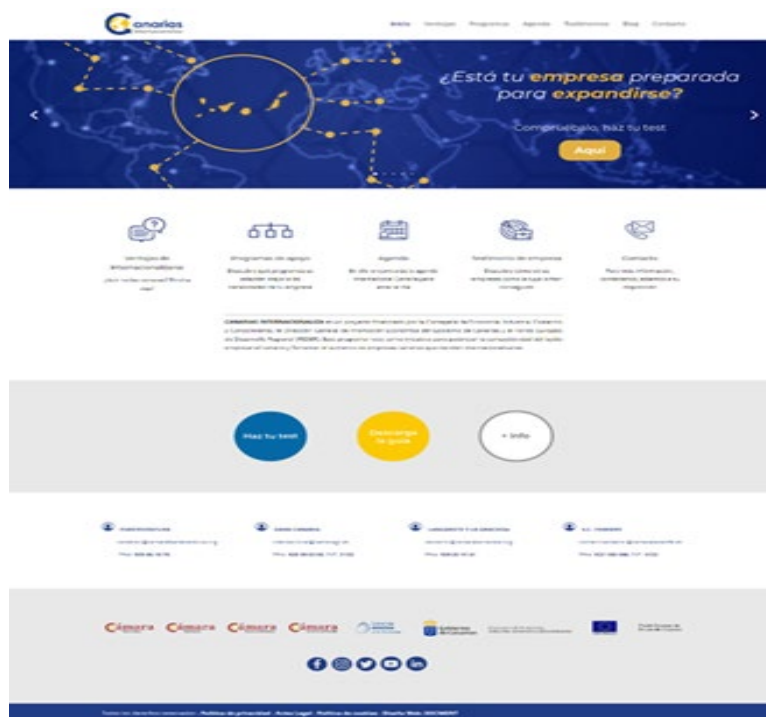
ERDF assistance: 36,564 €.

## Justification of the Good Practice Criteria:

1. The role of the ERDF in the project has been adequately disseminated to beneficiaries, potential beneficiaries and the general public.

### - PROGRAMME WEBSITE:

www.canariasinternacionaliza.com (active until 31 December 2020).



ON THE WEBSITE OF THE CHAMBER OF COMMERCE OF SANTA CRUZ DE TENERIFE:

<https://www.camaratenerife.com/10-comercio-exterior/22250-canarias-internacionaliza>





- FACEBOOK:

<https://www.facebook.com/canariasinternacionaliza/posts/171273024261687>



## **2. Incorporation of innovative elements.**

One of the objectives of the 'Evangelising Internationalisation' programme was to bring companies closer to the institutions that subsidise internationalisation actions. To this end, a "single window system" was created, which has been the main innovative element.

This programme stems from the Operational Strategy for the Internationalisation of the Canary Islands Economy, which carried out a study on the reasons why the Canary Islands' business fabric does not export its services or products. The causes, among others, focused on the lack of promotion of subsidies by the institutions, in addition to the 'uncertainties' and the lack of information received by companies.

In this way, by acting as a "single window", it was possible to focus all the information at a single point and make it available to companies, especially with regard to subsidies that are implemented by different institutions (Chambers of Commerce, ICEX and Proexca). The advantages of internationalisation were publicised by holding information days and visits to companies to provide advice.

## **3. Adequacy of the results obtained to the established objectives.**

The main objective of the 'Evangelising Internationalisation' programme was to raise awareness among Canary Islands companies of the opportunities for growth and diversification offered by international markets, reducing the perception of complexity and uncertainty involved in selling abroad, through the advice and financing offered by the public foreign promotion bodies present in the Canary Islands.

In order to achieve this objective, the following lines or secondary objectives were proposed:

- Creation of a "single window" for internationalisation, which centralises all existing aid and programmes offered by the Chamber of Commerce, ICEX, PROEXCA, among others, in a single information point, and which offers personalised advice to companies, adapted to their needs.
- Elaboration of a "marketing plan" ambitious enough to impact a considerable number of companies, professionals or entrepreneurs with export potential.
- Organisation of direct actions with companies through the organisation of "fear removal" workshops, information days in coordination with institutions and networking events, which allow companies to improve their perception of risk and learn about the success stories of Canary Islands exporting companies.

At the end of the project, the programme informed and reached a total of 115 companies and professionals, who received information through workshops and individual meetings with the project technician. In addition, more information days were held than initially planned.



#### **4. It contributes to the resolution of a problem or weakness identified in the area of implementation.**

Internationalisation is an unresolved issue for the business fabric of the Canary Islands archipelago and a necessary commitment to set the Canary Islands economy on the path towards diversification. For this reason, the Government of the Canary Islands prepared the report "Operational strategy for the internationalisation of the Canary Islands economy" in 2017 with the aim of finding out the weaknesses and strengths of the Canary Islands business fabric in terms of selling abroad. Based on the surveys carried out, it is concluded that the main barriers faced by companies that have not internationalised are the following:

1. Lack of knowledge of the market.
2. Lack of a defined internationalisation plan.
3. Insufficient financial muscle.
4. Lack of public support.

According to this report, 71 percent of the companies surveyed that have not internationalised are unaware that there are public and private agents that can help them to carry out this process. The internationalisation support programmes (Tutorización Internacional, Canarias Aporta, Iccex Next, Xpande, Xpande Digital, EEN) only reach a few companies, either because they do not meet the requirements or because these programmes do not have sufficient coverage in terms of promotion and publicity to reach all companies in their respective regions.

In response to this need, the Strategy for the Internationalisation of the Canary Islands' Economy proposes the need for an "Evangelisation" programme to inform companies with an international profile of the existence of public aid and subsidies, through the creation of a direct and centralised communication channel through which companies can make enquiries and ask questions about all the programmes available from the various foreign promotion institutions in the Islands. This "single window" for internationalisation did not exist until now, and is a novel and hitherto unimplemented component. In the absence of this window, the entrepreneur or professional with an international profile had to carry out a more laborious process of research and information gathering, which could lead to early abandonment of the process.

It was also proposed that this programme, in addition to acting as a single window for internationalisation, should have its own sufficiently ambitious publicity plan to "evangelise" companies with export potential and the capacity to receive public funding, and which have not been able to be reached before the programme. This publicity plan included the creation of a project brand, with its respective visual identity, communication channels with companies, and informative material such as radio spots, videos and press articles, for using them in social networks, as well as traditional media such as television, radio and digital and written press.

The following are some examples of the dissemination actions carried out:

- Internationalisation programme guides:





- Videos in sketch format for dissemination on social networks, with the slogan "We make the world more Canarian".



<https://www.youtube.com/watch?v=3aoE4fQ69SA>

- Videos of success stories of Canary Islands exporting companies:



<https://www.youtube.com/watch?v=7HWfv0LOufs> <https://www.youtube.com/watch?v=sQIY06-BVmA>

**5. It has a high degree of coverage of the target population.**

The programme is mainly aimed at business people, managers and/or professionals from any sector, aged between 30 and 60, who have a product or service with export potential. This target audience also includes entrepreneurs who intend to set up a business, with the aim of "evangelising" them about the advantages of internationalisation and the available aid they can access once they have their company.

The programme was accessible to all business people and entrepreneurs who requested information. Thus, through the established contact channels (website, email, social networks, contacts in the Chamber of Commerce), it was ensured that all the companies that were contacted were responded to, through the person in charge of the programme, either through individual meetings or by means of invitations to the information days held.

**6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability.**

The service provided at all times guaranteed equal opportunities among individuals, regardless of their nationality, sex, race or ethnic origin, religion or beliefs, accredited reduced mobility, age or sexual orientation, and always in compliance with the current regulations on residence and work in Spain for non-EU foreign citizens.

**7. Synergies with other policies or instruments of public intervention.**

This programme benefited from the collaboration of other Chambers of Commerce, the Secretary of State for Trade of the Ministry of Industry, Trade and Tourism of the Spanish Government and the PROEXCA entity, which depends on the Ministry of Tourism of the Canary Islands Government.

The collaboration between entities has helped to better fulfil the main role of this programme, which is to give a boost to the rest of the policy agenda around the internationalisation of companies, making it easier for companies to look abroad and increasing communication between the relevant institutions.

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