



Improving access to international markets for green SMEs

Experiences and support by the Dutch government

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Four issues to discuss

1. Why is internationalisation of SMEs important?
2. Challenges and barriers for SMEs
3. What RVO.nl does?
4. Suggestions for SMEs and GreenEcoNet



Why is internationalisation of SMEs important?

- Higher sales
- Risk spreading
- Scale
- Innovation
- Maintain competitiveness
- Challenging for your professionals
- New markets
- Tax revenues
- Jobs





Challenges and barriers for SMEs

Going abroad implies dealing with....

- Cultural differences
- Different ways of verbal communication
- Hierarchies
- A deal is a deal!?
- risks
- language
- distance
- Rules and regulations
- ...





What RVO.nl does

RVO.nl together with ministries and foreign representations partner with SMEs and provide:

1. Information and advise
2. Missions and events
3. Finance en programme's
4. Economic diplomacy
5. Mediation and representation





Suggestions for SMEs and GreenEcoNet

- Analyse your opportunities and drive
 - Identify your market and added value
 - Make a strategy and business plan
 - Focus
 - Develop a network and contacts
 - Take time
 - Be committed
 - Prepared to deal with ups and downs
 - Partner
-
- GreenEcoNet platform to ...



Thank you very much!

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