

EWRC – Workshop

Improving access to markets for SMEs

Economical Context (1)

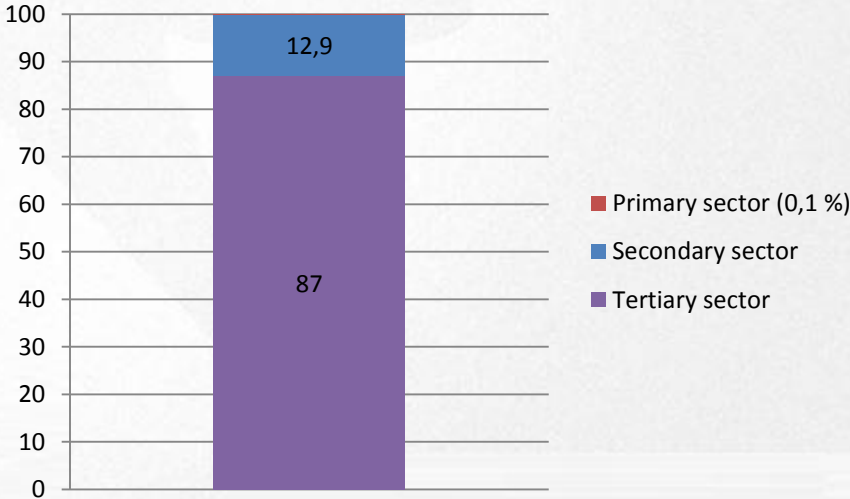


12,2 million people

- 19% of France

669 billion EUR GDP

- 31% of France and 4,5 % of UE



Economical Context (2)

1 057 800 companies

1st region of France in trade volume

- 19,4 % of exports (84,4 Md€)
- 26,7 % of imports (138,4 Md€)

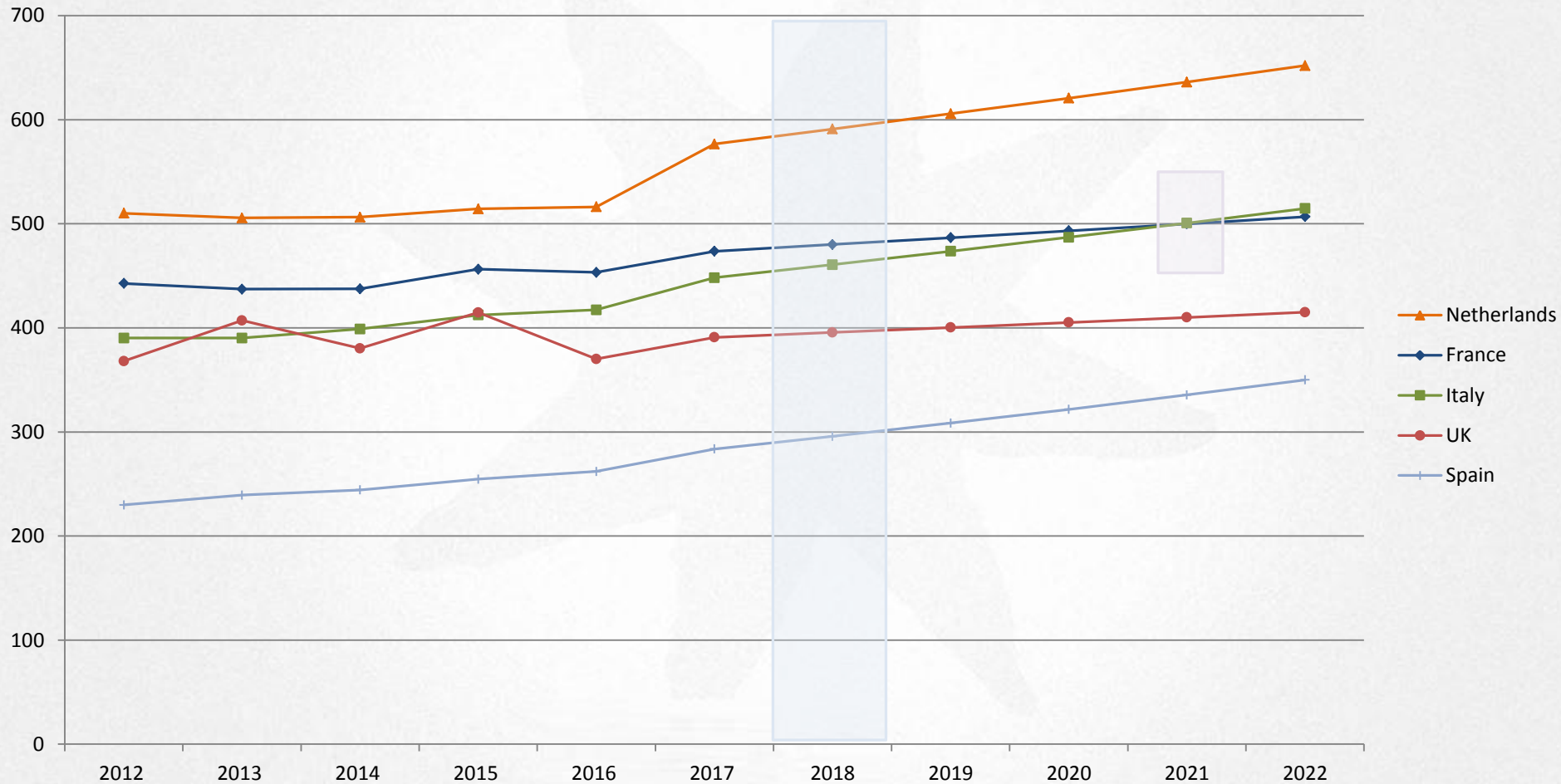
29 567 exporting companies

- 2,8 % of companies located in Ile-de-France



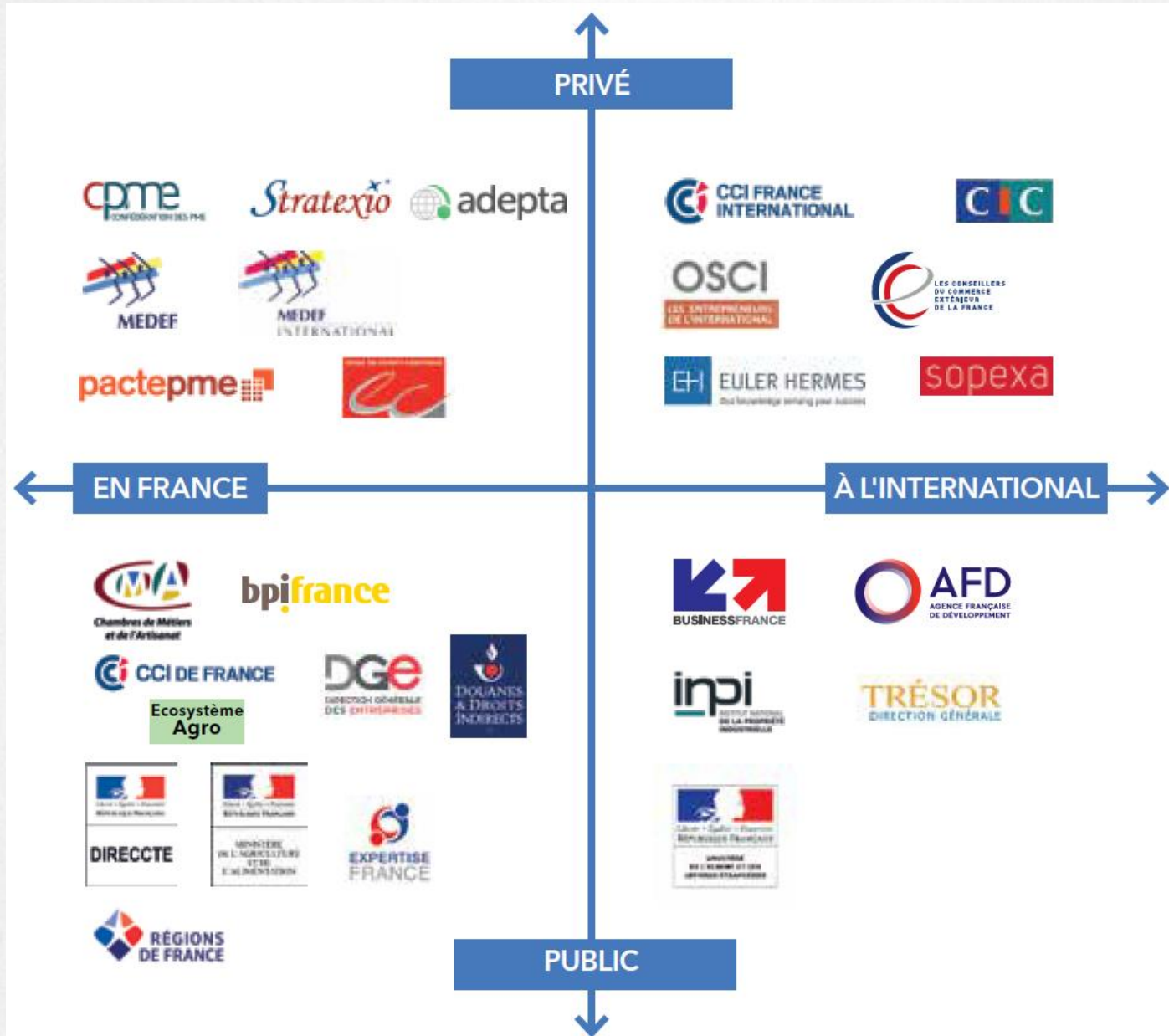
Economical Outlook

Total value of exports (Mds €)



Source Eurostats : International trade, by reporting country, total product EUR billions

Public and private actors framework



Regional policy : a #Leader strategy

Global support offer for the internationalization of start-ups and SMEs

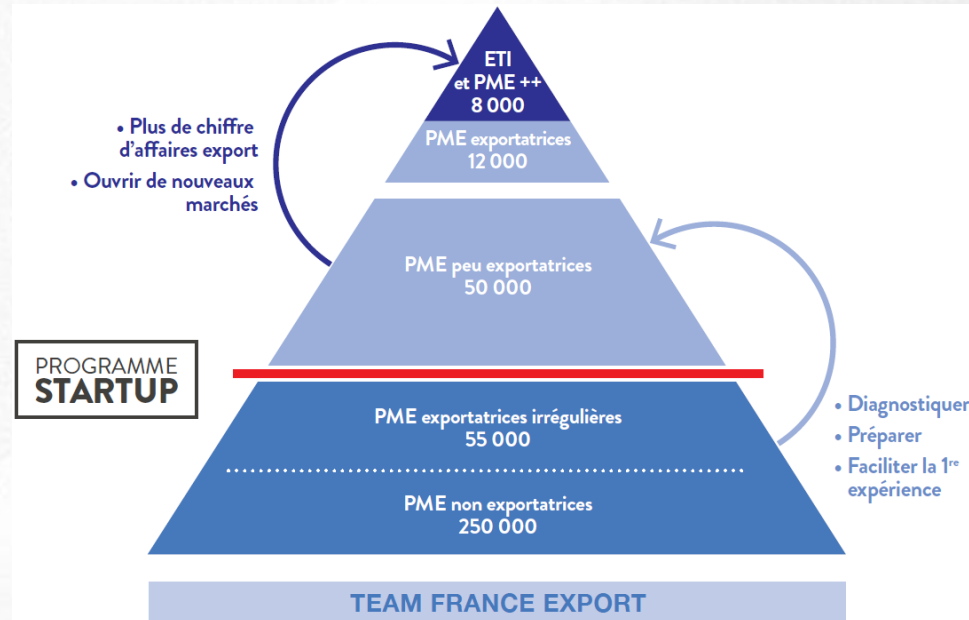
« Hunting together » partnerships between SME & large companies

Export without moving

Capitalize on international exhibitions to develop business tourism

Example : Team Ile de France Export

- « Merging » the human resources of 2 publics actors.
- Dedicated team in the Region, for the Region
- Organized based on SME sized and export maturity



Key Success factors

Team Ile de France Export

Action plan

- Study to reveal the specific assets of our region, the strategic sectors & market priority
- Target list of companies in strategic sectors
- Prospecting plan in order to meet, prepare and accompany them toward exports.
- Unique and shared online solutions platform

Expected results in 2021

- **+ 2000** new exporting companies in the Region
- **Top 3** of European countries for total value of export