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)

1st region of France in trade volume

- 19.4% of exports (84.4 Md€)
- 26.7% of imports (138.4 Md€)

1 057 800 companies

29 567 exporting companies

- 2.8% of companies located in Ile-de-France

Source: Rapport annuel – La balance des paiements et la position extérieur de la France – Banque de France 2017
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 & larges 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