Abstract for the 11th INSME Annual Meeting

Panel III

“Access to finance to stimulate inclusive growth for SMEs”

Mr. Silviu JORA
General Manager
EU-Japan Centre for Industrial Cooperation
Japan

EU policy and instruments for innovation and SMEs internationalization - The experience and benchmarking relevance of EU SMEs support in Asia

The presentation will focus on the interconnection between the EU “Innovation Union” Strategy and the EU support for (innovative) SMEs internationalization in high growth markets, such as Asia.

The new COSME programme will be also analyzed, particularly the “access to markets” projects, in parallel with the support for innovative SMEs available under Horizon 2020 programme. The various business support entities and their services established in the Asian region will be presented from a comparative perspective.

The experience and particularity of the EU-Japan Centre for Industrial Cooperation will be presented in more detail, as it currently represents the only EU business support entity in Asia directly supported under the COSME programme.

In summary, the presentation will attempt to stimulate a debate on the following key questions:

- Is the “Innovation Union” Strategy effective in supporting innovative SMEs and international cooperation for innovation? What are the opportunities under the COSME and Horizon 2020?
- Is the emergent EU “Business Diplomacy” a viable concept? What does it mean for SMEs?
- Is Asia a feasible target for the EU innovative SMEs? “Japan: Myth and Reality”.
- Is the attempt of having an integrated regional Asia support strategy for EU SMEs feasible considering the diversity of the region?
- What are the most efficient support schemes for SMEs internationalization in remote, difficult and “different” international markets such as Asia?
- Is the EU business experience in Asia relevant for other regions such as Africa or Latin America?