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# Market Access Strategy and Internationalisation beyond the Single Market

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- **The internationalisation of SMEs**
- **The tools available to help SMEs in external markets**



## What is internationalisation?

Various forms of internationalisation:

- Foreign supply relationships 30 %
- Exporting 18 %
- Cooperation with foreign SMEs 3 %
- Foreign subsidies 3 %



Foreign supply and exports: 10 %

(sources : SME survey 2003)



## Why?

Most frequent reason for going abroad  
(48% of exporting SMEs export to acquire  
knowledge, at least)

Access to know how and technology



## Size counts?

The bigger the national market, the less likely SMEs export

Size of SME :

17% of micro enterprises export

51% of medium size enterprises export



## High barriers?

1st: high cost of internationalisation

1st external barriers : existing rules and regulation

(quoted by 29 % of exporting companies)



## Some conclusions for an adequate policy

- Limited resources in time and management skills.
- SMEs need target support (a « customized » approach).
- Internationalisation is more than exporting. But helps to boost export.
- Need for a support to a wide range of international activities



## The tool box for helping SMEs in external markets

Two policy initiatives at EU level:

- Communication on « Global Europe »  
October 2006
- Communication on « Market Access Strategy »  
April 18, 2007



## Global Europe – key messages

Two critical factors in Europe's competitiveness:

- Right policies at home
- Ensure greater openness and fair rules in other markets



## A tool box for greater openness

- Reinforced vis-à-vis international rules
- Convergence on rules and standards
- A cooperative approach with all partners
- Decentralising and encourage local initiatives
- Stronger prioritisation on tackling barriers
- Better and easier access to information



**To be adopted by the Commission  
on April 18, 2007**

SME key central element for such a strategy



## Some final remarks



## Sources

2003 : Observatory of European SMEs

2003/4 : Internationalisation of SMEs  
(published by the European Commission)