

BUSINESSEUROPE



SMEs Doing Business Abroad

High-level stakeholder conference with
Commissioners C. Ashton and G.
Verheugen

SMEs' gains in exporting

- Exporting activities boost companies' innovation capacities
 - Development of new products
 - Implementation of new production procedures
 - Improvements in product quality
- Exporting companies' survival rates are higher
 - Diversification of client markets
 - Better employment and growth prospects



Obstacles to cross border activities

- High fixed costs for cross-border relations
 - Costs of standard compliance
 - Establishing foreign representations
 - Third-country rules on foreign direct investment
 - Costs of trade litigation procedures
- Effect of financial crisis
 - Evaporation of trade credit insurance
 - High risk averseness of investors



Priority action

- Better target and streamline European support measures
 - Structural funds, EIB / EIF, state aid, etc.
- Take into account “indirect” SME exports
 - SMEs are essential part of international supply-chains
 - SMEs are a direct factor influencing the competitiveness of European exports
- Improve the business environment for SMEs
 - Rapid implementation of the SBA

