



Digital Innovation at regional level - SMEs Going Digital

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<http://ec.europa.eu/digital-agenda/>



Why ICT matters

- ✓ Information and Communication Technologies are key enablers for innovation and growth
- ✓ By 2016, it is estimated that the Digital Economy will reach 3.2 trillion € in the G-20 economies
- ✓ More than 75% of the value added created by the internet is in traditional industries



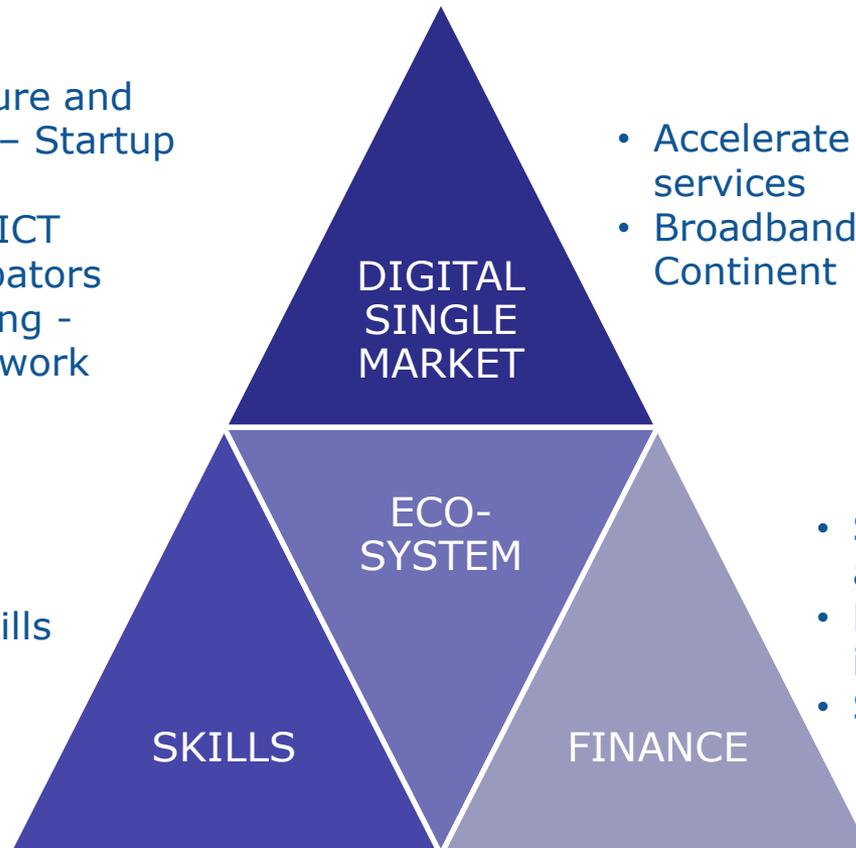
Why SMEs should go digital

- ✓ SMEs grow 2-3 x faster when they embrace digital technologies
- ✓ Improve performances by introducing new business models relying on ICT
- ✓ Expand markets beyond region (e-commerce, new customers)

Digital Entrepreneurship Strategy

- Entrepreneurship culture and investment readiness – Startup Europe
- Cooperation between ICT accelerators and incubators
- Coaching and mentoring - Enterprise Europe Network

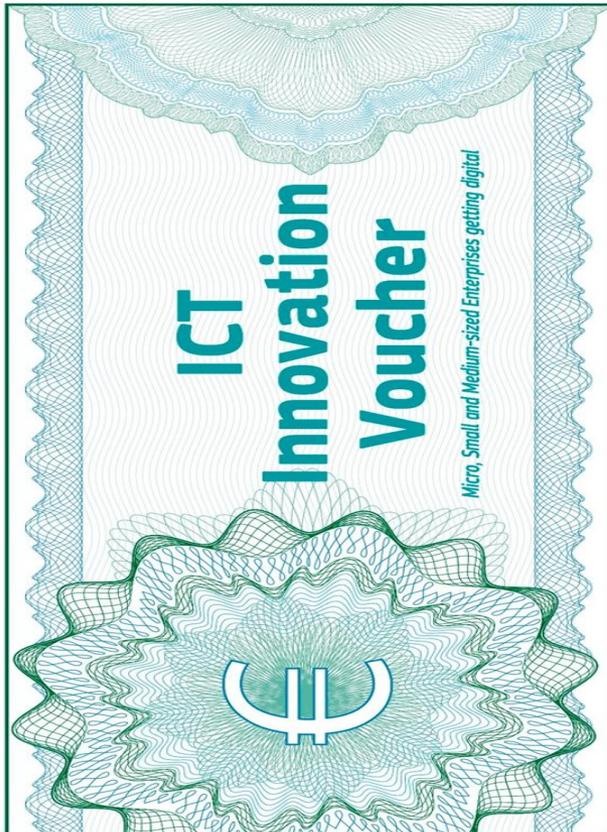
- Grand coalition for skills and jobs



- Accelerate the development of on-line services
- Broadband deployment Connected Continent

- Support to Business Angels and Venture Capital
- Loan guarantees for innovative SMEs
- SME grants for innovation

ICT Innovation Vouchers



What are

financial incentive for EU micro-enterprises and SMEs

What for

to innovate by investing in digital technologies

What impact

investment should help increase competitiveness and enhance growth prospects

What value

typically valued up to €10,000

Vouchers for whom?

- **Established** companies or entrepreneurs
- Located in **regions** where the vouchers scheme is deployed

Micro-enterprises
& SMEs



Demand

- Company or public body registered in the **EU**
- Able to **deliver** quality services required at market price

ICT knowledge/
service provider



Supply

Examples of services

**ICT design and
development**

e-Commerce

e-Skills

**Business solutions
services**

**Evaluation of
processes or
product design**

Product testing

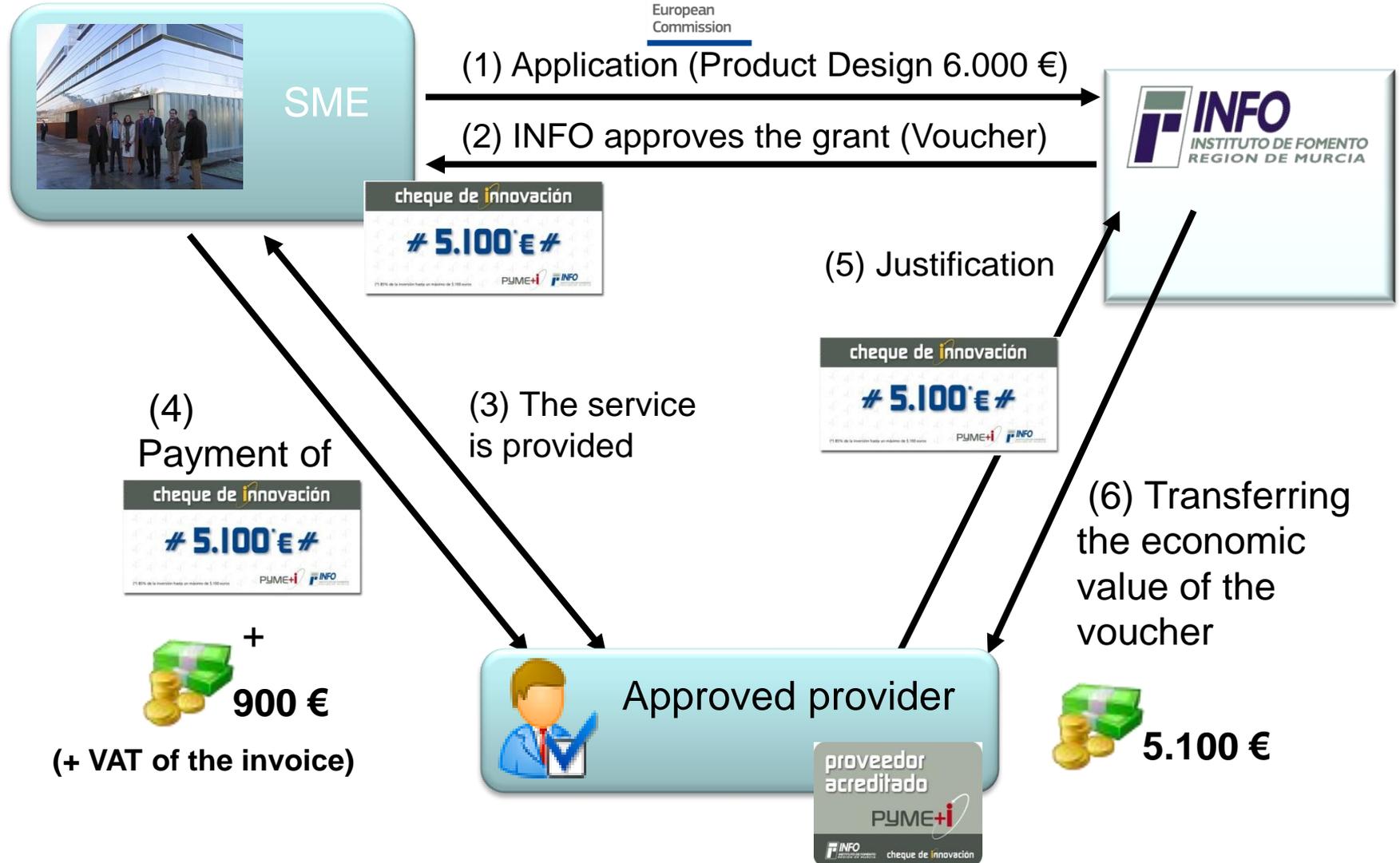
Validating

**Prototyping,
certifying and R&D
demonstration**

**New ICT-based
business models**

How does it work for a Region?





Example from a pilot project implemented by Region of Murcia

Business case



chequeTIC

2013 Pilot Project

Especialidades químicas Neoquim

- 14 employees
- Manufacture of chemical products for industry and marble

The project

- On-line selling to end-user
- Marketing plan included
- Web site & Social Networks manager

