

# IAPMEI

## Portuguese Agency for SMEs and Innovation

Ministry of Economy and Employment - Portugal



# IAPMEI

Parcerias para o Crescimento

IAPMEI

Portuguese Agency for SMEs and Innovation

Portuguese Government Agency within the Ministry of Economy and Employment, in charge of SME policy.

**Main role:** To promote SME development and innovation through the implementation of policy measures aiming at strengthening enterprise competitiveness and productivity.

## Key Areas of Activity

- Management of Incentive Schemes for Investment
- Direct Technical Assistance to SME
- New Solutions for SME Financing
- Innovation and Entrepreneurship Promotion

## PRESIDÊNCIA DO CONSELHO DE MINISTROS

### Resolução do Conselho de Ministros n.º 115/2009

3 — Criar, durante o 1.º trimestre de 2010, 14 lojas da exportação em Portugal, enquadradas na rede de agências do Instituto de Apoio às Pequenas e Médias Empresas e à Inovação (IAPMEI) e em articulação com a Agência para o Investimento e Comércio Externo de Portugal, E. P. E. (AICEP), especialmente dedicadas a fornecer apoio técnico às empresas exportadoras ou potencialmente exportadoras.

*3 - Create, in Portugal, during 2010, 14 export shops, integrated in the IAPMEI's network agencies, in connection with AICEP, aiming to provide technical support to exporting companies.*



LOJA DA  
**EXPORTAÇÃO**

Daqui para o mundo.

# Why “Lojas da Exportação”? *(Export shops)*

Where to go?

What to avoid?

How to go?

What is the required  
preparation?

What are the  
precautions?

**Who cares?**



# Mission of the “Lojas da Exportação”

Provide support to companies in their export strategies, facilitating and simplifying **information access**, promoting the sharing of **experiences** among enterprises, assisting the development of plans to **upgrade skills** and organizing **information sessions** on topics critical to success in foreign markets.

# Regional Network

Região	Cidade	Sede	Serviços centrais	Serviço desconcentrado	Extensão do serviço desconcentrado	Loja da Exportação
Norte	Braga				●	●
	Bragança				●	●
	Porto	●		●		●
Centro	Aveiro				●	●
	Coimbra			●		●
	Covilhã				●	●
	Guarda				●	●
	Leiria				●	●
	Viseu				●	●
Lisboa	Lisboa		●	●		●
	Torres Novas					●
Alentejo	Évora			●		●
	Sines					●
Algarve	Faro			●		●

# Portfolio of services

**Information  
Services**

**Facilitation  
Services**

**Support Services**

**Dynamization  
Services**

**Mediation Services**

**Economic  
Intelligence  
Services**

## Information Services

### Objectives

Provide technical information about Public support that can contribute for their export strategies.

### Ways

Front-office (business meeting), telephone or mail

### Value/ Account

Assessing of the company strategy in the existing instruments of Public support

Knowledge of any further assistance.

Knowledge of good practices.

Information on markets.

## Facilitation Services

### Objectives

Simplify the contact of SME with the public agencies and with potential european partners

### Ways

Evaluation of potential partnerships.

Survey of the specific needs for internationalization.

*Enterprise Europe Network (EEN).*

### Value/ Account

Identification and facilitation of contacts with national partners.

Personalized support by technicians of AICEP.

Information about customers and partners in Europe.

## Support Services

### Objectives

Provide SME a effective assistance in identifying their needs and seeking adequate solutions.

### Ways

Technical visits to SME.

Identifying SMEs with an export strategy.

Evaluation of needs to internationalization

Support in analysis of skills.

### Value/ Account

Personalized support by technicians of IAPMEI

Plans to upgrade skills

## Dynamization Services

### Objectives

Involve SME in the discussion of specific topics of their interest

### Ways

*Workshops* with experts.

*Workshops* inter SME.

### Value/ Account

Knowledge on relevant topics to the export strategy.

Sharing of business experience in foreign markets.

## Mediation Services

### Objectives

Increase the approach  
between companies  
and universities

### Ways

Intermediation with  
knowledge centers.

### Value/ Account

Access to the sources  
of scientific knowledge

Access to expertise

## Economic Intelligence Services

### Objectives

Produce informative content on specific topics, that can be used for SME in strengthening the business skills

### Ways

Data sheet on different subjects

### Value/ Account

Systematic and organized knowledge on several supports

# A simple question

Is your company ready to be internationalized?

# Pay special attention

1. Clear and achievable **Objectives** to export.
2. **Human Resources** prepared to meet the new demands of the export processes.
3. **Adequate funding** to manufacture and export the product
4. **Legal advice** about specific markets and protection of intellectual property rights.
5. **Knowledge of markets** and evaluation of the viability of the product
6. **Knowledge of the typical customer profile**
7. **Adaptation** of products to the specific markets
8. **Issues related with shipping of the product**
9. **Representations** abroad
10. **Responsiveness** to markets.

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LOJA DA  
**EXPORTAÇÃO**

## We Care!

- ✓ Contact **“Loja da Exportação”**.
- ✓ Schedule a business meeting with us
- ✓ Discuss your options with us



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Daqui para o mundo.

Thank you

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