

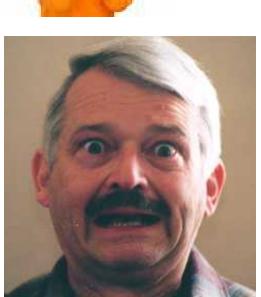
# ENCOURAGING SMES TO INTERNATIONALISE

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### AN INVISIBLE HAND

- > Incentivise business growth
  - > Applaud profits
  - Encourage entrepreneurial culture
- Clear the way
- Get out of the way
  - Ease of doing business





### DEFINING INTERNATIONALISE

- Exporting
- Franchising
- > Joint ventures
- > Importing
- Participation in Global Value Chains



#### A HELPING HAND

- Ask SMEs what they want: they are 'grown-ups'
- > Find out what they don't know
- Don't be satisfied with 'one-size-fits-all' responses
- Be as flexible and dynamic as your SMEs



## THE SMORGASBORD

- > Information
- Agents overseas
- > Information
- > Finance
- > Information
- Building business capabilities
- > Information



