



ENCOURAGING SMES TO INTERNATIONALISE

Roger Wigglesworth
Ministry of Economic Development
New Zealand
Chair, OECD Working Party on SMEs
and Entrepreneurship



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

