

## The NOVExport Project kicks off: export accelerating hub for the SMEs of South-West Europe

- NOVExport is a European Project designed to increase the competitiveness of small- and medium-size businesses in the space and digital technologies sector, and to support their internationalization toward Latin America's agricultural, environmental and maritime markets.
- The project is funded by the Interreg Sudoe Programme through the European Regional Development Fund (ERDF). It is estimated to last for 30 months and has an overall Budget of 1.5 million euros.

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Small- and medium-sized businesses are a crucial part of the European economy. However, fewer than 30% of them export their products and services, and for many of them accessing a new market, especially outside of Europe, involves a lengthy and complicated process.

In conjunction with this, data markets are currently expanding globally, there is an increase in the launching of satellites and a great evolution in satellite technology. Nowadays, satellites proved over 10 petabytes' worth of data each year. All this information represents a great opportunity as a business accelerator for the companies that have the necessary experience to develop new services, from following up on a commercial shipment to crop, livestock or pollution controls.

In this context, the NOVExport project has been created with the aim of supporting small- and medium-sized companies from the South-West of Europe in their growth toward Latin America's agricultural, environmental and maritime markets through the technological maturation of their products and services thanks to the use of space and digital data, the internet of things, in order to satisfy the needs and overcome the challenges of those export markets.

NOVExport will develop different tools in order to facilitate the access to the larger and more profitable markets in Latin America and to promote quality European products and services.

### **The NOVExport Hubs**

Six innovation and exports hubs will be created: two in France (Montpellier and the French Basque Country), three in Spain (Badajoz, Bilbao and Madrid) and one in Portugal (Coimbra).

The goal of these hubs is to develop a favourable environment for the maturation of business projects and to foster a co-creation focus that will bring together the providers of space and digital technologies and application markets, while maintaining a focus on internationalization.

Each hub will select between 10 and 20 businesses that will have the chance to mature their product while obtaining access to market information, space and digital data, learning and access to a customized diagnosis regarding their internationalization.

## **Consortium**

NOVExport strives to become a true export and technology accelerator. With this aim, it will bring together the technological know-how of each of its partners: ICT, space data, international development and training.

The consortium is made up of seven partners and three associates in France, Spain and Portugal.

### **Partners:**

- Aerospace Valley (Project coordinator) <https://www.aerospace-valley.com>
- Madrid Aerospace Cluster <https://www.madridaerospace.es>
- Asociación de Industrias de Conocimiento y Tecnología- GAIA <http://www.gaia.es>
- Instituto Pedro Nunes Associação para a Inovação e Desenvolvimento em Ciência e Tecnologia IPN <https://www.ipn.pt>
- Université de Bordeaux <https://www.u-bordeaux.fr>
- AD'OCC, l'Agence régionale de développement économique <https://www.agence-adocc.com>
- FUNDECYT Scientific and Technological Park of Extremadura <http://www.fundecyt.es>

### **Associates:**

- Fundación Corporación Tecnológica de Andalucía <https://www.corporaciontecnologica.com>
- Pôle Mer Méditerranée <https://www.polemermediterranee.com/>
- Communauté d'Agglomération du Pays Basque <https://www.communaute-paysbasque.fr/>
- Aqua-Valley <http://www.pole-eau.com/>

## **About Interreg Sudoe Programme**

The Interreg Sudoe Programme <https://interreg-sudoe.eu/> supports regional development in Southwestern Europe, financing transnational projects through the European Regional Development Fund (ERDF). The Programme promotes transnational cooperation to solve common problems in the covered territory, such as low investment in research and development, weak competitiveness of the small and medium-sized enterprises and exposure to climate change and environmental risks.

## Press release

The **SUDOE regions** are all the Spanish Autonomous Communities (except Canary Islands), the Southwestern regions of France (Auvergne, Nouvelle Aquitaine, Occitanie), all continental regions of Portugal, United Kingdom (Gibraltar) and the Principality of Andorra.

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