

We launch an Acceleration Program in Innovation aimed at SMEs

- **NOVExport** launches, a programme designed to offer free training and coaching to SMEs which products and services are or need of spatial and digital data.
- The objective is to increase the competitiveness of small and medium-sized businesses managing advanced projects and operations to develop better products and services, and to support their internationalization toward Latin America's agricultural, environmental and maritime markets.
- The deadline for submitting applications from interested companies is July 30th. More information: <https://www.novexport-sudoe.eu/call/>

July 5th, 2021.- NOVExport strives to become a true export and technology accelerator. **NOVExport Acceleration Plan** is a programme designed to increase the competitiveness of small and medium-sized businesses in the space and digital technologies sector, and to support their internationalization toward Latin America's agricultural, environmental and maritime markets.

Throughout this acceleration program, **totally free of charge**, entrepreneurs will receive **training and coaching to manage advanced projects and operations to develop better products and services** (New Product Development). The training will be carried out through webinar sessions, all sessions in English.

With this aim, the six partners from France, Portugal and Spain the know-how on ICT, space data, international development and education. The project is financed by the Interreg Sudoe Programme through the European Regional Development Fund.

Novexport emphasises that the Acceleration Program is focused on "innovative small and medium-sized enterprises (SMEs), wishing the technological maturation of their products and services thanks to the use of spatial and digital data, to support their internationalization". **The deadline for submitting applications from interested companies is July 30th**. More information: <https://www.novexport-sudoe.eu/call/>

Objectives:

- Design or update new products or services.
- Apply rapid prototyping strategies to refine and enhance new products and services or iterate existing ideas.
- Analyze the viability of a new product or innovation, as well as potential challenges.
- Manage projects to launch product and services to market.

- Identify customers and potential partners.
- Analyze distribution and go to market strategies.
- Use IoT or other disruptive technologies to develop a business model for Latin American markets.

The **training will be conducted in 4 webinar sessions** (september21 – november21), focusing on innovation and product development.

All the information about the project NOVExport, news and opportunities:

- Website: www.novexport-sudoe.eu
- Virtual Resources Center; www.crv.novexport-suode.eu
- Twitter: @NovExport
- Linkedin: NOVExport Sudoe