

NOVExport Newsletter

July 2022

Prelaunch Seminar: Sudoe Program 2021 – 2027. Toulouse July 7th.

Last July, 7th, NOVExport had the opportunity to attend the pre-launch seminar of the [Sudoe 2021-2027 program](#) held in Toulouse.

In an interesting day, we were able to know first-hand the priorities that will mark the proposals of new projects in this new call.



For the 2021-2027 programming period, the European Union will focus its policies on five investment priorities:

- a [smarter](#) Europe,
- a [greener](#) Europe with zero carbon emissions,
- a more [connected](#) Europe,
- a more [social](#) Europe,
- a Europe [closer](#) to the citizens.

These priorities will be reached through four main axes:

1. Preserving [natural capital](#) and strengthening adaptation to climate change in SUDOE
2. Promote [social cohesion](#) and territorial and demographic balance in SUDOE through [innovation](#) and the transformation of productive sectors
3. Promote [social cohesion](#) and territorial and [demographic balance](#) in the SUDOE through social innovation, the valorisation of heritage and services
4. Strengthening the [impact of SUDOE](#) in the territories

Export Accelerating Program



NOVExport project goes on, in June, the Internationalization Supporting Program begun to take its first steps.

After having studied our candidate companies starting point, their products and services, their structure, their needs, export objectives, etc. 19

companies were selected to take part in the program.

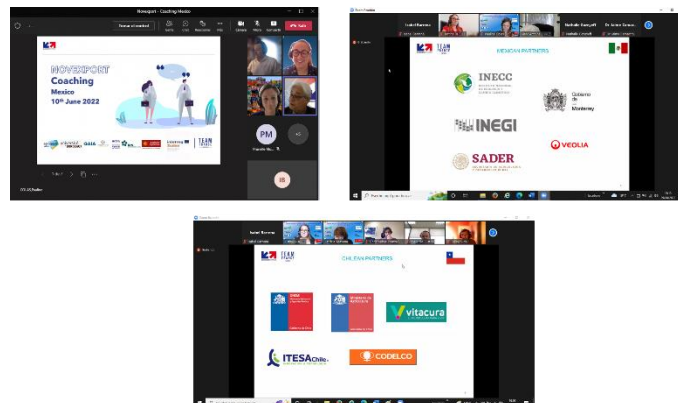
Through our Internationalization Plan, these SMEs have had access to specialized training with the ultimate goal of implementing their own **Go International Plan**.

➤ **Coaching Sessions** on the target countries: Brazil, México, Chile

- Awareness of the business culture of each country.
- Business Mentoring.
- Useful tips to succeed a virtual meeting.

➤ **Technical Sessions** for B2B meetings.

- Presentation of five “decision makers” from each target country, their needs and purchasing processes.
- Pitchings of our European SMEs



All this way will lead us to **B2B sessions** throughout the month of July to achieve the final goal of NOVExport:

- ✓ *Organization of virtual B2B meetings. Meeting point and matchmaking with local agents with an interest in the innovative technologies and services offered by our SMEs. **Acceleration of internationalization.***

NOVExport in Toulouse: General Progress Meeting

Last 8th of July took place the general progress meeting of the NOVExport project in Toulouse (France). Hub Occitania kindly hosted all the partners at [Aerospace Valley](#) facilities. Once again, after months of telematic meetings due to the pandemic situation, it was a pleasure to be able to hold our progress meeting face to face.

We had the opportunity to review in depth all the developments of the project, the status of all indicators and got a general view of the main challenges left until NOVExport gets to an end.



In this frame, we are already planning the [upcoming final event in September](#), after a brainstorm session, we fixed [Malaga](#) as the capital to celebrate together with our supported companies, different stakeholders, authorities, etc.

An interesting challenge in which we have already started working!

Hub Presentation Videos

Would you like to know us? Visit our Hubs, our companies and meet the NOVExport team?



Here we are... The presentation videos of Hub Badajoz, Bilbao, Coimbra, Occitania are in [NOVExport youtube channel](#). Come and meet us!

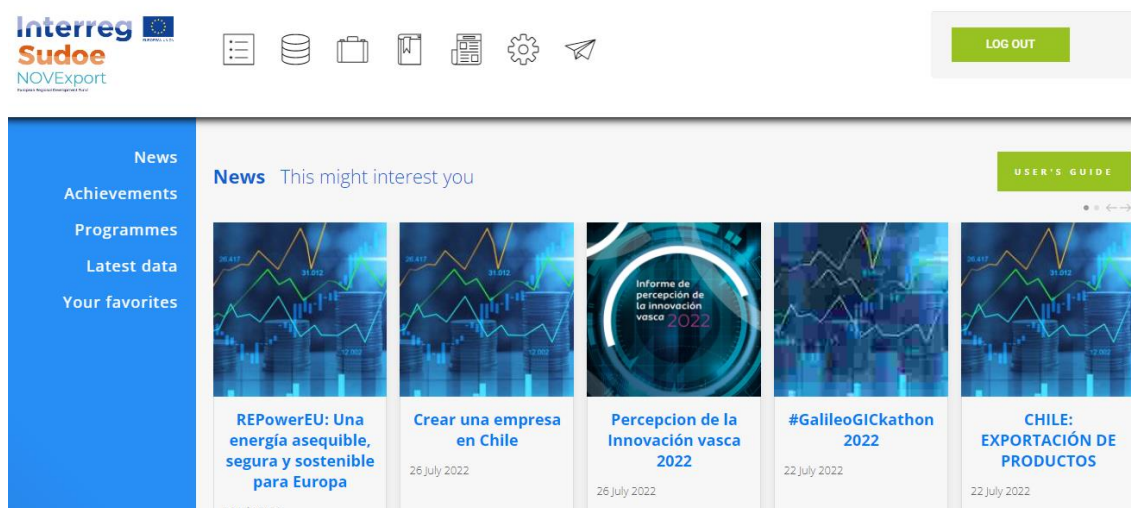


Next launchings, Madrid and Basque Coast. Can't wait to see all the hubs videos!

Register now and get benefit from more than 450 relevant resources:

NOVExport's Virtual Resources Center.

NOVExport project offers an open resource center (<https://crv.novexport-suodoe.eu>), a common dematerialized platform for accessing and sharing data (spatial and digital) providing data processing, training, and international market research tools.



The screenshot shows the user interface of the NOVExport Virtual Resources Center. At the top left is the Interreg Sudoe NOVExport logo. To its right is a navigation bar with icons for home, database, folder, document, list, settings, and search. A green 'LOG OUT' button is on the far right. Below the navigation bar is a sidebar with a blue background containing links for 'News', 'Achievements', 'Programmes', 'Latest data', and 'Your favorites'. The main content area is titled 'News This might interest you' and features a 'USER'S GUIDE' button. Five news cards are displayed, each with a data visualization background and a title: 'REPowerEU: Una energía asequible, segura y sostenible para Europa' (26 July 2022), 'Crear una empresa en Chile' (26 July 2022), 'Informe de percepción de la innovación vasca 2022' (26 July 2022), '#GalileoGICkathon 2022' (22 July 2022), and 'CHILE: EXPORTACIÓN DE PRODUCTOS' (22 July 2022).

Our [Center of Virtual Resources](#) is an evolving and growing dynamic platform that currently has more than 450 publications where you will find:

- more than 250 news of relevant topics as innovation, fundings, exports, environment, data, international strategies, etc.
- almost 70 commercial reports ranging from case studies of the use of spatial data to strategy studies and evolution of the agro, environment or maritime sectors
- near 100 international reports that seek to update the commercial information of the LATAM countries and the impact that the pandemic is taking in them,
- 21 trainings from different fields always within the interest of technological and innovative products and services.

Building our NOVExport Community:

Animation of the hubs

During the last months, we have been actively working to energize the 6 hubs through events and activities. Connecting with our companies and giving them a real collaboration network has been our objective.

- Meetings with our companies, different interhub events, summits...
- Hundreds of attendees & more than 100 participants SMEs
- Trainings & webinars



Coming soon....

- ✓ NOVExport comes to its ending stage, we are planning a final event where all partners, our supported companies and decision makers will meet.

We will be present in Malaga taking part in [Agrifood Summit](#). See you next [September 29th & 30th](#) !

- ✓ Commercial prospecting missions to LATAM countries: [Brazil & Colombia](#).

Follow us!



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