



## **RESULT OF ACTIVITIES OF THE SECOND EUROPEAN SME WEEK IN SPAIN** **(YEAR 2010)**

This document presents and analyses the data collected from the activities endorsed by the Directorate General for Small and Medium Enterprise Policy (DGPYME) which have been carried out in Spain on the occasion of the Second European SME Week during the months of May and June 2010.

The DGPYME and the Spanish Confederation of Associations of Young Entrepreneurs (CEAJE) are the two entities that have acted as national points of contact for this activity. Both entities have coordinated and examined all the proposals received, verifying compliance with the requirements and agreeing together to grant the relative guarantee.

The DGPYME has negotiated the request for guarantee before the European Commission, through a database with all the proposed initiatives. The data collected in the months of May and June 2010 have been used to prepare this analysis. The DGPYME has supported 63 events out of the 72 requests made during this same period. The 9 requests rejected were mainly due to repetitions in the events to be endorsed.

The European SME Week is a communication campaign coordinated by the Directorate General for Enterprise and Industry of the European Commission whose aim is to foster entrepreneurship in Europe and be an information instrument for employers about the aid made available to them on a European, national and regional level. The campaign enables SMEs to access a large amount of information, as well as advice, assistance and ideas to help them develop their activities.

The European SME Week is one of the measures adopted to instrument the «Small Business Act», the first complete political framework for SMEs within the European Union and its Member States.

Events have been held during the months of May and June 2010 to inform and support employers, both those already established and new entrepreneurs, and for them to contact each other, to help them develop new ideas and benefit from personalised information and aid.



This initiative stirred up great interest in Spain right from the first edition, and in 2009 it endorsed more events than any other country of the European Union.

The following parameters have been analysed to discover the dimension of this initiative in Spain in 2010:

1. Type of organising entity.
2. Number of events per type of entity.
3. Territories where the events were developed.
  - 3.1. Number of events per territory.
4. Aim of the event.
  - 4.1. Type of event.
5. Target
6. The Second European SME Week in press.



## 1. TYPE OF ORGANISING ENTITY

The 63 events held in Spain under the umbrella of the Second European SME Week, have been organised by 60 different institutions. These institutions can be classified into two groups: public or private organisations.

Local and regional governments, the General State Administration, as well as Institutions, Innovation Centres and Universities are some of the public organisations involved.

Enterprises, associations and provincial federations are among the group of private organisations. The identities of these organisations are listed below:

Public:

- Government of La Rioja.
- Development Agency of La Rioja.
- IMPIVA (SME Institute), Generalitat Valenciana.
- Institute for Promotion of the Region of Murcia.
- Innovation and Transfer Centre of Andalusia.
- CESEAND (Centre of Services for European Affairs in Andalusia).
- Ministry of Work and Immigration.
- Junta of Extremadura, Regional Ministry of Economy, Trade and Innovation.
- Barcelona Activa.
- SODERCAN Group.
- CEIN S.A.
- Government of Asturias, Regional Council of Industry and Employment.
- *Andalucía Emprende* Foundation.
- Regional Ministry of Economy, Employment and Tourism of Melilla.
- Town Council of Laredo.
- Ministry of Industry, Tourism and Trade.
- European Commission, DG Enterprise and Industry.
- Institut d'Innovació Empresarial de les Illes Balears.
- Local Agency for Economic and Social Development of Alicante City Council.
- Generalitat Valenciana.
- Europe Direct.
- Town Council of Rivas-Vaciamadrid.



- Madrid Emprende.
- Town Council of Torrejon.
- European Centre of Enterprise and Innovation of Murcia.
- Directorate General for SME policies.
- ICEX (Spanish Institute of Foreign Trade).
- Government of the Canary Islands.
- University of Oviedo.
- European Centre of Enterprise and Innovation of Talavera de la Reina.
- Council of Barcelona.
- Generalitat de Catalunya.
- Aragonese Institute for Promotion.
- SODERCAN Group.
- University School of Tourism of Lanzarote.
- ADEuropa Foundation.
- PromoMadrid.
- Madri+d Foundation.
- Valencian Community Foundation.
- FUNDESARTE, Spanish Foundation for Innovation in Crafts.
- Young Initiative Office.

Private:

- Plain White Paper, Ltd.
- Mersin Chamber of Shopping.
- Toledo Chamber of Commerce.
- La Rioja Chamber of Commerce.
- Santander Chamber of Commerce.
- Confederation of Employers of Galicia.
- Federation of Employers of La Rioja.
- Association of Young Entrepreneurs of La Rioja.
- Iberoamerican Federation of Young Entrepreneurs.
- Spanish Confederation of Young Entrepreneurs – CEAJE.
- Association of Young Entrepreneurs – AJE Andalucía.
- Association of Young Entrepreneurs – AJE Cadiz.
- Alava Forum for Social Corporate Responsibility.
- Desafío DEGEM.



- EuropaBio.
- ASEBIO.
- EuropaBio's SME Platform.
- Confederation of Employers of La Coruña.
- Spanish Multisectoral Association of Micro-businesses.

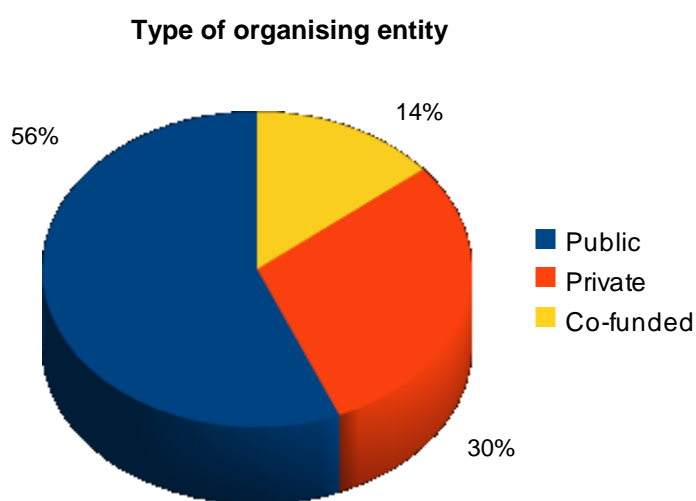


Figure 1: events of the Week by type of organising entity. Source: Compiled by authors based on the Database of the European SME Week of the European Commission.

The chart above shows the outstanding involvement of public institutions, as out of the 60 entities that have organised the different events, the great majority of the activities developed are carried out by them. There is also an increase in private initiatives, which went from 20% in 2009 to 30% in 2010.



## 2. NUMBER OF EVENTS PER TYPE OF ENTITY

The events endorsed by the DGPYME are promoted by different territorial institutions and social groups, which we can be classified into eight groups. The following list is derived from this observation:

<b>Organisation or institution</b>	<b>Number of Events</b>
State scope	5
Autonomous Community scope	18
Local scope	12
Associations / Confederations	17
Universities	1
Innovation / Technology Centres	1
Chambers of Commerce	9
Others	13
<b>Total endorsed events</b>	<b>63</b>



### Events according to organising entity

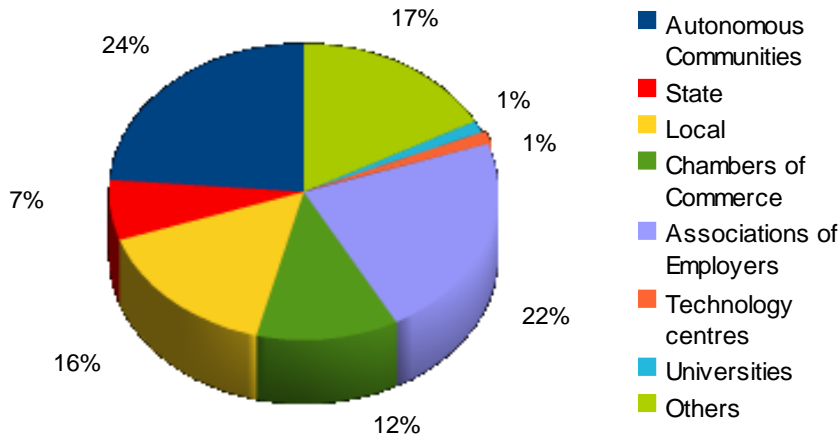


Figure 2: events of the Week by organising Entity. Source: Compiled by authors based on the Database of the European SME Week of the European Commission

The conclusion that can be drawn from analysing these data is that the Autonomous Communities together with the business associations and the Chambers are the ones that have carried out the most initiatives, with a difference, averaging 14 events endorsed by each one, some of which are presented in different locations within their territory. Local administrations on their own promote almost 16% of the events carried out on the occasion of the Second European SME Week.



### 3. TERRITORIES WHERE THE EVENTS ARE ORGANISED

This is the parameter used to measure the territorial expansion and dissemination reached by the initiative. As observed below, the great majority of the Autonomous Communities are the venue for some events, without bearing in mind the type of entity that organises it, in other words, regardless of whether the initiative is public or private.

The territories that held events on the occasion of the Second SME Week are:

- Andalusia.
- Aragon.
- Asturias.
- Balearic Islands
- Canary Islands.
- Cantabria.
- Castile and Leon
- Castile-La Mancha.
- Catalonia.
- Valencian Community.
- Extremadura.
- Galicia.
- La Rioja.
- Madrid.
- Melilla.
- Murcia.
- Navarra.
- Basque Country.

This shows that the initiative reaches all the Autonomous Communities except for the autonomous city of Ceuta. The number of Autonomous Communities that have taken part in this initiative has increased with respect to the previous year, with the adhesion of La Rioja and Navarra.



### 3.1. Number of events per territory.

The table below shows the Autonomous Communities where most events have been held. If we develop this analysis at a local level, cities such as Madrid, Barcelona and Santander are among the locations where most events are held.

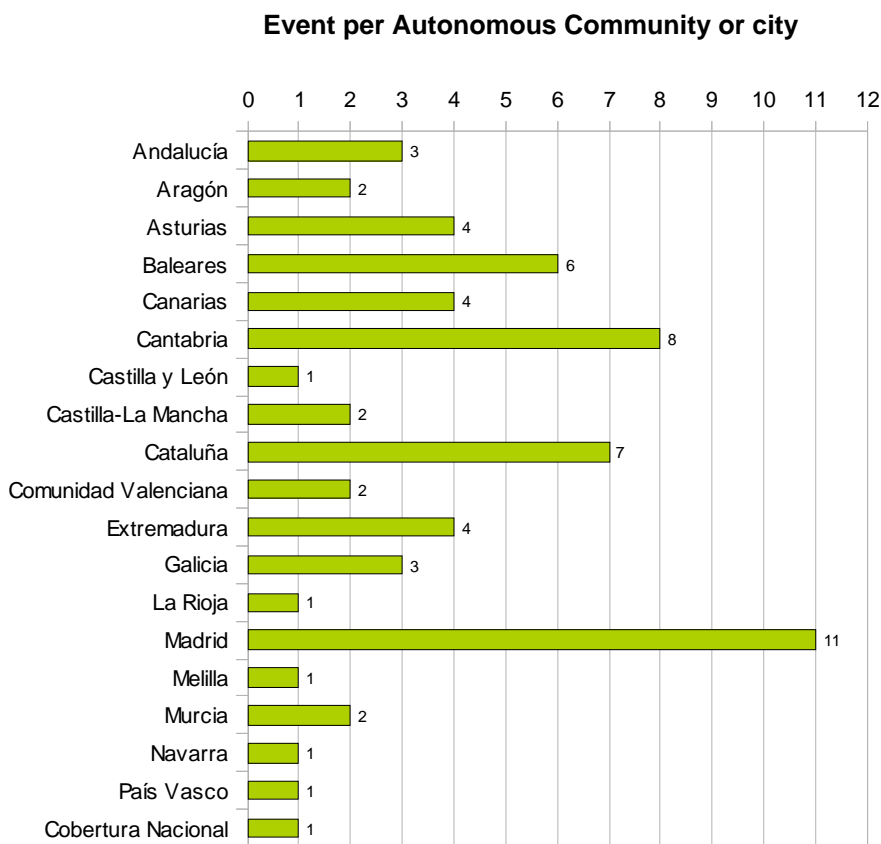


Figure 3: events of the Week by regions. Source: Compiled by authors based on the Database of the European SME Week of the European Commission.

As indicated in this chart, the Communities of Madrid, Cantabria, Balearics and Catalonia are the territories where the largest number of initiatives were held.



#### 4. AIM OF THE EVENT

As mentioned at the start of this document, the purpose of the “European SME Week” initiative is to promote entrepreneurship in Europe and inform enterprises about the aid placed at their disposal both on a European as well as national and local level. However, each one of the events organised in Spain has more specific objectives. Those objectives<sup>1</sup> indicated by the organisers are listed below:

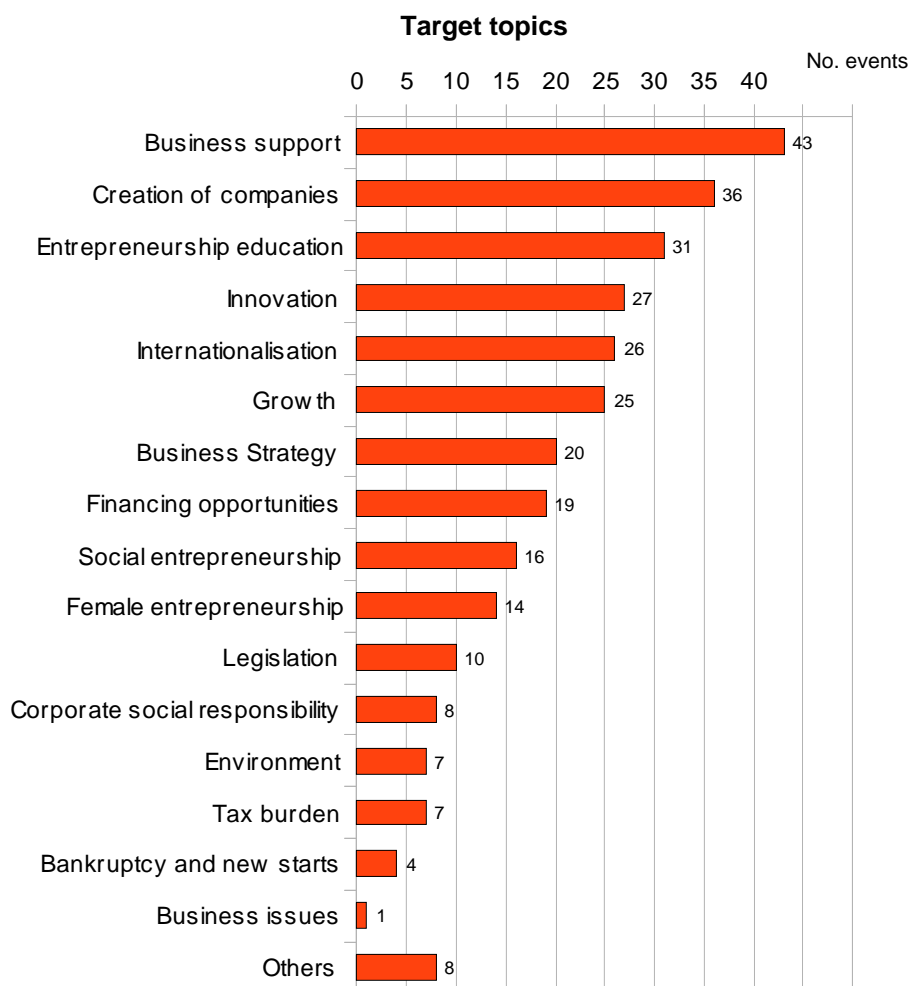


Figure 4: topic of the events endorsed. Source: Compiled by authors based on the Database of the European SME Week of the European Commission

<sup>1</sup> The events can establish more than one objective.



The conclusions that can be drawn from the study of the data are as follows:

- Firstly, that “*Business support*” is the topic that is set as an objective when promoting these activities in the largest number of events.
- That “*business support*”, together with “*creation of businesses*”, “*entrepreneurship education*”, “*innovation*” and “*growth*” are some other priority objectives.

#### 4.1. Type of event.

Regardless of the objective of the event, each one of them has been organised under a format that coincides in the majority of the cases, that is, “Conferences”. However, the special relevance of “Workshops / Seminars” must also be highlighted.

Type of event

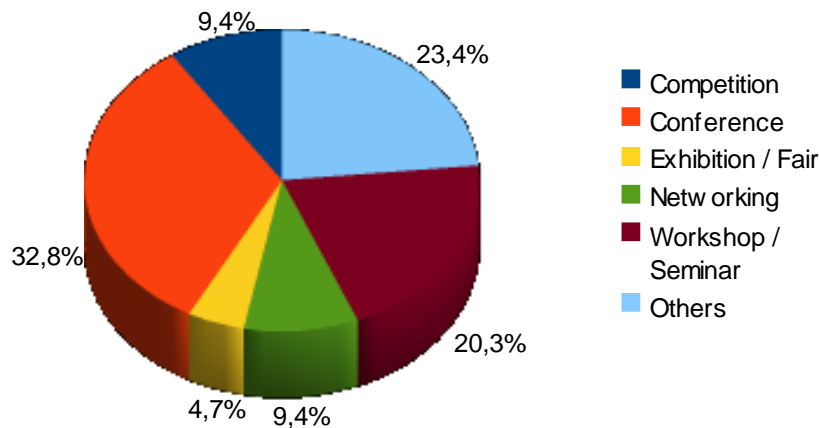


Figure 5: classification of events. Source: Compiled by authors based on the Database of the European SME Week of the European Commission.



## 5. TARGET

The type of public that these events address is analysed in this section. The total number of participants estimated in all the events carried out in Spain has surpassed the number of 106,562, so accurately specifying the public to be attracted to each event is a key factor. A list of the target public for the activities organised can be seen in the figure below, highlighting that the majority of the events focus on "potential entrepreneurs", followed by "entrepreneurs / self-employed" and "investors / financial entities". Other events open their doors to students, public entities and the general public<sup>2</sup>.

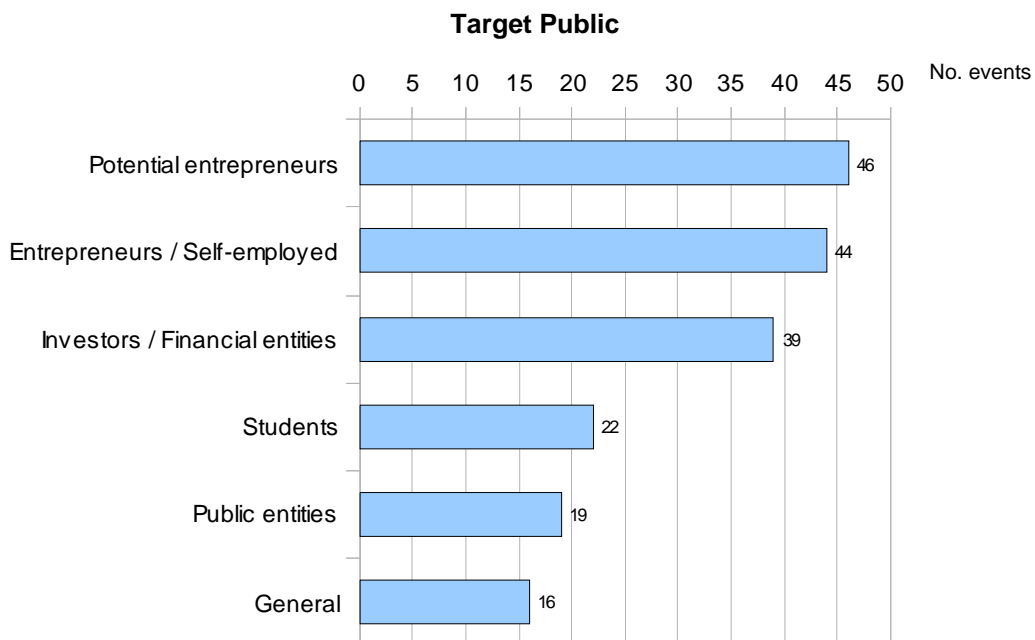


Figure 6: target public. Source: Compiled by authors based on the Database of the European SME Week of the European Commission

<sup>2</sup> Each event can have more than one target public.



## 6. THE SECOND EUROPEAN SME WEEK IN THE NEWSPAPERS

The period selected to analyse the relevance in the media of the Second European SME Week starts on 1 May and ends on 10 June 2010. In this space of time all the news that have mentioned this initiative have been analysed, finding a total of 53 references.

Within these 53 impacts, the position of the initiative has been moved to the last plane of the news. No headlines have been found that make a direct mention and their position is normally reserved to the body of the news in the majority of the cases. The use of crossed references between the Second European SME Week, the Ministry of Industry, Tourism and Trade (MITYC), the Directorate General of Policies for SME (DGPYME) and the Entrepreneur's Day, is also striking. It is clearly observed how the initiative of the MITYC and the Entrepreneur's Day is clearly associated, and within the references to the MITYC, 18% refer directly to the DGPYME.

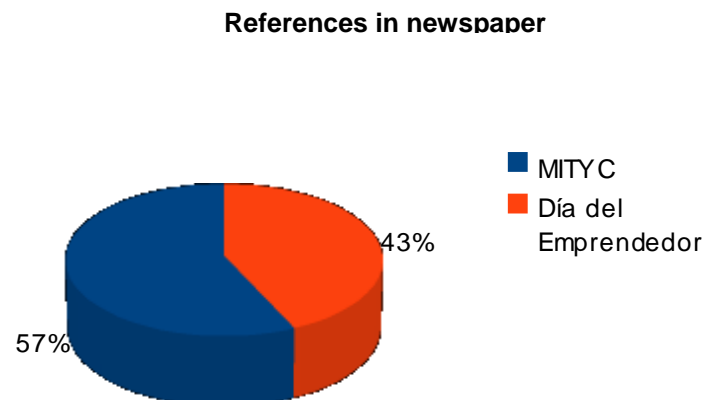


Figure 7: crossed references in press. Source: Compilation of media Kantarmedia, 2010.



Another aspect to be highlighted is the inclusion of the news in the different thematic sections of the newspaper. The importance of information within the Regional and Local sections is observed, although a large number of media do not classify them within a specific section.

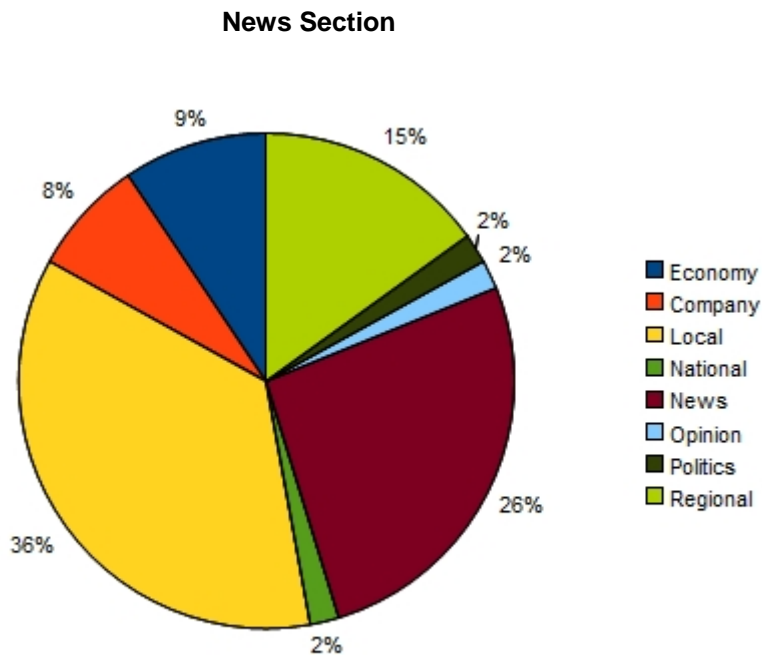


Figure 8: analysis per section. Source: Compilation of media Kantarmedia, 2010.



Finally, the space-time location of the news must be analysed, where we observe a greater abundance of news in the Andalusian regional and national scope, with activity peaks on 11, 23 and 26 May, and 2 June.

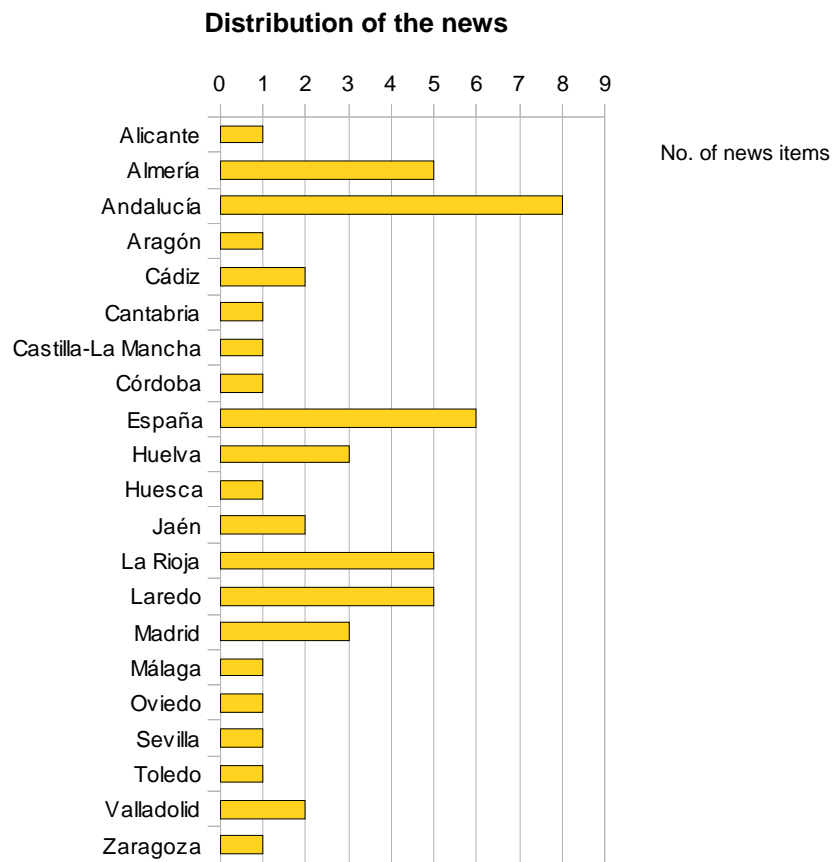


Figure 9: regional distribution of news. Source: Compilation of media Kantarmedia, 2010.



## 7. APPENDIX: List of Events

- Entrepreneur's Day in La Rioja.
- Day of the enterprising person in the Valencian Community.
- Entrepreneur's Day in the Region of Murcia.
- Brokerage Event on Environmental Technology. Sevilla.
- European conference on social economy: A different way of doing business, challenges and opportunities faced with a globalised world. Extremadura.
- Entrepreneur's Day in Extremadura.
- V investment forum madri+d.
- 2010 Entrepreneur's Day. Barcelona.
- Entrepreneur's Week. Santander.
- Entrepreneur's Day. Navarra.
- Market of cooperative and education associations in Asturias. San Martín del Rey Aurelio.
- Entrepreneur's Day. Andalusia.
- 1st Enterprise Education Conference. Gijón.
- Increasing Occupational Capacity of Operators employed in the international overseas Shopping companies. Oviedo.
- Entrepreneur's Day in Melilla.
- Promotion of self-employment and recognition of local entrepreneurship. Laredo.
- Iberoamerican Congress of young entrepreneurs. Cadiz.
- Getting SMEs on the road to recovery - The Small Business Act for Europe  
European Enterprise Awards 2010: Exchange of good practice. Madrid.
- Entrepreneur's Day. Mallorca.
- Entrepreneur's Day. Menorca.
- Entrepreneur's Day. Ibiza.
- Entrepreneurs: A European impetus for your ideas. Alicante.
- Espaciol, Rivas for Innovation. Rivas – Vaciamadrid.
- IV National Commercial Encounter for young entrepreneurs. Madrid.
- Entrepreneur's Day of Madrid.
- Opportunities in R&D&I and participation keys in the transport sector. Information Day on Transport Area (including aeronautical industry) of the 7<sup>th</sup> Framework Programme of the European Union. Valladolid.
- II Fair of Support to SMEs and entrepreneurs. Torrejón de Ardoz.



- CSR as a sustainable growth and equilibrium factor. The Alavese SMEs as active agents on the European path. Vitoria.
- Internationalisation Day. Palma de Mallorca.
- Playing at being an employer to learn to be enterprising. Tenerife, Canary Islands, Barcelona and Extremadura.
- + IDI Days: Innovation Day. Palma de Mallorca.
- Design Day. Palma de Mallorca.
- European Congress on crafts: Tradition, Innovation and Sustainability: Support from the Public Administration. Barcelona.
- Iniciador Murcia.
- Being enterprising Together. National campaign.
- Basic taxation workshop. Santander.
- Reflections before embarking. Santander.
- How to establish prices in exports. Madrid.
- Entrepreneur's Day in Canary Islands.
- Next stop Startup. Barcelona.
- Financial Excel Workshop. Santander.
- Elevator pitch competition for university students business ideas. Oviedo.
- III SRD business networking. Santander.
- Basic concepts of sales techniques. Santander.
- Training session: International impetus for entrepreneurs. Tools of the European Enterprise Network". Talavera de la Reina.
- The trainer of executive skills for business consolidation and growth. Barcelona.
- Innovation Opportunities for SMEs. Barcelona.
- Presentation of the GEM report. Barcelona.
- Comunica Workshop. Mérida.
- The internationalisation of Galician businesses. Santiago de Compostela.
- Europe is made of microbusinesses. Madrid.
- Tailoring the European Framework Programmes and financing for biotech SMEs: improvements and challenges. Madrid.
- SME week EuropaBio – ASEBIO. Madrid.
- International impetus for entrepreneurs. Tools of the European Enterprise Network". Toledo.
- Day of the enterprising person and European SME Week in Andorra.
- Clear accounts workshop. Cáceres.



- Day of the enterprising person and European SME Week in Graus.
- Geographical mobility and transnational recruitment as business competitiveness elements. Vigo.
- Industrial relations in the Euroregion of Galicia - North of Portugal. Orense.
- III Conference on creation and development of enterprises "Lanzarote creates". Lanzarote.

13 July 2010

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