

Making Growth Happen – Exports and Growing Global

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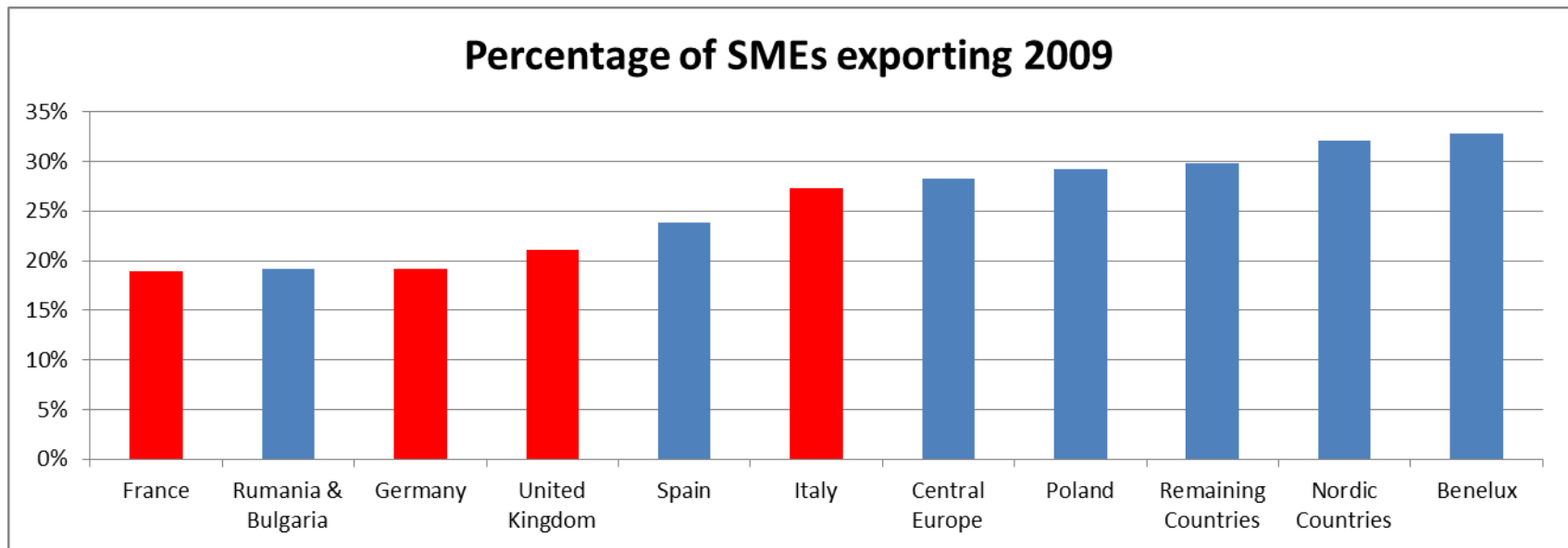
Why does exporting matter for SMEs?

....because it's good for INNOVATION and GROWTH

- Evidence suggests:
 - SMEs that export grow more than **twice** as fast as those that do not.
 - ‘Internationally active’ SMEs are **three times** more likely to introduce new sector products or services than other SMEs.
- Firms which both export and innovate have higher productivity growth benefiting ***the UK economy as a whole.***

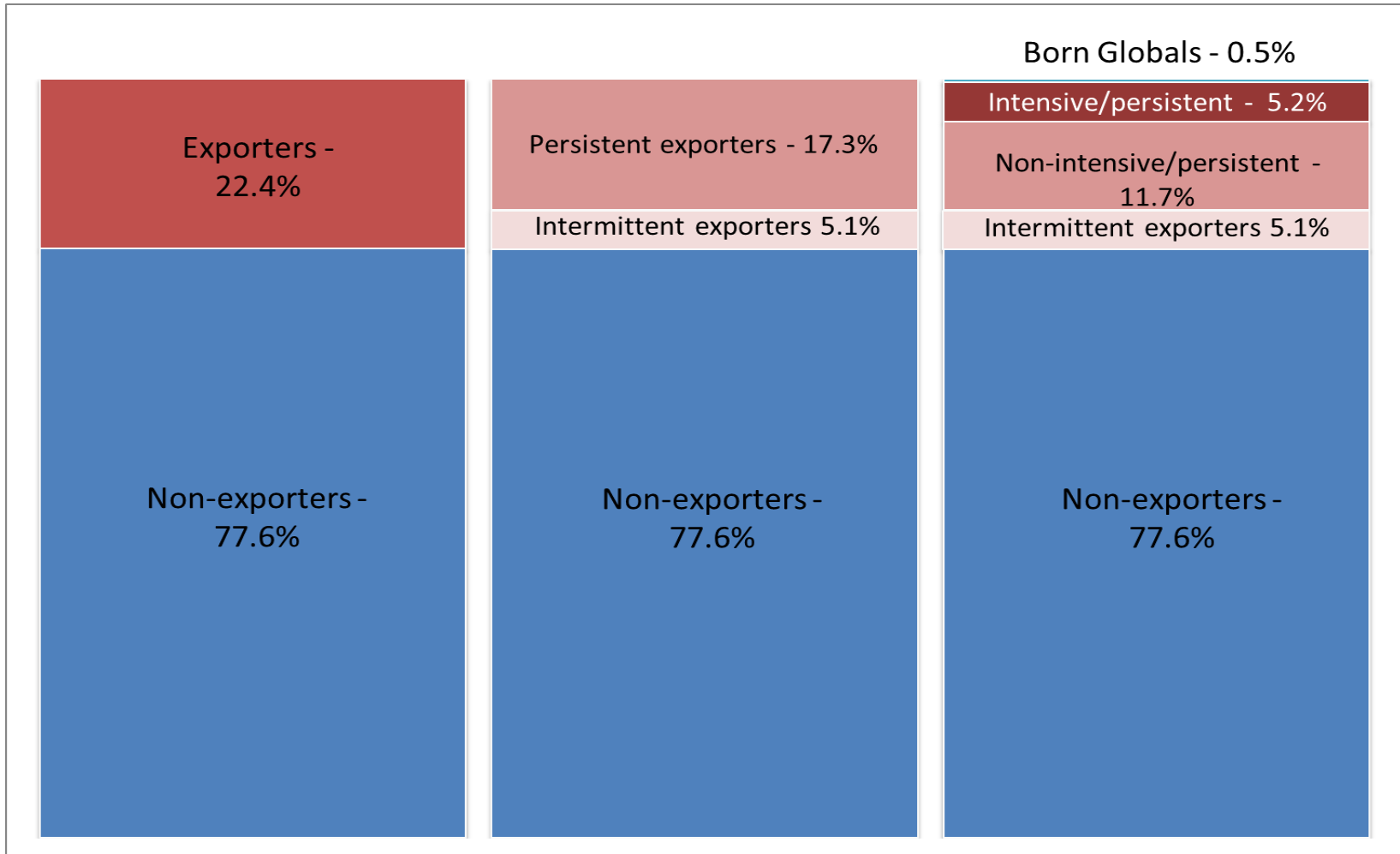
Where does the UK stand on SME exporting?

... broadly comparable to other major EU economies



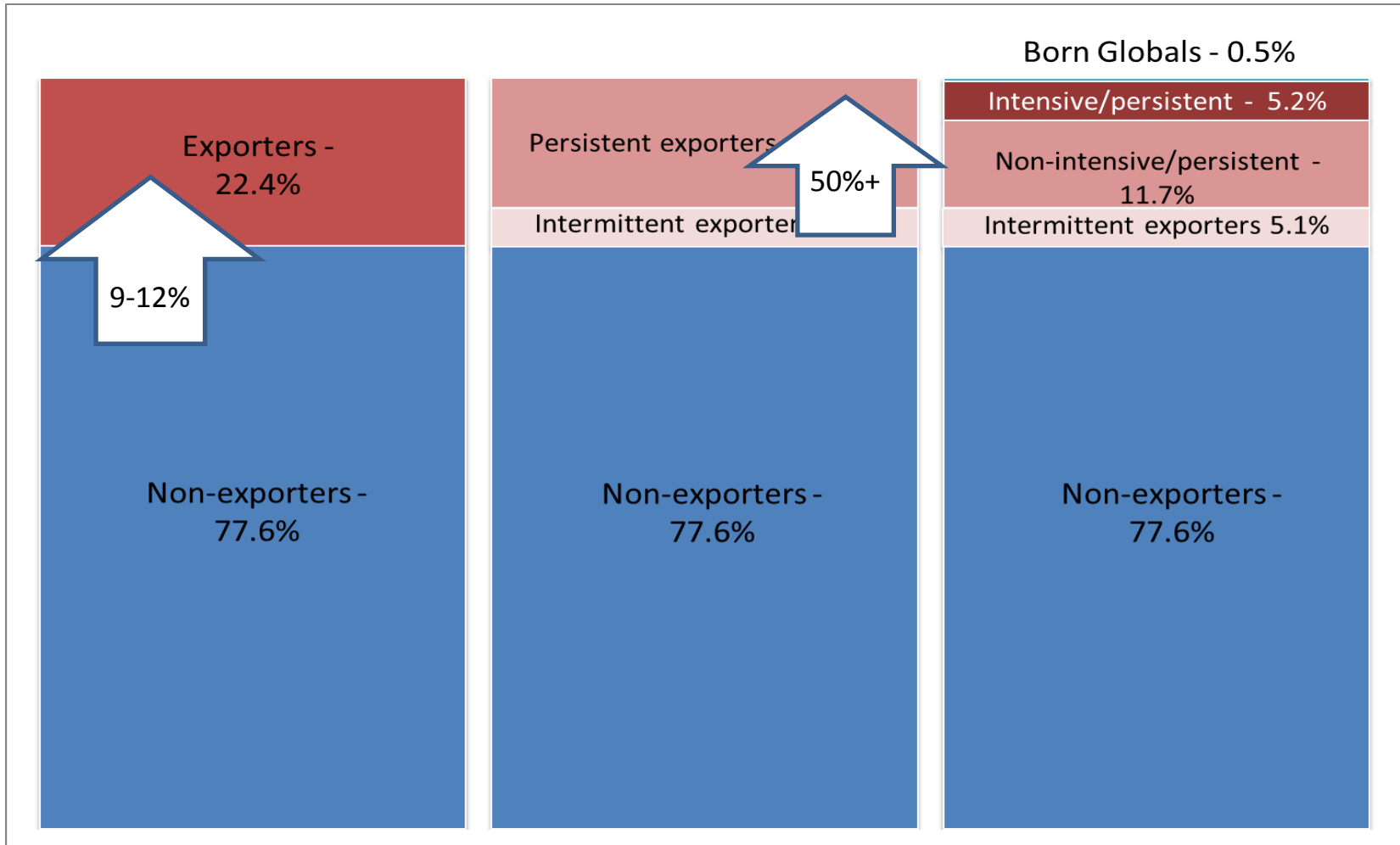
Source: *Survey 2009, Internationalisation of European SMEs EIM/GDCC (N=9480)*

The landscape of UK SME exporters



Source: Small Business Survey 2012

Changing the landscape



Source: Small Business Survey 2012

The export policy challenge!

Who has export potential?

- Innovation is one of the **key** markers of export potential
- Key indicators of becoming ***persistent*** exporters include:
 - Previous international experience
 - A clear overseas plan
- Persistent exporters and those with more international experience tend to be more ***export intensive***

Targeting support

- Positive results occur where SMEs take advantage of external support.
- **BUT** awareness of UKTI services is limited reducing potential take-up of export support.
- **Potential** exporters and persistent exporters are **support-ready** and may benefit most from being offered UKTI support.
- Focus on these two groups for more targeted marketing of export support services to SMEs.