

Key element for SME's competitiveness

Fernando Sierra, CEO
EUSKALIT, Basque Foundation for Excellence
Parque Tecnológico de Zamudio, Edificio 206 A
Zamudio, Bizkaia, Spain
fsierra@euskalit.net

There is a debate about the main challenges for the SMEs to be competitive nowadays. Looking at many experts and public policies across Europe we could conclude that there are three elements that appear constantly:

1. Innovation. Everywhere and every time is mentioned as the first priority for every single SME is to create new products, new services, new ways to be organized, new innovative culture...
2. Size. More than 90% of European companies are SMEs and it is said that too small to be competitive and it is necessary to be bigger.
3. Internationalization. Globalization is a non-return phenomenon and a global view (export to other countries, be located internationally...) is pointed out as necessary to compete.

But...are we sure that the SMEs are ready to address these key challenges (or others) in order to be more competitive?

After a three years work with more than 500 SMEs in the Basque Country (Spain) we can say that there is a pre-requisite that it is no prioritize in many cases.