

How to involve SMEs

Solutions

- Create a buzz on digitization, through events, champion
- major
- small - Create events to get personal contacts
- Visits to the laboratories
- A maturity assessment to initiate first contact
- Use paper instead of pdf
- Short videos with students
- Differentiate the communication with regard to the market segments
- Do a market assessment
- Use the cluster organisations to reach for SMEs
- Create a sharp focus on the roles of the partners and stakeholders
- IPR
- VC - A Q&A expert on the premises
- Finance
- Use large companies also to attract SMEs
- Think in jumps, act in steps
- Startups are often not addressed

Problems

- Get first contact, SMEs are reluctant to get active
- Social media, email does not work; personal contacts are required
- Cultural differences are important
- Rural areas
- High tech, low tech
- Large, small
- There is no one market; different market segments
- Not all understand I40
- Communication is difficult and complex - Supply and demand
- Create an international approach is difficult