



Programme cofinancé par le Fonds  
Européen de Développement Régional  
Programme cofinanced by the European  
Regional Development Fund

- **Total budget:** 1.09 million euros
- **Duration:** 30 Months  
Starting date: 01/04/2009  
Ending date: 30/09/2011
- **Partners:**



**Province of Naples (IT) - Lead  
Partner**



**Prefecture of Dodecanese (GR)**



**Alicante County  
Council (ES)**



**Heraklion Chamber of  
Commerce (GR)**



**PATER - Territorial Pact for  
Employment of La Ribera (ES)**



**FUNDACIÓN  
COMUNIDAD  
VALENCIANA  
REGIÓN EUROPEA**

**Fundación Comunidad  
Valenciana—Región Europea  
(ES)**



# INNOVATEMED



**Innovative Actions for Trade and Enterprise in the Mediterranean**

[www.innovatemed.eu](http://www.innovatemed.eu)



In an increasingly competitive environment, Mediterranean SMEs working in traditional economic sectors are pushed to develop new competitive strategies if they aspire to survive in the global economy. South European territories are mainly characterized by SMEs with deep-rooted traditions and local products, but also fragmented and restrained by a know-how gap. The only solution for them is clustering to increase their competitiveness and attractiveness in the international arena.

Taking this into account, **INNOVATE-MED** project, part-financed by the European Commission through the Med programme, tries to take advantage of complementary situations in the Mediterranean area to jointly set up an innovative cluster approach for SMEs internationalisation. After a three-step process, partners will implement a marketing strategy aimed at promoting two horizontal

clusters in traditional sectors: food and wine on the one hand, and fashion, accessorize and jewellery on the other. The regions involved will optimise their synergies in order to explore strategies for internationalisation that could arise from this common cooperation.

The active involvement of chambers of commerce and development agencies will ensure the bottom-up participation of the key business stakeholders and a top-down process of capitalisation of results.

The objectives of **INNOVATE-MED** will be:

- Developing common strategies between territorial authorities and the business sector in order to identify and enhance the internationalization of clusters.
- Widespreading the generalized problems facing traditional economic sectors, such as the need of modernization, partnership and diversification to better compete in international markets.
- Promoting and transferring a model based on innovative internationalization actions that will benefit the whole local economy and consolidate trade and partnership opportunities.
- Developing service-sharing guidelines for MED productive clusters.



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