



Inspireurope

Enhancing International Business via Triple Helix Model of Innovation

How export companies can benefit from R&D

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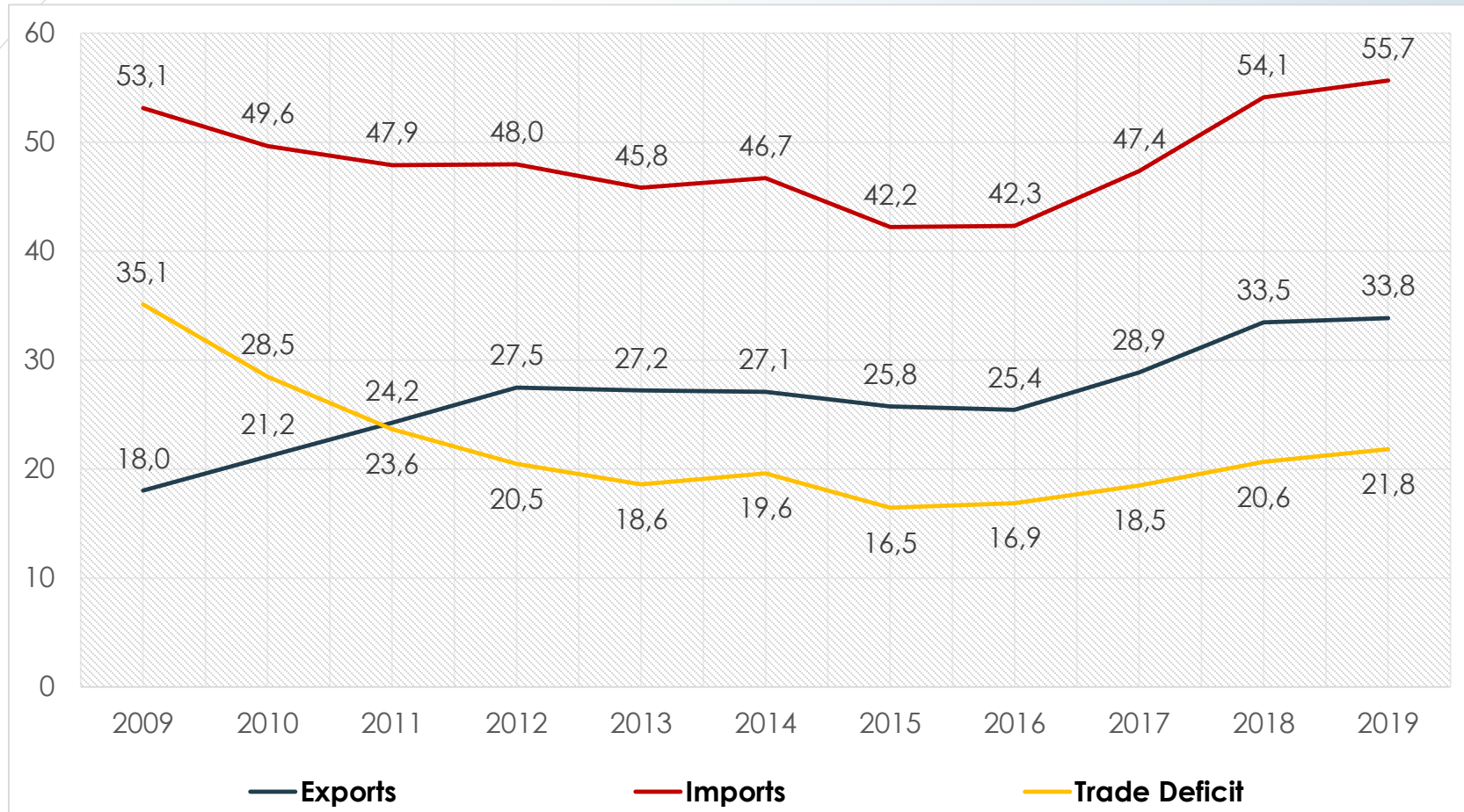
Since 1975, SEVE...



- **Supports** and **encourages** the extroversion of Greek companies
- **Protects** the economic and professional interest of its members acting as a link to their international activities
- **Contributes** as a consultant to the State in matters of extroversion and competition
- **Takes part** in the formation of the Greek legislation regarding extroversion
- **Implements** co-financed programs
- **Supports** Greek exporters with documented suggestions
- **Produces** specialized educational seminars and training courses in: Exporting marketing, market research, operations of exporting, negotiating techniques
- **Organizes** and supports the participation of companies in conferences, exhibitions, and meetings with companies that operate in the same markets both in Greece and internationally
- Has **international credibility** and recognition with a strong network of over 100 trusted organizations

Greek International Trade

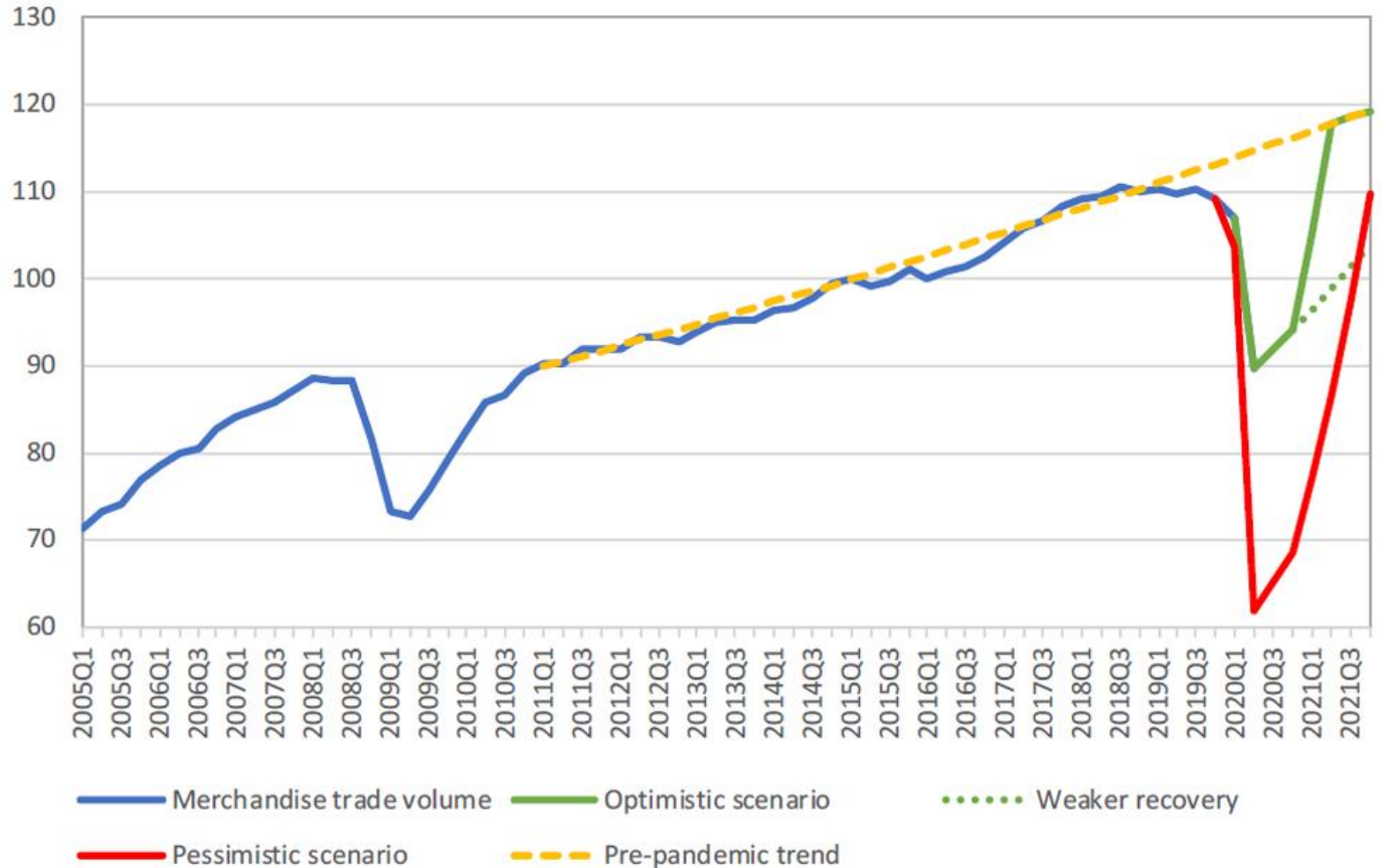
Graph 1. Trade Balance of Greece, 2009-2019



Source: Eurostat, **Edit:** IERS-SEVE, bn €

COVID-19 & International Trade

Graph 2. International Trade Volume



Source: World Trade Organization (WTO)

R&D & Export Performance Facts

- The extroversion of firms is an important factor for business and economic growth, especially in small countries like Greece.
- Firms' internationalization **STIMULATE** Investment in research.
- The Return on Innovation Investment is higher when the innovation is implemented in an international level.
- Investment in R&D may place a firm on the forefront of the technological frontier.



R&D & Export Performance Factors

- ▶ Factors influencing the export and R&D performance
 - Age and size of the firm
 - Labour costs
 - Human capital
 - Financial capacity
 - Solvency
- ▶ R&D is the most **human-capital-incentive** production activity
- ▶ Export performance of firms is positively related to their R&D behaviour,
i.e. larger if the firms are R&D active



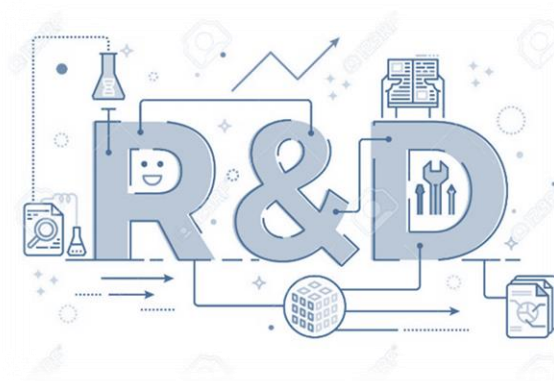


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R&D & Export Performance

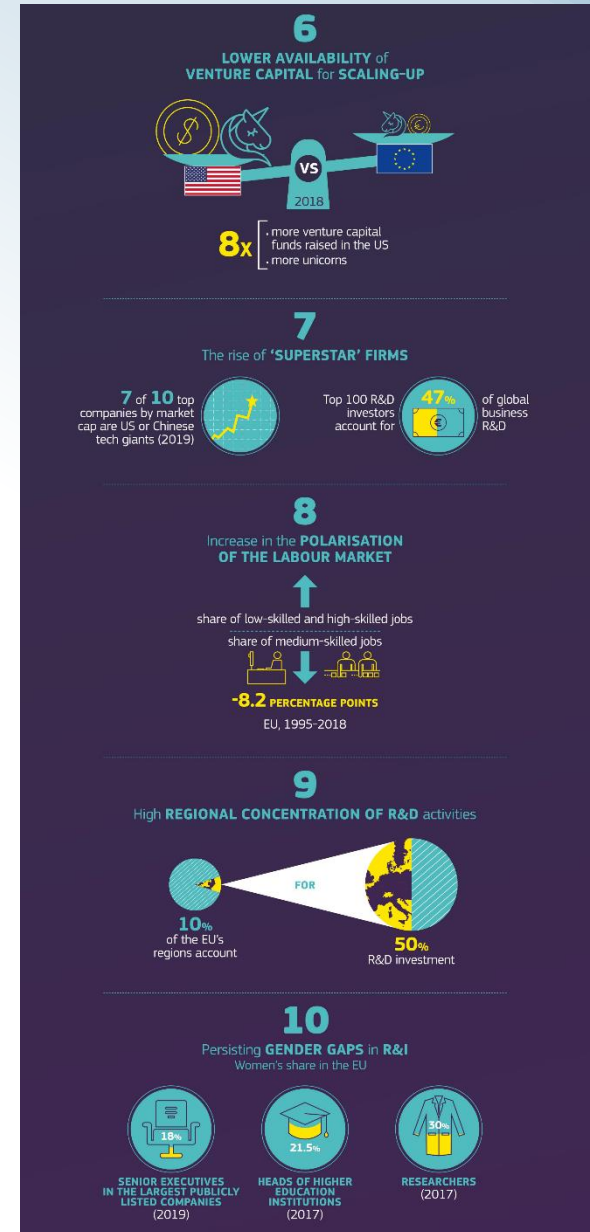
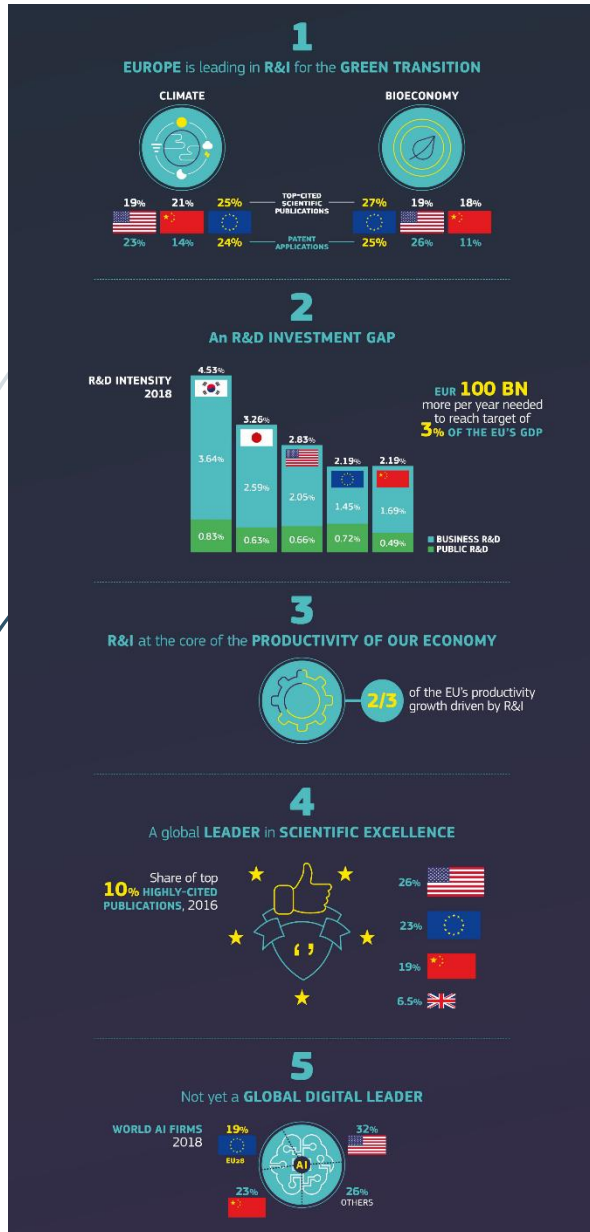
Three main reasons to invest

- ▶ Investments in R&D must comply with the export strategy of the firm. This creates an endless circle of innovation for the company, which results in higher exports and therefore in economic prosperity.
- ▶ R&D creates a competitive advantage for export-oriented startups.
- ▶ The decision to invest in R&D is higher in concentrated industries and lower for firms in industries with high entry barriers.



Research & Innovation in the EU

Top 10 Facts & Figures from the [Science, Research and Innovation Performance \(SRIP\) Report](#)



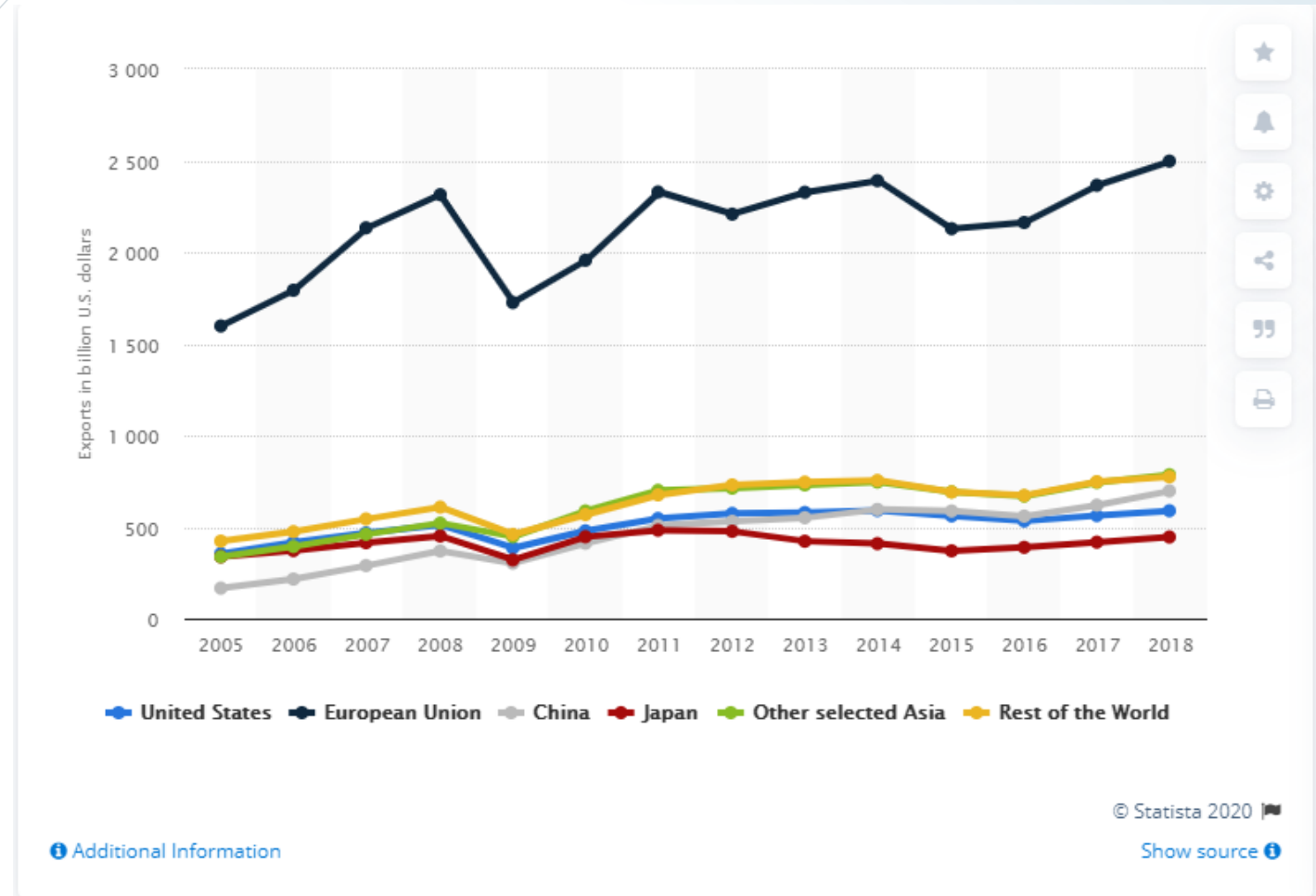
Research & Innovation in the EU



Source: [Science, Research and Innovation Performance of the EU \(SRIP\) report](#)

Exports of R&D intensive products

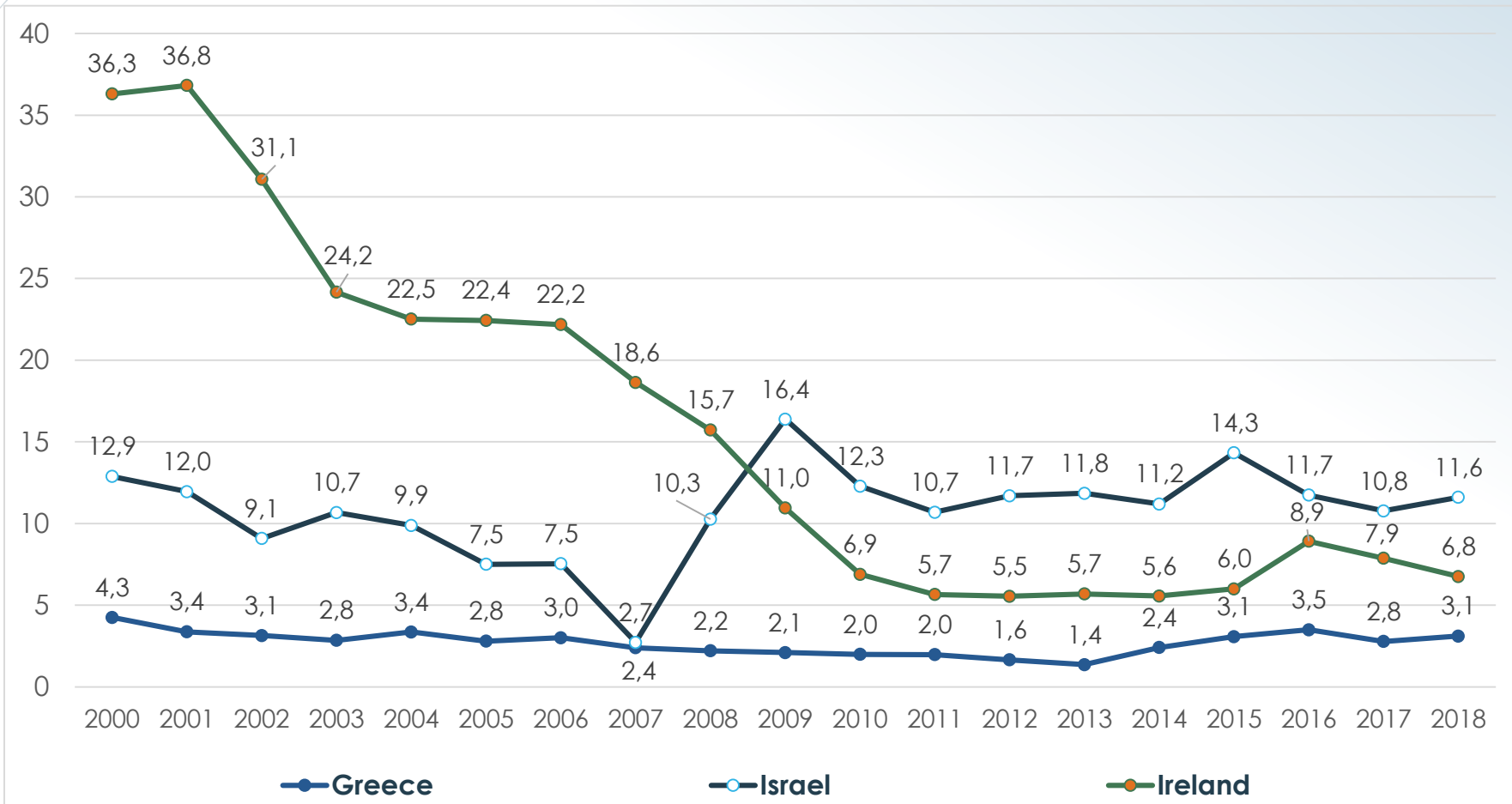
Graph 3. Exports of medium-high research and development (R&D) intensive products from 2005 to 2018



Source: Statista, in bn US \$

ICT Exports

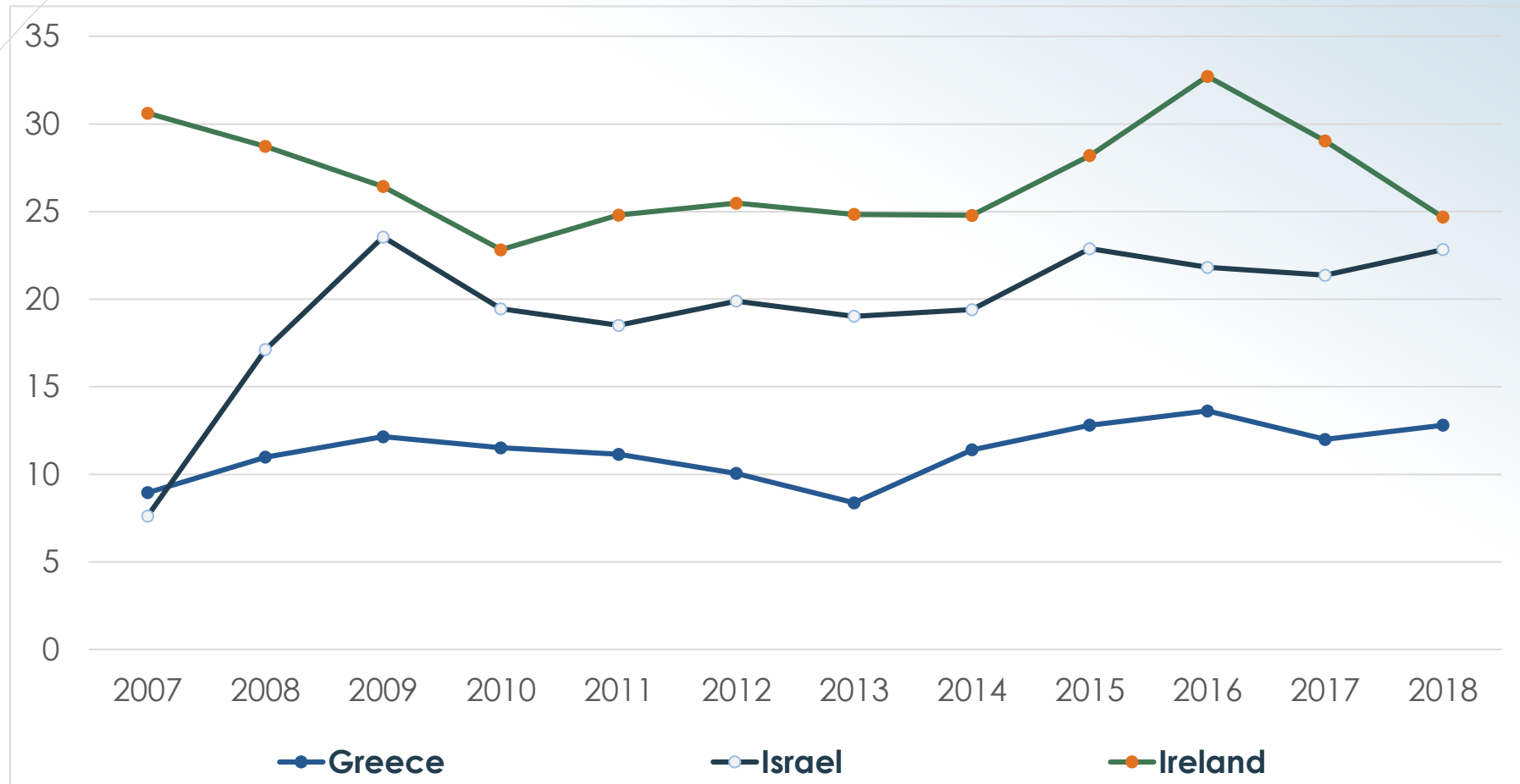
Graph 4. Information & Communication Technology – ICT goods exports (% of total goods exports), Greece – Israel - Ireland



Source: World Bank

High Technology Exports

Graph 5. High-technology exports (% of manufactured exports), Greece – Israel - Ireland



Source: World Bank



In conclusion...

- ▶ Exports and R&D are strongly correlated
- ▶ Innovative firms are more likely to have export activities and the number of R&D employees has a positive and significant effect on their export growth
- ▶ R&D activities have a positive impact on the firms' export performance
- ▶ Companies engaging in R&D activities have comparative advantages in international markets

In the end

We must keep in mind that Greece is part of the international community and besides our excellent research staff, we have to cooperate with researchers from all over the world in order to obtain and share **knowledge** and **know-how** in the highly competitive world we live in.



Thank you for your attention!



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