

Regional strategies for SBA implementation.

Entrepreneurship and SME Strategies in the  
Region of Murcia:

**PLAN EMPRENDEMOS.**



**Region of Murcia**  
European Entrepreneurial Region 2011





- 1 province = 1 region
- Neighbor regions:
  - Comunidad Valenciana (Alicante)
  - Castilla la Mancha (Albacete)
  - Andalucía (Almería & Granada)
- 45 municipalities
- Objective 1 phasing out

| GDP Sectoral Structure (%) | MURCIA | SPAIN |
|----------------------------|--------|-------|
| Agriculture                | 6.7    | 3.3   |
| Industry                   | 17.3   | 17.9  |
| Construction               | 12.2   | 11.6  |
| Services                   | 63.8   | 67.2  |

**Main Business Sectors:**

- Agriculture
- Agrofood Industry
- Petrochemical Industry
- Habitat (construction, furniture, stone).
- Tourist Industry

Entrepreneurs: **7%**  
of population  
between 18 and 64  
-(GEM09)

**6** new  
companies  
per day

| Main Socioeconomic Variables | MURCIA        | SPAIN            | MURCIA / SPAIN |
|------------------------------|---------------|------------------|----------------|
| Area (Km2)                   | 11,313        | 504,645          | 2.24%          |
| Population                   | 1,362,546     | 44,395,286       | 3.07%          |
| Production - GVA (million €) | 22,959        | 905,455          | 2.54%          |
| Business creation            | <b>90,698</b> | <b>3,174,393</b> | <b>2.86%</b>   |

# Región de Murcia no-typical



## Cultural, Monumental and Historic



Región de Murcia no-typical

Where the sun lives...



# Entrepreneurs and SMEs: the future of Murcia, the future of Europe

## ***OUR CHALLENGES:***

### **Murcia Region needs more entrepreneurs:**

- entrepreneurial culture, starting with young people and from school education.
- Simplifying administrative requirements and procedures.
- easier for entrepreneurs to access funding and investors.

### **Murcia Region has to boost SME's potential:**

- Improved access to finance to invest and grow.
- Smart regulation to enable SMEs to concentrate on core business.
- Making full use of the Single Market.
- Helping SMEs face the challenges of globalisation and climate change.



# Our Commitment: Murcia Region Policies and Strategies. Strategies aligned with the SBA at Regional Level.



## Our Candidacy to EER Call

- **Regional Candidacy targetting the three strategic objectives:**
  - Boosting Business Development and creation of new companies
  - Fostering Innovation, Cooperation and Internationalisation
  - Assuring sustainable economic development
- **Mainstreaming the European Initiatives in favour of SMEs and Entrepreneurs at regional level .**
  - SBA – Small Business Act [COM(2008)394 and COM (2011)78 ]
  - Green Paper - Entrepreneurship in Europe [COM (2003) 27 ]
- **Murcia Region Action Plan 2010-2011:**

## EER - Murcia Action Plan 2011

- Fostering entrepreneurship culture initiatives
- Services for entrepreneurs
- Financial aid for entrepreneurs
- Internationalisation for SMEs
- Collaboration and cooperation initiatives
- Innovation system
- Business financing
- Sustainable economy: Business improvement
- Communication Strategy





## Region of Murcia: European Entrepreneurial Region 2011

- Call for candidates (Committee of the Regions)
- Piece of candidacy submitted by the President of the Murcia region, the Confederation of businesses and Trade Unions
- The only Spanish region labelled for 2011 (Cataluña 2012)

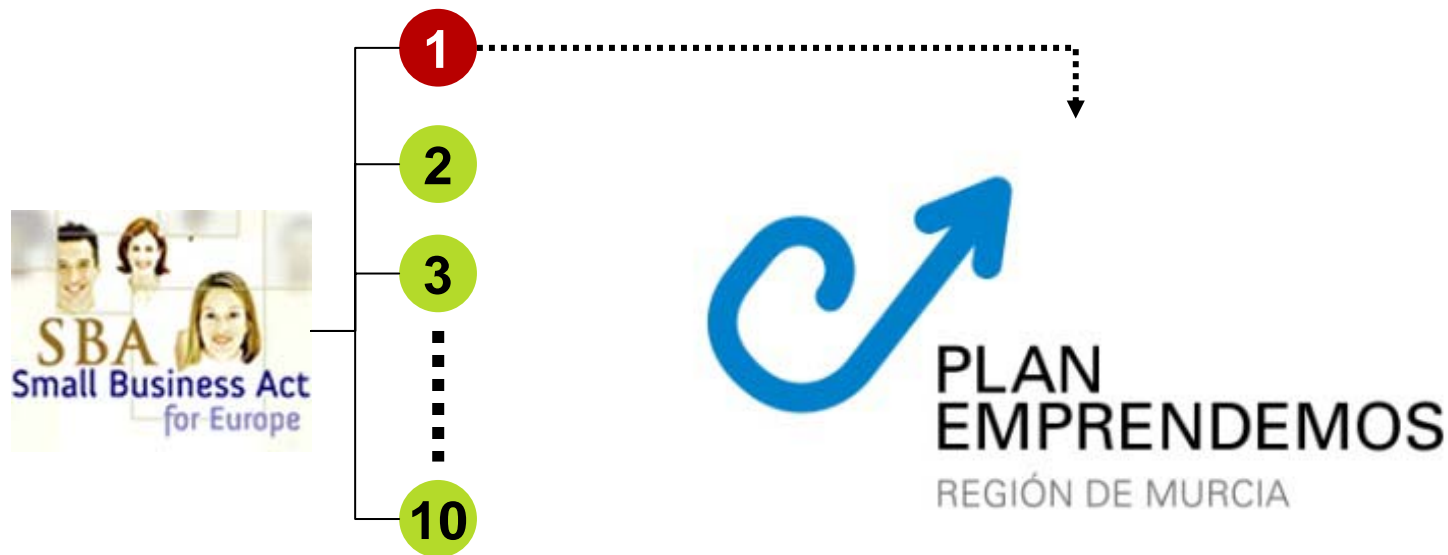


## Region of Murcia: European Entrepreneurial Region 2011

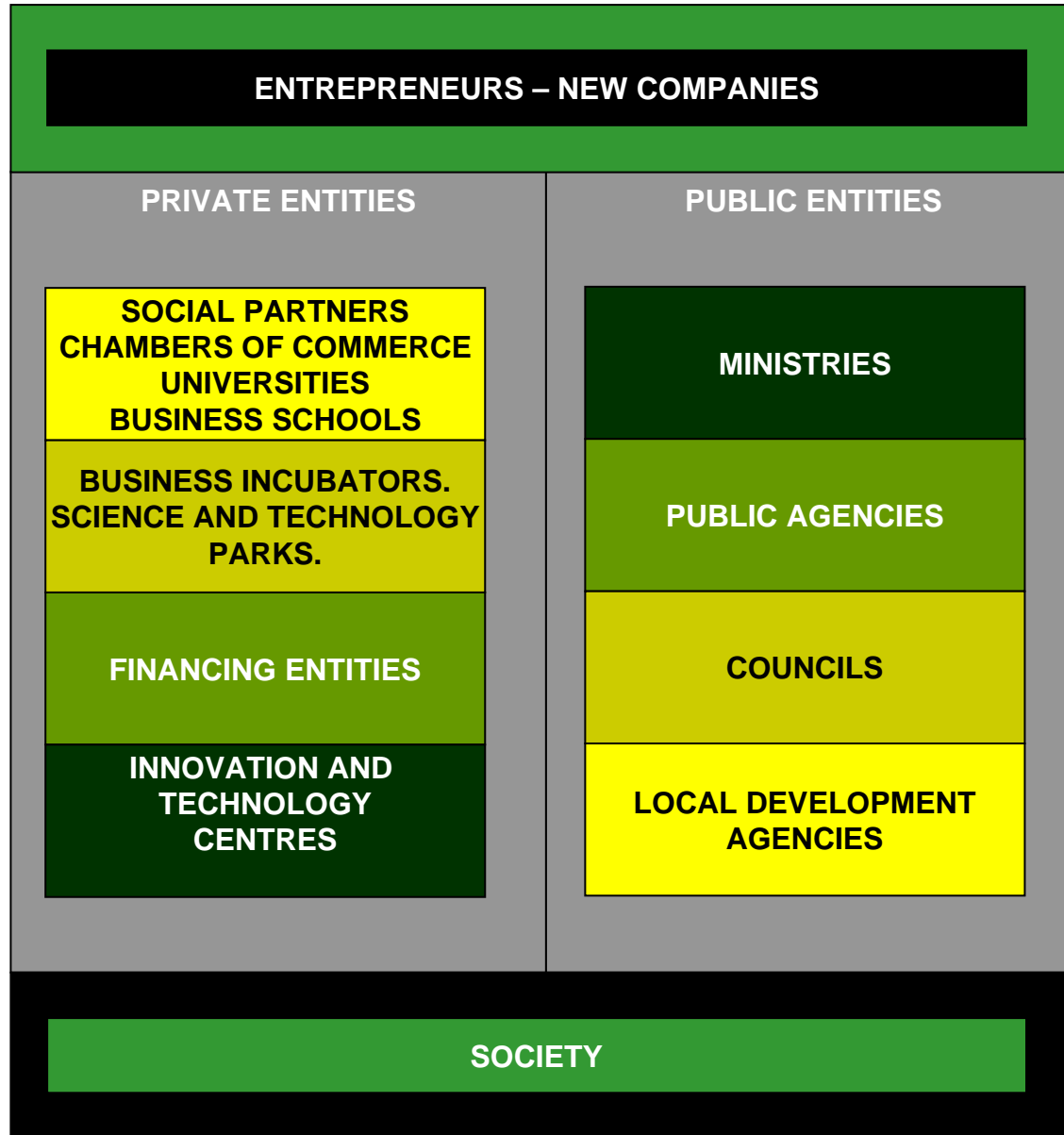


## Implementing the SBA- Principle 1/10 at Regional Level.

*"Create an environment within which SME, entrepreneurs and family businesses can thrive and entrepreneurship is rewarded."*



**Promoting the Entrepreneurial Spirit and the creation of new businesses in the Murcia region**

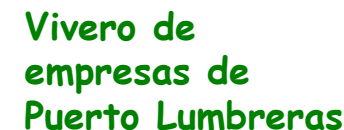
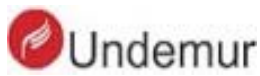


**SUPPORTING  
ENTREPRENEURSHIP  
REGIONAL  
NETWORK**

# Murcia Region Entrepreneurship Plan

- More than **45** public and private organisations implementing activities.
- Activities targetting the wide range of technical and financial needs of the regional entrepreneurs
- 2009 – Creation of the Entrepreneurship Task Force at INFO.
  - Definition of the Entrepreneurship Plan 2010-2011
- 2010 – Kick-off Entrepreneurship Plan

# Public and private organizations that provide support and services for entrepreneurs

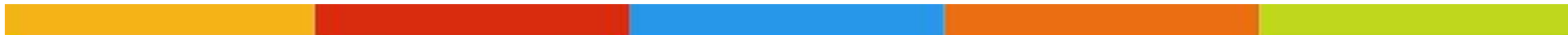
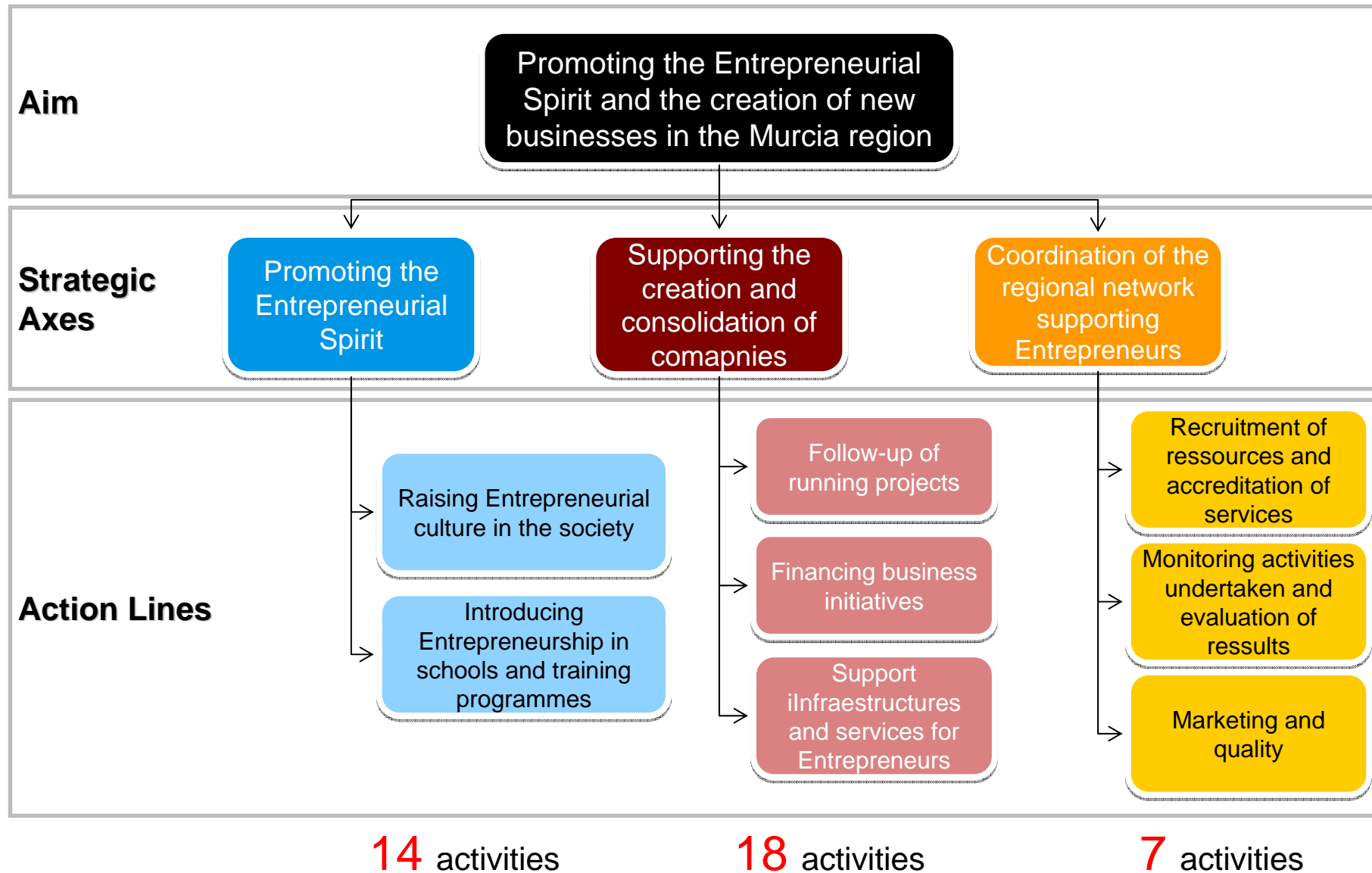


# Mission Plan

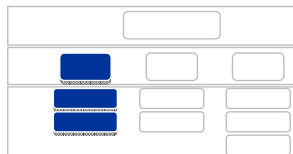
- To Promote a **more entrepreneurial society** that values the role played by entrepreneurs in providing wealth and welfare, promoting vocations and entrepreneurial skills in society
- To support the **creation and consolidation of new companies, mainly innovative**, promoting the professionalization of the manager teams, and promoting their competitiveness through the projection and promotion of business initiatives taking place in our region.
- To ensure a comprehensive range of competitive, specialized and high value services for entrepreneurs, through **coordination of public and private entities**, stimulation and continuous improvement of the services offered in the support system for entrepreneurs in the Murcia region



2009-2011







Promoting the Entrepreneurial Spirit

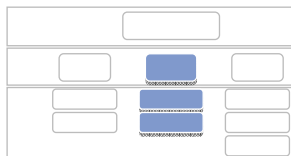
Raising Entrepreneurial culture in the society

Introducing Entrepreneurship in schools and training programmes

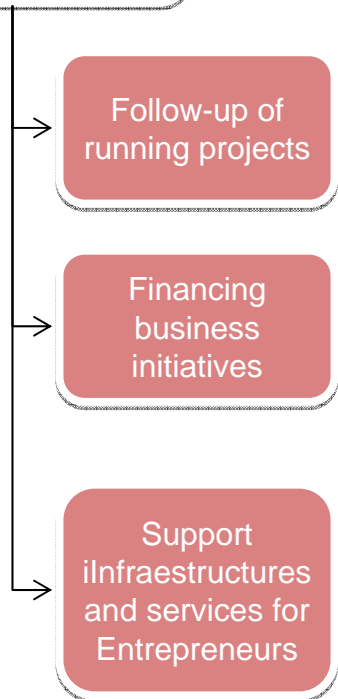
**To increase the number of potential entrepreneurs and business creation opportunities and to promote entrepreneurial spirit within the society.**

**SBA**

|   |      |
|---|------|
| Promoting Entrepreneurial Spirit through media Campaigns – Successful Stories | 1    |
| New business and potencial opportunities for entrepreneurs analysis           | 1    |
| The Entrepreneur Day (European SME Week)                                      | 1,2  |
| <a href="http://www.planemprendemos.es">www.planemprendemos.es</a>            | 1    |
| Workshops for young entrepreneurs   | 1,2  |
| Entrepreneurs Club  | 1    |
| Entrepreneurial spirit for women: Annual contest "Woman Entrepreneur"         | 1    |
| Entrepreneur XXI award  | 1, 8 |
| Entrepreneurship spirit at Universities: Cathedra "Young Entrepreneurs"       | 1    |
| Promoting Entrepreneurship at schools: Project EME-EJE                        | 1, 4 |
| Promoting Entrepreneurship at Vocational Training Studies: FPEmprende         | 1, 4 |
| Business Plan Competitions and Business Simulation Games                      | 1    |
| INTERREG – YES: Young Entrepreneurs at School                                 | 1    |
| University Entrepreneur Award   | 1    |



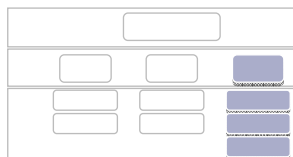
Supporting the creation and consolidation of companies



**To promote entrepreneurship and increase their survival rate through the design of concrete actions aimed to support entrepreneurs throughout the life cycle of an entrepreneurial idea.**

**SBA**

|   |      |
|---|------|
| Entrepreneur road map   | 1, 3 |
| Custom tracking service to entrepreneurs                                    | 1    |
| Entrepreneurs Advisory Program with Seniors                                 | 1, 2 |
| Training in entrepreneurial skills and business plan (CROEM, AJE, OMEP,...) | 1, 8 |
| Publications and Service catalogues for entrepreneurs                       | 1    |
| Project Columbus – Erasmus for Young Entrepreneurs                          | 1, 7 |
| Grant program for start-ups   | 1, 6 |
| Microcredits for Entrepreneurs and participating loans without guarantees   | 1, 6 |
| MURCIA-BAN: Business Angels Network por Technology Based Firms              | 1, 6 |
| Venture Capital for Entrepreneurs and Technology Based Firms                | 1, 6 |
| Catalogue of regional services and suppliers for entrepreneurs              | 1    |
| The Entrepreneur Desk – comprehensive support                               | 1    |
| Business Plan Quality Label   | 1, 3 |
| Management Team Service: looking for high performance teams                 | 1    |
| Repository of business ideas: exploring innovative ideas                    | 1    |
| Attracting entrepreneurial talent   | 1    |
| Net of business Incubators and hosting centers for entrepreneurs            | 1    |
| Market research and pre-feasibility analysis                                | 1    |



Coordination of the regional network supporting Entrepreneurs

Recruitment of resources and accreditation of services

Monitoring activities undertaken and evaluation of results

Marketing and quality

To coordinate efforts of different actors of the supporting entrepreneurs regional network to increase the visibility of the network and therefore the socio-economic impact of the measures.

SBA

|   |      |
|---|------|
| Recruitment Program: High level Training for advisers               | 1, 8 |
| Accreditation of entrepreneurial support services                   | 1, 4 |
| Design and Development of New Innovative Services for Entrepreneurs | 1, 8 |
| Tracking and measuring results                                      | 1    |
| Incentive targets system  | 1    |
| Coordination Committee  | 1    |
| Communication Plan  | 1    |

## OTHER ACTIVITIES IN THE 1st PRINCIPLE OF THE SBA NOT CONTAINED IN "PLAN EMPRENDEMOS"

- Family Enterprise
  - Observatory of the Family Enterprise (4 annual barometers)
  - Round tables with spanish gurus on business development
  - Opportunities for family business through alternative markets (Mercado alternativo bursátil)
  - Price Herentia to the most relevant regional family business
- Cooperatives and social economy firms
  - Raising awareness on Cooperative service companies
  - Coaching centres for social economy firms
  - Mentoring to setting-up and capitalising social economy firms
  - Financial agreement with financial corporations

# Thanks for your attention.

[emprendedores@info.carm.es](mailto:emprendedores@info.carm.es)

[www.institutofomentomurcia.es](http://www.institutofomentomurcia.es)

Region  of Murcia



Region of Murcia  
European Entrepreneurial Region 2011

EUROPEAN UNION



Committee of the Regions

 **European Commission**  
Enterprise and Industry

*eu* 2011.hu