



CNI's Small and Medium Enterprises Supporting Services

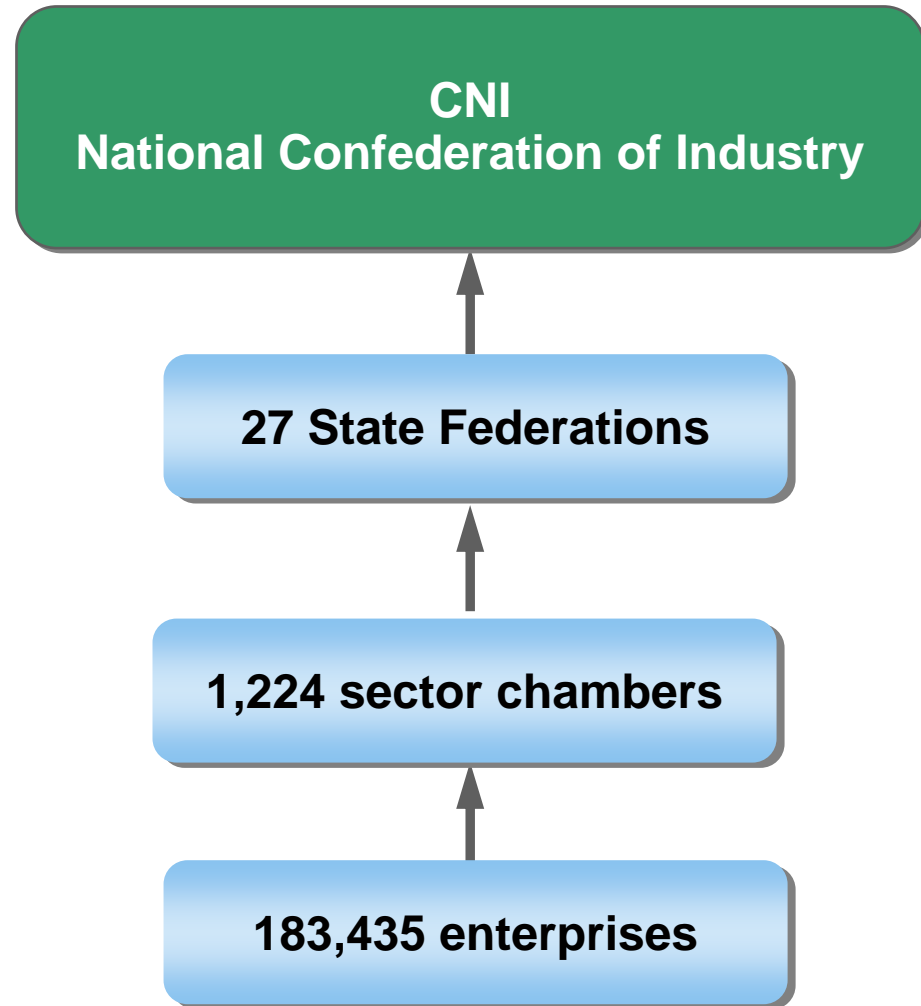
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Small and Medium Enterprises Supporting Services

**The highest
business
representation
of Brazilian
industry**





CNI: Actions in support of industrial enterprises

- Proposals for Public Policies and Lobbying Actions
- Enterprise Supporting Services
- Studies and Statistics



SME: Main action areas

- Competitiveness
- Internationalization

PROCOMPI

CIN Network



PROCOMPI

Program in Support of the Competitiveness of Micro and Small Industries

- CNI-SEBRAE alliance, established in 1998
- Objective: promoting the competitiveness of micro and small industrial enterprises (with a staff of up to 99)
- Minimum number of participating enterprises per project:
15



PROCOMPI

- Support to local productive arrangements (clusters - APL) and to groups of enterprises operating in the same sector
- Projects lasting up to 2 years involving a sum of R\$ 300,000 at most
- Focus on collective actions fostering cooperations arrangements
- Emphasis on meeting entrepreneurs demands
- Projects proposed at state-level industrial Federations



PROCOMPI

Activities carried out

- Training
 - corporate training: quality, financial matters, absorption of new technologies, environmental management
 - professional training
- Planning
 - strategic plan for industrial sectors
 - diagnoses
 - prioritization of short- and long-term actions



PROCOMPI

Activities carried out

- Support companies in processes of:
 - quality certification
 - registration of trademarks
 - development of unique designs
 - creation of websites
 - participation in exhibitions
 - preparation of publicity materials

PROCOMPI

Activities carried out

- Associativism
 - development of local leaders;
 - fostering stronger cooperation levels among enterprises;
 - fostering links between enterprises and supporting institutions



PROCOMPI

Sources of Resources

Differentiated by region

	N, NE, MW	S, SE
National Sebrae	60%	40%
Counterpart (Federations, companies, other partners)	40%	60% 20% counterpart is compulsory for the companies



PROCOMPI - Outcomes

Enhanced production, sales, turnover and productivity

- 43% increase in production and an 8% increase in the productivity of honey-producing enterprises in the state of Piauí
- About 2,000 sale contracts for companies involved in local productive arrangements (clusters - APL) which manufacture Doors and Windows in the state of Paraná at the FESQUA and Construir fairs
- 30% increase in the producing capacity and a 50% increase in the sales of APL enterprises which manufacture caps in the state of Paraná
- 40% increase in the exported volume and a 35% increase in the sales of Brazilian sugarcane rum (cachaça) distilled in stills in the state of Rio Grande do Sul



PROCOMPI

2004-2005	2007-2008
53 projects	56 projects
19 states	23 states
1319 enterprises	1395 enterprises



CIN Network

Brazilian Network of International Business Centers

Objective:

- Support the internationalization of Brazilian enterprises through the provision of specialized services in the areas of information, training, and trade promotion abroad
- All industrial federations have one center, totaling 27 in the country



CIN Network

Activities carried out

- Seminars to raise the awareness of entrepreneurs and disseminate an exporting culture.
- Short-term courses on the following topics: international marketing, business plan, export operations, international logistics, international contracts, and trade intelligence.
- Support to entrepreneurs on international missions through the scheduling of business appointments and technical advisory.



CIN Network

Activities carried out

- Programs toward internationalization of SMEs (Exporta-CIN, Trade Promotion and Corporate Training)
- International Cooperation: development of agreements with similar organizations abroad
- Issue of Origin Certificates for exports to ALADI and MERCOSUR countries.
- Foreign trade statistics made available



CIN Network

Export CIN Program

Objective:

- Identifying trade opportunities and supporting company to succeed in its first export operation

Target Audience:

- Exporting companies, companies beginning to export, and non-exporting companies.



CIN Network

Export CIN Program

Outcomes

- Adaptation of products and processes for international inclusion.
- Export contracts had been performed in the cosmetics, metallic-mechanical materials, civil construction, footwear and food industries.
- Learning of enterprises about topics related to the internationalization and sustainability of exports.



CIN Network

Program of Integrated Trade Promotion Actions Abroad

Objective:

- Checking opportunities, new technologies and characteristics of distribution channels in **international exhibitions** → prospective entrepreneurial missions



CIN Network

Program of Integrated Trade Promotion Actions Abroad

Events already held:

- Hannover 2006 (Germany), Fruit Logistic 2007 (Germany), Expo Alimentos (Puerto Rico); Hannover 2007 (Germany); Carbon EXPO (Germany) and EXPO CRUZ (Bolivia) ANUGA (Germany), Canton Fair (China)

Events scheduled to be held:

- Pollutec (France)



CIN Network

Program for Promoting Corporate Training and an Exporting Culture

- Strengthening an exporting culture among Brazilian small and medium industrial enterprises.
- Building entrepreneurial capacities in foreign trade-related topics.
- Creating an environment of ongoing organizational learning and promoting the sustainability of their operations abroad.
- Identifying training demands in courses offered locally by CINs



CIN Network

Program for Promoting Corporate Training and an Exporting Culture

Outcomes:

- Since August 2008, twenty nine courses were delivered in 17 Brazilian states.
- 57 courses are scheduled to be delivered in 24 Brazilian states between August and December. We expect to have 1,400 entrepreneurs trained by the end of the year.



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