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Presents

Cost reduction or Revenue growth: which strategy to increase SMEs competitiveness in the global market

IX Summit Economic Forum of CEI

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November 22, 2006

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Background: **Globalization** - **New Technology**

Impact on European SMEs:

- Losing Market
- New players
 - Coming from Easter Countries
 - New culture
 - With low cost products → Low prices



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SMEs already improved their competitiveness with investment on cost reduction

- IT
- New machinery
- Processes

COSTS

But → Labor cost will be not so low in the future...

They can improve logistic process yet ! → OK !

What else to compete through cost reduction?.....



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Their topics are:

1. Knowledge Society - Learning Age
2. Enterprises like a player to increase Country competitiveness
3. Skills → Increase economic and management culture in the firms

It means that to improve competitiveness
SMEs must invest on **knowledge**



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Why **Risk Capital** is one of right solutions?

Because It works like a **filter**

International Finance Resources are looking for

Good project, introduced by **good people**

■ Revenues

■ Profits

■ Skills → technical and management competences

■ Ethical behaviors



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To increase Revenue and **Risk Capital** is useful to

- SMEs → Family business
- SMEs → Being interesting for New Management
- SMEs → New and bigger size company

Key factor to compete in global market today and tomorrow

- To increase revenues
- To increase profits



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 Peter Drunker:

*“ Results are obtained by seizing opportunities,
Not solving problems”*

 My short message:

SMEs must put themselves in the condition to take opportunities
with the right **“physique du rôle”**

Capital Risk = the right driver



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