

# Newsletter #4

March 2021



## Service export radar, a useful tool for directing your export on international markets

### The opinion of the first certified servitization manager in Europe

*“The service export radar developed within the ProsperAMnet project will be a very useful tool for boosting service export performance of Advanced Manufacturing in Central Europe”* says Italian Alessandra Gruppi, first certified servitization manager in Europe.

*“The radar - she explains - allows to address the internationalization strategies of the SMEs on foreign markets, strategies in which servitization can play a crucial role”*. According to Gruppi, servitization represents a great opportunity, not only to face the evolutionary trends of the internal market, but also to seize opportunities for development on new foreign markets, especially in those in which the culture of customers is not anchored to the holding of the good, but rather to the use value that the product can provide.

*“Servitization shifts the focus from price comparison to use”* - she explains. *“This allows internationalization strategies to set the methods for entering new markets without negatively affect price positioning. Furthermore, in financially weak markets, it could be an additional tool for diversifying and increasing competitiveness. The servitization strategy also requires a greater knowledge of the customer, financial solidity, as well as a strong belief in the validity and effectiveness of the product / service that is being sold.”*

Finally, for companies aiming to go international and make the most of new technologies to get a competitive advantage, Gruppi's suggestion is **not to focus only on new “product” or “factory” technologies.**

*“Sometimes it seems that innovation can only constitute a competitive advantage in the context of improving product performance or improving production efficacy-efficiency. Indeed, the power of the application of new 4.0 technologies is, today, also on the market and customer front.”*



Picture: Alessandra Gruppi, first servitization manager in Europe ©Strategia&Controllo

## REVIEW

The first radar prototype was presented on February 9 during an online project meeting. Associated partners, stakeholders and the JTS of the Central Europe Program also participated in the event.



## Service Platform - Training Session - Local News



How to foster service performance? Take a look at our 7 strategic action plans published on the [project website](http://www.interreg-central.eu/prosperamnet) ([www.interreg-central.eu/prosperamnet](http://www.interreg-central.eu/prosperamnet)).

### Find your service expert on our Service Platform

The ProsperAMnet-Service Platform has been set online since September 2020. On the platform you can find tools, developed within the project, e.g. the Service Performance Monitor, the Service Export Radar (coming soon) and the Expert Hub Linking Center, where special attention should be paid to. We have listed Business Support Organizations from seven countries of the Central European area in this Expert Hub so far. Those are delivering relevant and insightful advice that you need to build your business in order to strengthen your skills and competencies concerning service innovation and the export of your services. The listed organizations provide you with their expertise either on a strategic or operational level, e. g. on fields like data security, smart grid, Internet of Things, Artificial Intelligence, digital twin and many more.

Please feel free to contact these experts in case of questions in the framework of boosting your company with service innovations. If you would like to be listed as an expert yourself, please contact us! The Expert Center will be adapted during the project step-by-step. More information can be found at <http://www.prosperamnet.eu/experthub/> and also on the [official project webpage](#).

### Service Export Radar TRAINING SESSIONS

On 9 February 2021 project partners as well as associated partners and other Business Support Organizations got a first look into the first version of the Service Export Radar, developed by the Hungarian experts of the University of Szeged. A second training session for the ProsperAMnet project partners will be held in April 2021. With the help of those trainings, the test of the Service Export Radar by European enterprises will be prepared. The ProsperAMnet project partners are able to support companies in case of questions while using the Radar.

All project partners are already very excited about the start of the pilot action. Stay tuned about the latest project news and the start of the testing phase by liking our [Facebook channel](#).

### News from Regions

#### - Friuli Venezia Giulia, Italy -

First time ever, the Friuli Venezia Giulia Region (Italy) decided to support servitization in a regional law (RL No. 3/2021, also known as "SviluppImpresa - Enterprise Development").

The law introduces support measures for modernization, growth and sustainable development towards a new economy of the Friuli Venezia Giulia Region; among these measures, a specific article is dedicated to servitization strategies for regional SMEs. Industrial development projects based on servitization will be rewarded and considered as priority for Regional administration.

