

# A Spanish technology SME expands internationally thanks to the Enterprise Europe Network



Typically, when an SME plans to go international, it will look for business support and guidance on its doorstep. The Enterprise Europe Network helps European SMEs to make the most not only of the Internal Market but also of growth markets abroad. It is a true one-stop shop, helping SMEs to:

- Develop their business in new markets;
- Source or license new technologies;
- Access EU finance and EU funding

Additionally, the Network organises matchmaking events and its online database provides international 'business to business' contacts for Network clients. Close to 600 partner organisations – chambers of commerce and industry, technology centres, universities and development agencies – with more than 3,000 experienced staff form the Network and provide these services across all EU Member States and also via presences in a number of third party countries, including Brazil, Argentina and Peru. Further countries of the CELAC are expected to join, soon. More information available at: <http://een.ec.europa.eu/>.

MakeSoft is a Madrid-based SME offering IT solutions to the pharmaceutical, fast-moving consumer goods and retail industries. Keen to expand in the thriving Mexican market but

lacking the resources or the contacts to make it happen, the SME turned to their local Enterprise Europe Network expert Jesús Yagüe Belmonte of the Asociación de Empresarios de Comercio e Industria de Madrid (AECIM). Jesús is one of the Network's 3,000 experts worldwide who are helping Europe's best and brightest companies succeed and grow.

## Mission Mexico

Jesús immediately understood MakeSoft's specific needs and set about searching for the best technology partner across the Network's database of more than 12,000 profiles. While several responses came in, Jesús and his Network colleague in Mexico agreed that Mexican company, 3SIT, with its combination of tech-knowledge, client orientation and cloud computing, was clearly the best match for MakeSoft.

## Cooperation success

Shortly after the first contact, the companies signed a cooperation agreement allowing them to access new markets with the newly developed technology. As part of the terms, MakeSoft provides user-friendly content management on SaaS (Software as a Service) that is integrated into 3SIT's e-invoicing technology, adapted to local needs and sold in the Mexican market. In turn, 3SIT not only receives the necessary technical assistance from MakeSoft to carry out the integration but it has also succeeded in gaining a bigger market share nationally in terms of new clients and new business.

César Hassen-Bey, head of international and R&D cooperation at MakeSoft has high hopes for the new partnership and is grateful to the Network for the new opportunity. "We would encourage other companies that are going global, to get in touch with their Network office as we did", he says. "The Network offers companies help in entering other markets."

