



Integration of Digital Technology DESI Dimension

CATEGORIZATION OF EU COUNTRIES INTO FOUR GROUPS BY DIMENSION LEVEL

Finland **59.09**

Denmark **57.99**

Sweden **56.24**

Netherlands **52.07**

Malta **48.13**

Belgium **47.96**

Ireland **43.32**

Italy **40.74**

Slovenia **39.84**

Austria **39.17**

Spain **38.54**

Portugal **37.59**

Lithuania **37.25**

Croatia **36.73**

Estonia **36.47**

Europe Union **36.07**

Germany **35.84**

Cyprus **35.35**

Luxembourg **34.96**

Czechia **33.84**

France **31.91**

Slovakia **27.83**

Greece **26.63**

Latvia **25.83**

Poland **22.88**

Hungary **21.58**

Bulgaria **15.53**

Romania **15.15**

SOURCE: Our elaboration on Survey on ICT usage and e-commerce in enterprises 2009-2022 and EU labour force survey - Eurostat

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Transforming your business
to digital evolution

Variables of the SME Digital Growth Index

DEFINING THE DIGITALIZATION VARIABLES OF THE SME-DIGIX INDEX



Digital Presence

- Pay to advertise on the internet
- Use social networks



Digital Commerce

- Enterprises with e-commerce sales
- Enterprises with e-commerce sales to other EU countries



Technological Infrastructure

- Buy cloud computing services used over the internet
- Enterprise high-speed connectivity usage



Research and Innovation

- Enterprises analysing big data from any data source
- Enterprises use at least one of the AI technologies



Digital Skills

- Enterprise employed ICT/IT specialists
- Enterprise provided training to their personnel to develop their digital skills

SOURCE: Our elaboration on Survey on ICT usage and e-commerce in enterprises 2009-2022 and EU labour force survey - Eurostat

SME Digital Growth Index Variables

ITALY: PERCENTAGE VALUES OF THE VARIABLES WITHIN THE SME-DIGIX INDEX AND RANKING POSITION COMPARED TO OTHER EU-27 COUNTRIES, 2023



 17th

SMEs WITH PAID ONLINE ADVERTISING, 2022



 18th

SMEs WITH SOCIAL NETWORKS, 2021



 20th

SMEs WITH E-COMMERCE SALES, 2022



 17th

SMEs WITH E-COMMERCE SALES TO OTHER EU COUNTRIES, 2022



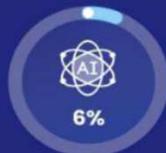
 5th

SMEs WITH CLOUD COMPUTING, 2021



 18th

ENTERPRISE HIGH-SPEED CONNECTIVITY USAGE, 2022



 16th

SMEs THAT USE AI TECHNOLOGIES, 2021



 24th

SMEs THAT ANALYSE BIG DATA, 2022



 26th

SMEs WITH EMPLOYED ICT/IT SPECIALISTS, 2022



 18th

SMEs THAT PROVIDE DIGITAL SKILLS TRAINING, 2022

SOURCE: Our elaboration on Survey on ICT usage and e-commerce in enterprises 2009-2022 and EU labour force survey - Eurostat

To a unitary increase of the Index of Digital Presence of SMEs corresponds an average increase of 46.81% of the added value of SMEs

High digital presence

Medium digital presence

Low digital presence

+46,81% VA

Internazionalizzazione | contesto

- Incertezza geopolitica
- Pluralità di interlocutori: difficoltà nel comprendere i costi rispetto alle opportunità di scelte specifiche
- Informazioni sul commercio estero frammentate e molto tecniche
- Barriere linguistiche
- Mancanza di un partner adeguato
- Limitata esperienza internazionale e difficoltà ad ingaggiare personale adeguato
- Gap tra un'offerta sofisticata ed un bisogno medio basico
- Limitata digitalizzazione ed efficienza dei processi

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 Percorsi **commerciali**

 Percorsi **industriali**

Ottimizziamo i **tempi** di ricerca e selezione dei *consulenti*





Amplia i confini della tua impresa.



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Grazie per l'attenzione!

