

Photo by Ross Findon on Unsplash.

Innovation and internationalisation: A competitive advantage for small- and medium-sized enterprises

Marjorie Annick Lecerf in The Conversation Africa

To grow and prosper, national economies need innovative and internationalised small and medium-sized enterprises (SMEs). Such firms can make up to more than 97% of the total number of companies in some countries. In France, SMEs account for 95% of enterprises, 50% of workers, and 57% of added value.