



Over the last decade, businesses ability to spread across borders has become a determining factor in their competitiveness. Their ability to develop and launch new products, services or innovative processes confers a competitive advantage, can help ensure a return on investment and a long-term strategic advantage.

Research shows that when small business innovate, they experience increased productivity, potential growth and general sustainability. In some economic sectors, the proportion of innovative SMEs exceeds that of large companies; more than 20% of French firms filing patents are small businesses.

When confronted with serious structural or technological changes, the evolution of markets is constrained by innovation. Global strategic direction, the enlargement of the external environment, and the acquisition of international customers are positive factors in the development of a self-sustainable innovation dynamic.

#### **Internationalisation and innovation**

While previous research has explored the connection between innovation and international development, our