



INSME

LOCAL STRENGTH • GLOBAL REACH
International Network for SMEs

INSME AT A GLANCE

Institution working under the auspices of



OECD

BETTER POLICIES FOR BETTER LIVES

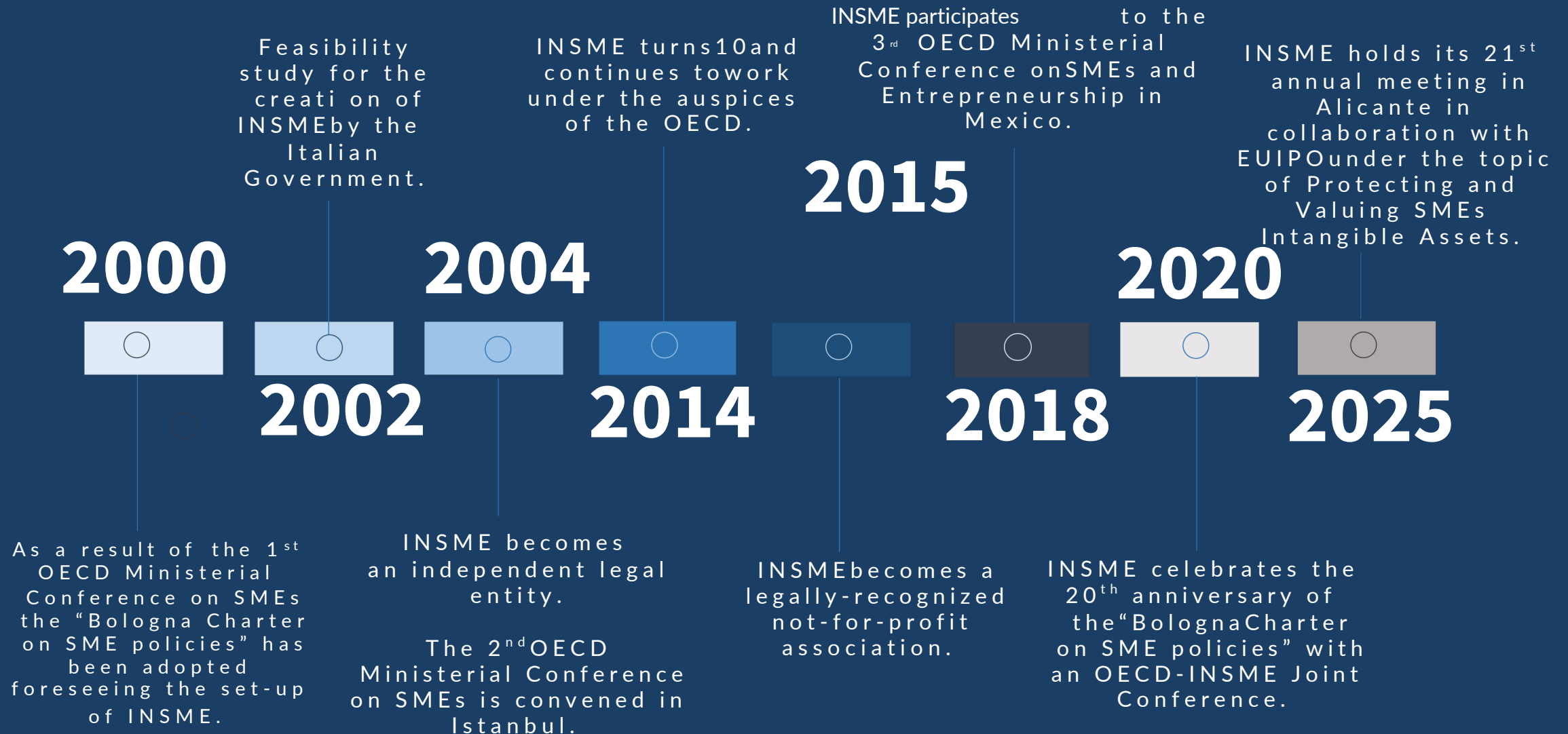
INSME in 2026

In 2026, the INSME Association can count on the support of **49** members* from **38** different countries, including governmental bodies, international organizations and business support intermediaries, representing on a "second tier" level hundreds of thousands of SMEs.



* The map does not include all the members, but just some of them to show INSME's global outreach.

OUR HISTORY





OUR MISSION

Our mission is to bring together policy makers, intermediaries, practitioners, researchers and their networks working in the fields of innovation and entrepreneurship at the international level to contribute to the creation of a more fertile innovation ecosystem and a more robust global business environment for SMEs.

INSME Annual Meetings

“Progress and perspectives for SME policies in a post Covid-19 environment”
18 November 2020, online



“SMEs as Drivers of a Sustainable Recovery” 9-10 December 2021, Sofia, Bulgaria



“Empowering SMEs: Economic Diversification and Green Growth” 1-2 December 2022, Baku, Azerbaijan



“Explore the Impact of Artificial Intelligence on SMEs” 9-10 October 2023, Berlin, Germany



“Unlocking Sustainable Finance for SMEs” 14-15 October 2024, Rome, Italy



“Protecting and Valuing SMEs Intangible Assets” 20-21 October, Alicante, Spain



co-organised with:



SAVE THE DATE

22nd INSME Annual Meeting

*INSME members convene to connect,
collaborate, and drive innovation.*

October 12-13, 2026 - Crete, Greece

www.insme.org



EUROMED
CLUSTERS
FORWARD

ANIMA
YOUR PARTNERS IN EUROPE MIDDLE EAST AFRICA



The FAB-BUS Project

May 2025 - September 2026

“FAB-BUS” stands for BUSiness Matching Initiative in FAshion, Design and Creative Industries

Co-funded by the EU under the **Euromed Clusters Forward** Initiative, led by **ANIMA Investment Network**

- Strengthening clusters and their members in 7 southern Mediterranean countries, promoting inclusive innovation and competitiveness in the Euromed region in order to improve growth, economic diversification, sustainable development and employment

Project partners:

- INSME - the International Network for SMEs - Italy
- Moroccan Denim and Fashion Cluster - Morocco
- CreaTech Bulgaria - Bulgaria
- Unioncamere Piemonte – EEN Textile Sector Group - Italy



Objectives of the FAB-BUS project

- 1) Foster cross-border collaboration among creativity and fashion clusters in Morocco, Italy and Bulgaria
- 2) Strengthening regional value chain in the fashion and creative sector
- 3) Promote new business opportunities and partnerships
- 4) Encourage the exchange of best practices and knowledge
- 5) Promote innovation and sustainable practices

How to reach these objectives?

- 1) Exchange visits
- 2) Collaborative workshops
- 3) Monthly online meetings
- 4) Webinars



INSMEAcademy

The **INSME** webinar-based training programme providing seminars that address the latest economic macro trends and topics and tools to support innovation, entrepreneurship and SMEs.





INSME Academy

16 April 2026, 6:00-6:45 PM (CET).

***“Communication & Culture in
Internationalization Strategies:***

***How to overcome barriers and support SMEs’
market expansion in the Euromed region”***

Speakers:



Cameron Crane

Co-founder

Currency Advisory Group



Ryan Ford

Co-founder

Currency Advisory Group



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INSME Academy

29 April 2026, 12:00-12:45 PM (CET).

***“Strengthening International
Competitiveness: Importance of IP for SMEs in
the Fashion, Textile, and Creative Sectors in
the Euromed Region”***

Speakers:



María del Mar Baldares del Barco
Innovation Officer, EIT



Sophia Bonne
Senior Advisor, EUIPO



Andrea Iori
Project Manager, Africa IP SME
Helpdesk, EUIPO





INSME Academy

22 July 2026, 10:00-10:45 AM (CEST)

***“Driving a Greener Fashion Industry:
Insights from the EU Just Fashion Project”***



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 **JUST FASHION**

Speakers:



Prof. Annick Schramme,
Departement Management,
University of Antwerp;
Coordinator, Just Fashion
project



Oliver Gajda, Strategic
direction & project
engagement, EURO CROWD;
Coordinator, Sustainability
Transition Acceleration Hub



Paz Yanez-Murillo, EU-Funded
Projects Expert, Grants Office
of the University of Antwerp;
Project manager, Just Fashion
project



Anna-Lena Müller, PhD
researcher, University of
Antwerp; Research manager,
Just Fashion project

EXCHANGE VISITS

1. Preliminary phase:

The first phase of the project was dedicated to a sector analysis, mapping the strengths, challenges and opportunities of each cluster to identify areas for cooperation.

2. Matching phase:

To achieve its objectives, the FAB-BUS project includes three exchange visits, enabling the partner clusters to explore each other's textile, fashion, design and creative ecosystems, identify complementary strengths, and build the foundations for long-term collaboration.

1st Exchange Visit – Casablanca, Morocco

November 5-6, 2025

The first exchange visit took place in Casablanca, where partners attended the MIM Fair and met local producers, discover innovative products and gain a deeper understanding of Morocco's textile and fashion ecosystem.

During the workshop, each cluster presented its strengths, challenges and areas of expertise. This provided an opportunity to identify shared priorities, understand the specific needs of each ecosystem, and explore common ground for future collaboration.



2nd Exchange Visit – Sofia, Bulgaria

March 26-27, 2026

The second exchange visit shifted from analysis to co-creation.

Partners worked together to combine their different strengths, knowledge and expertise to develop new collaborative business concepts. The objective was to identify products and market opportunities that could be created jointly by the three clusters-

This exercise demonstrated how complementary expertise from Morocco, Bulgaria and Italy can generate innovative and market-oriented solutions.





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3rd Exchange Visit – Turin, Italy

July 1-3, 2026

Final exchange visit of the project

This final phase focuses on:

- facilitating B2B meetings between companies;
- strengthening networking among cluster members;
- exploring concrete business collaborations;
- consolidating the partnerships established throughout the project.

The exchange will conclude with the signature of the Memoranda of Understanding (MoUs) on 3 July, formalising the collaboration between the partner clusters and laying the foundations for future joint initiatives beyond the project's lifetime.



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OUR SERVICES

INSME offers a wide array of services helping its members to better achieve their goals by taking advantage of cross border connections and collaborations enhanced by the Network.



Observatory
of innovation
best practices



INSME Academy



Promotion,
dissemination
and information
activities



Annual
Meetings



Matchmaking
partners and
scouting of
business
opportunities

OBSERVATORY OF INNOVATION BEST PRACTICES

Given the global outreach and its active involvement in the OECD Working Party on SMEs and Entrepreneurship, INSME has an exclusive and primary point of view on best practices in the field of innovation and entrepreneurship worldwide.

INSME works as a one stop source to:

ACCESS
up-to-date information on
trends, methodologies and policies



ANALYZE
strengths and weaknesses
and their potential replicability

SHARE
innovative approaches,
techniques and tools



COMPARE
policies and programmes to
understand the impact
of innovation



Enhancing SME competitiveness is key for innovation, resilience, and sustainable economic growth.

The conference explores how to strengthen productivity, access to finance, digital transformation, and market expansion, along with the role of ecosystems, policy, and partnerships in helping SMEs scale globally.

12th – 13th October 2026
Crete, Greece

22nd INSME's Annual Meeting

“SMEs Competitiveness”



Organized with:

