

Valencia/Spain



The main difficulties of the Valencian craft enterprises come from the disappearance of the craft works as a consequence of the movement of workers towards the industry. At the same time it is detected a lack of communication and association among the small craft enterprises. It would be easier to defend their rights as businessmen and make known extensively their products in case of existing an associationism.

Nevertheless it is known that there is an existence of demand of quality products, but there isn't a fixed and accessible distribution channel for them. There are potential clients, but many of these people cannot accede to these craft products because they do not find any contact to buy them.

Consequently, there is a lack of confidence in the viability of the craft business. Those people who are in charge of this kind of enterprises do not trust in their own products because they do not know in fact how to set up an appropriate distribution channel.



At the same time it doesn't exist an integration of the new technologies, that means more difficulties to get an associationism and selfconfidence.

The two following examples show the advantages of having initiatives aimed directly to the improvement of the management of the enterprises by means of implementation of new technologies. One of them is related to the invest in new products, processes or innovative services, whereas the other is related to acquire knowledge about new technologies with the purpose of apply it and save costs as a result of the application of this new knowledge.

Name of the initiative: Development and Technological Innovation Programme

Responsible Public Organisation

The Valencian Institute of Small and Medium-Sized Enterprises (IMPIVA, www.impiva.es). A public body created in 1984 by the Valencia Regional Government. The aim of the institute is to promote and improve competitiveness and productivity by concentrating on key-issues relevant for the innovation process in small and medium sized industries. Technical and entrepreneurial support infrastructure comprises 14 Technological Institutes, 4 European business and innovation centres (EBIC), national and international network and 3 Intellectual property delegations.

Description of initiative

This initiative contains entrepreneurial projects of technological development to obtain products, processes or innovative services technologically better than already existing in Valencian region. It can be two actions: Entrepreneurial Individual Projects (1) or in Cooperation with Research Centres (2).

Project developed in cooperation with research centers (2):

www.infometal.com: Project to run commercial activities in metal mechanical sector by internet. It is a free tool on e-commerce and e-business created by Metal mechanical Technologic Institute (AIMME) for SMEs associated to the following stakeholders:

AIMME-Metal mechanical Technologic Institute (Valencia).

ACLUMEX- Metal mechanical cluster in Extremadura (Badajoz).

ADECA-business association in Campollano (Albacete).

AIAS-Association of finished surfaces materials (Barcelona).

ARVET-Export Association of derivatives materials (Valencia).



ASEAMAC-Spanish Association on rent machinery for construction and industry without operator (Madrid).

ASESAN-Spanish Association of Anodizadores (Madrid).

FEMEVAL-Valencia metallurgical business federation (Valencia).

FEMPA- Federation of metal enterprises of the Alicante Province (Alicante).

UPEM-Provincial Union of metal enterprises (Castellón).

Nowadays there are 7.058 enterprises associated which 1.174 have registered to the web site in order to contribute with practical information about commercial and machinery demands and offers, directories, catalogues, news, banners, jobs, training programmes, trade fairs, etc.

Through this Web, enterprises add information regarding metal sector and the associations manage and coordinate this information.

Duration

The call of this initiative is yearly, available during the period 2001–2006.

Target group (direct, indirect beneficiaries)

SMEs, Trade associations, Industrial associations, Business associations, Technological Institutes, Chambers of Commerce, EBICs, Crafts associations, etc. located in Valencian region.

Areas of e-business to be addressed

E-business and e-commerce.

