

*Dear reader,*

The ISMEF project is a cross-border initiative that brings together Finnish and Estonian mobility and ICT sector companies to become more competitive globally together. The project addresses a shared challenge: although Estonia and Finland have strong expertise in technology, innovative ideas, and sustainable transport solutions, our domestic markets are relatively small and therefore export is of great importance. At the same time, many small and medium-sized enterprises (SMEs) struggle to enter distant markets independently. ISMEF has established a cross-border platform designed to support mobility companies and related ICT service providers.

Throughout the last 3 years of the project, we have supported SMEs through market intelligence, targeted skills development, opportunities for collaboration, matchmaking and joint offerings, as well as increased visibility and presence in key international markets: the United States, the Gulf region and the United Kingdom.

This cooperation angle has already proven to be successful. Nearly 120 companies have participated in ISMEF's internationalisation activities, exceeding the project's initial engagement target. Out of those 130, seven companies have reported concrete outcomes, including international sales in the Gulf region and the United States. Many other companies have introduced new marketing strategies and organisational innovations as a direct result of the project's support, demonstrating that the platform not only opens new market opportunities, but also enhances operational efficiency and competitiveness.

These achievements go beyond statistics. They reflect real benefits from cross-border collaboration, including increased interest and knowledge of distant markets, creation of new opportunities and strengthening of regional innovation networks. By supporting the combining of different smart mobility offerings from both countries and their export, ISMEF in the long run contributes to building a stronger and globally competitive smart mobility innovation ecosystem.

The support of the Interreg Central Baltic Programme has been very important in enabling this cooperation. The programme has allowed SMEs to enhance their skills and knowledge, access strategic collaboration opportunities and benefit from shared branding activities. As a result, they are now better equipped to succeed on international markets, expand their global reach, and promote Nordic innovation worldwide.

*Sincerely,*

The ISMEF project team



**From**  
Central Baltic,  
with results