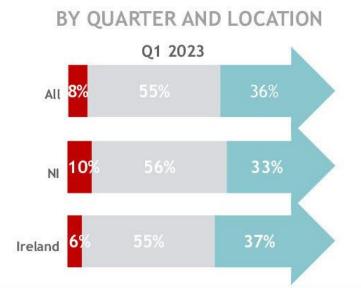


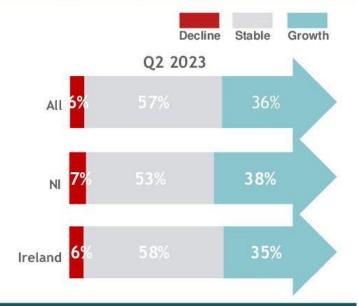




BUSINESS POSITION

// Businesses were asked about their business position



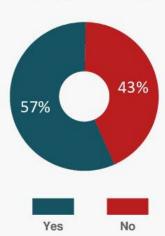




INNOVATION

// Businesses were asked about their innovation activity Overall % of businesses that have undertaken or plan to

During the past two years has your business undertaken innovation activity or plans to actively pursue this in the next 12 months?



Made better

undertake...



New/ improved processes/ machinery/ equipment/ tools



New/ improved goods/ services



Improved environmental performance by reducing carbon usage



New/ improved marketing/ selling processes



New/ improved packaging/ branding



% of cross-border traders that have undertaken innovation in the past 2 years



Cross-border sales No cross-border sales

28% 22%



19%

33% 23%





New/ improved processes/ machinery/ equipment/ tools



New/ improved packaging/ branding



New/ improved Improve marketing/ selling environmental processes performance by



Improve Make better use environmental of technology to performance by reducing carbon improve processes usage

