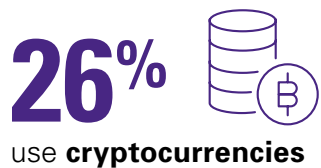
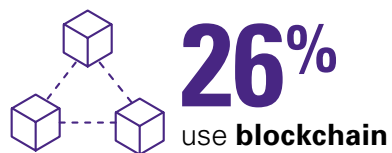
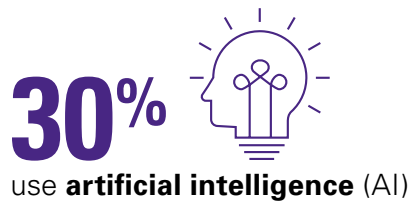


The Early Adopter Effect

Spanish SMEs are tapping into emerging technologies such as AI, blockchain and cryptocurrencies to gain competitive advantage, according to research of exporting SMEs in the FedEx SME Export Report.

EMERGING TECH ADOPTION AMONG SPANISH SMEs

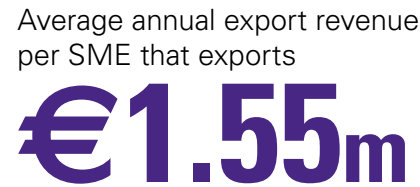
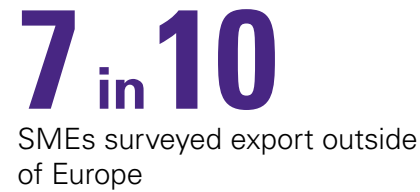
Newer technologies are used by a growing number of Spanish SMEs that export:



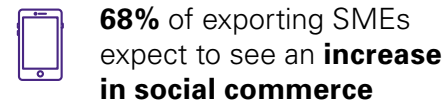
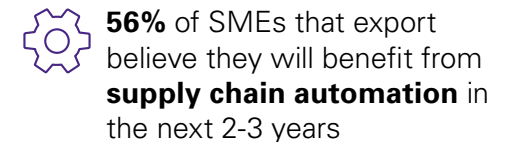
5 BENEFITS OF BEING AN EARLY ADOPTER VS. A LATER ADOPTER

- 1 More likely to report **higher revenue**
- 2 More likely to export to **markets outside Europe**
- 3 Export revenue accounts for a **higher share of total revenue**
- 4 More likely to cite bringing **new products to market, market expansion and supply chain improvements** as export revenue drivers
- 5 Less likely to be concerned by **decreasing demand for their products and accessing finance**

SPANISH EXPORTING TRENDS IN NUMBERS



SPANISH SMEs INTERESTING NUGGETS



WHERE SPANISH SMEs EXPORT TO

