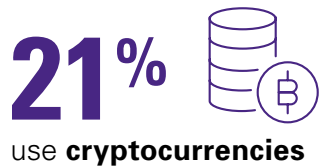
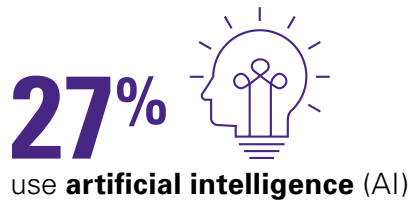


The Early Adopter Effect

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

EMERGING TECH ADOPTION AMONG EUROPEAN SMEs

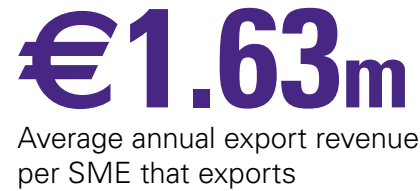
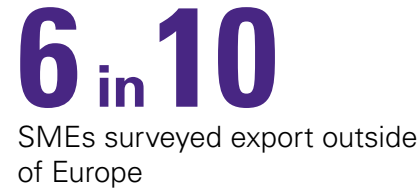
Newer technologies are used by a growing number of European SMEs that export:



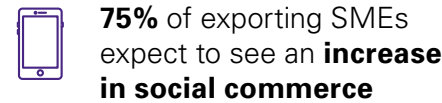
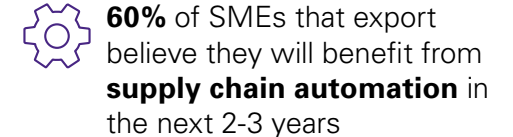
5 BENEFITS OF BEING AN EARLY ADOPTER VS. A LATER ADOPTER

- 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**

EUROPEAN EXPORTING TRENDS IN NUMBERS



EUROPEAN SMEs: INTERESTING NUGGETS



WHERE EUROPEAN SMEs EXPORT TO

