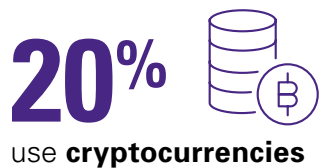
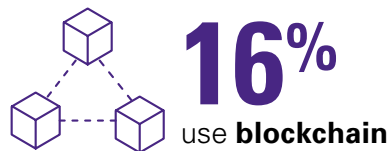
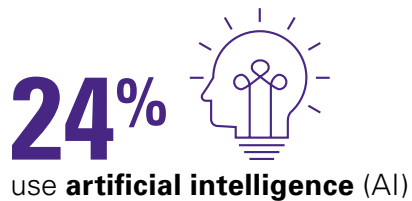


The Early Adopter Effect

Italian 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 ITALIAN SMES

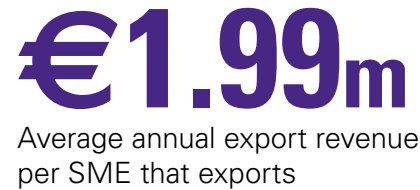
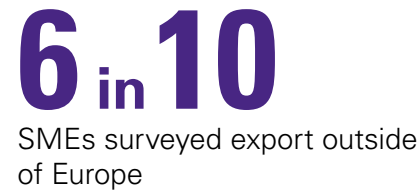
Newer technologies are used by a growing number of Italian SMEs that export:



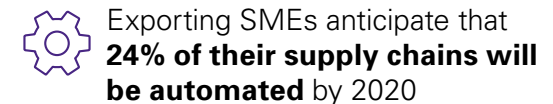
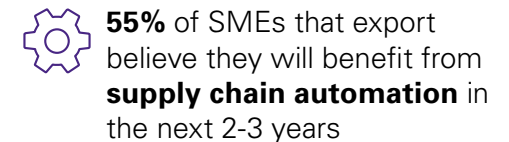
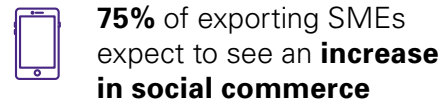
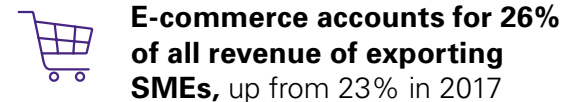
5 BENEFITS OF BEING AN EARLY ADOPTER VS. A LATER ADOPTER

- 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**

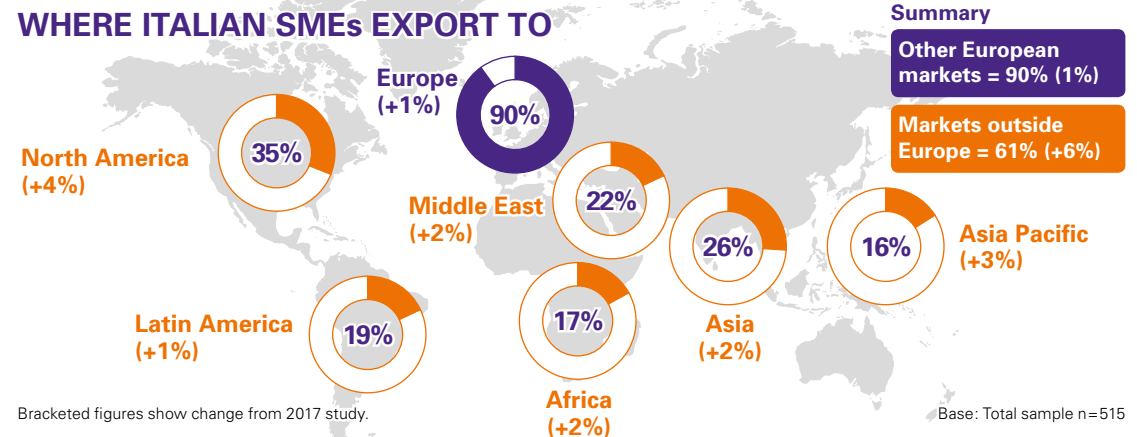
ITALIAN EXPORTING TRENDS IN NUMBERS



ITALIAN SMES: INTERESTING NUGGETS



WHERE ITALIAN SMES EXPORT TO



Bracketed figures show change from 2017 study.

Base: Total sample n=515