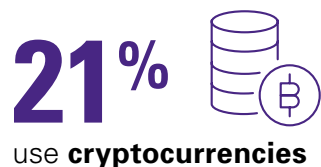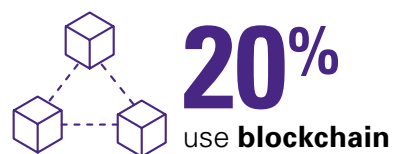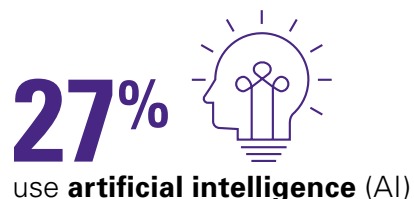# The Early Adopter Effect

Dutch 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.
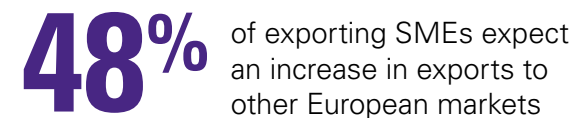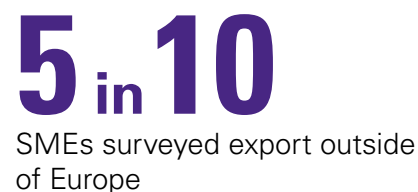
## EMERGING TECH ADOPTION AMONG DUTCH SMEs

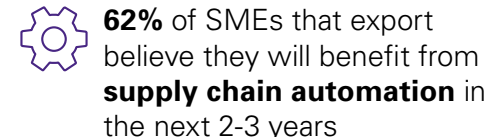Newer technologies are used by a growing number of Dutch SMEs that export:
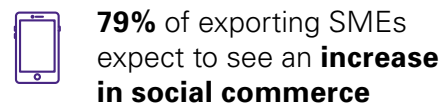
**27%** use **artificial intelligence** (AI)

**20%** use **blockchain**

**21%** use **cryptocurrencies**

## 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**

## DUTCH EXPORTING TRENDS IN NUMBERS

**5 in 10** SMEs surveyed export outside of Europe

**€1.78m** Average annual export revenue per SME that exports

**48%** of exporting SMEs expect an increase in exports to other European markets

**37%** of exporting SMEs anticipate an increase in exports to markets outside of Europe

Export revenue accounts for **72%** of total revenue for exporting SMEs

## DUTCH SMEs: INTERESTING NUGGETS

**E-commerce accounts for 33% of all revenue of exporting SMEs,** up from 31% in 2017

**79%** of exporting SMEs expect to see an **increase in social commerce**

**62%** of SMEs that export believe they will benefit from **supply chain automation** in the next 2-3 years

Exporting SMEs anticipate that **16% of their supply chains will be automated** by 2020

## WHERE DUTCH SMEs EXPORT TO



Europe (+1%) — 90%
North America (+3%) — 29%
Middle East (-1%) — 15%
Latin America (+3%) — 16%
Africa (+4%) — 19%
Asia (+4%) — 25%
Asia Pacific (+2%) — 10%

**Summary**

Other European markets = 90% (+1%)

Markets outside Europe = 51% (+5%)

Bracketed figures show change from 2017 study.

Base: Total sample n=503

FedEx Express