

The export of goods across national borders brings purchasing power "from outside" and thus plays a major role in a country's economy and prosperity. Through export activity, companies must face international competition, with positive effects for their operational efficiency, management culture and know-how. The aim of the present analysis is to use a comprehensive processing of the secondary data to show the significance, peculiarities and similarities of the export activities of Tyrol, South Tyrol and Trentino and to explore the possibilities of cooperation between the Euregio countries.

Tyrol, the largest economy of the three countries, exports goods worth around 11 billion euros (2013), South Tyrol 3.9 billion euros (2014) and Trentino 3.3 billion euros (2014). The example of South Tyrol shows that almost 10 percent of the total value added and over 11 percent of total employment, direct or indirect, depend on exports (2010).

All three countries export predominantly to European countries. The commodity flows are concentrated in the geographically close markets of Germany, Switzerland, Italy (for Tyrol) and Austria (for South Tyrol and Trentino). Trentino has the largest share of non-European exports (especially the USA), while Tyrol and South Tyrol sell more goods in Asia. However, the share of "classic" European markets has declined over the past 10 years, mainly in favor of China, Russia, Eastern Europe and the Middle East.

Machinery and metal goods are important export goods for the entire Euregio. Tyrol has also specialized more strongly in chemical products, while South Tyrol and Trentino have a focus on food. The development of the last 10 years shows some clear shifts: South Tyrol exports significantly fewer means of transport (e.g. cars and their accessories) but more machines and apples, while in Trentino the share of means of transport has increased strongly and that of textiles has decreased significantly.

Common for all three countries is the fact that a considerable part of the total export volume is handled by a few "large exporters". However, the number of small and medium-sized exporters has increased significantly since 2005. It is therefore necessary to promote exports in the Euregio Tyrol-South Tyrol-Trentino:

- Hold classic markets: Small companies can profit from the intensive trade relations and use them as an entry point in the export business.
- Integrate "new" markets: It is important to support the export efforts of companies from the three countries to new growth regions such as Asia and Africa.
- Promoting Euregio-internal exchange - exploiting synergies by:
 - passing on the market knowledge of successful exporters to "new exporters";
 - cross Euregio clusters for the joint development of new markets;

- joint activities in education and training (e.g. languages, financing).
- Increase the export capability of companies:
 - through additional strengthening of consulting/accompaniment, as well as through innovative funding concepts;
 - by ensuring export-supporting location factors and framework conditions (e.g. suitable transport infrastructures or nationwide broadband Internet access).