

Interview Shortlisted Company – European Small and Mid-Cap Awards 2017

Name of the company
CLEVER GLOBAL SA
Why did you decide to go public?
<p>As an SME, the fact of being public gives us a differential value compared to other competing companies that are not. The type of clients we have, which are large multinationals and most of them also public listed, value that their collaborators have this type of differentiation.</p> <p>To accelerate the growth of the company at the geographical level. Being a market niche not too mature, being able to get great international projection is key.</p>
What has been the reaction from investors, customers, employees, etc following going public?
It has been very good. The level of reputation with customers has increased significantly, and employees truly feel they belong to a large project with a global dimension.
What have been the benefits to your company?
<p>Access to financing has been facilitated only by being listed.</p> <p>A better brand awareness that facilitates the sales process.</p>
What were the main challenges in taking your company public?
<p>We have had to transform the company completely, new management organisation, reporting structures, strengthen the financial function. Being an SME, all these activities were carried out by a very small team of people.</p> <p>It was also very time consuming the road show needed to get investors into our project.</p>
What experience would you want to share with companies that are thinking of going public?
<p>The process to go public is very demanding, not all the SME companies are prepared to go through it. Once you are public, the level of professionalisation must grow in most of the areas of the company, starting from the financial.</p> <p>If you are committed to grow and your project is scalable globally, then going public is key.</p>
What do you believe are the top qualities of your company?
<p>Global thinking, we follow our clients wherever they go.</p> <p>High technology environment.</p> <p>Flexibility to adapt our value proposition to different countries.</p>
Where do you see yourselves in 5 years?
We will be a key global player in supply chain visibility services. Our technology will help companies in their projects in more than 60 countries.
Have you had any assistance from the European Union, e.g. funding projects, etc.
We invest heavily in R&D, this effort has been funded partially by CDTI with funds from European programs.
If you had 3 wishes come true: What should the EU do to encourage more SMEs to go public and to provide ongoing support for listed companies?
<p>Facilitate the administrative process.</p> <p>Get more investors in the SMEs ecosystem with fiscal deductions, etc.</p>