

Cofinanciado por:



UNIÃO EUROPEIA
Fundo Europeu
de Desenvolvimento Regional

Project name | INTERNATIONAL FIREWORKS EVENTS

Project code | CENTRO-02-0752-FEDER-021641

Main purpose | STRENGTHENING THE COMPETITIVENESS OF SMALL AND MEDIUM-SIZED ENTERPRISES

Intervention region | CENTRAL REGION

Beneficiary entity | LUSOEVENTS – PRODUÇÕES MULTIMÉDIA, LDA.

Approval date | 2016-11-03

Start date | 2016-09-27

Date of the conclusion | 2019-09-26

Total eligible cost | 164.158,75 euros

European Union financial support | FEDER - 73.871,44 euros

National/regional public financial support | 0,00 euros

Objectives, activities and expected results:

The internationalization strategy defined by Lusoevents had the following objectives:

- Certify products: increase in each physical market (Canada, USA, EU) the certification of products already available and developed in factories to expand the range of products in these markets;
- Win new customers in existing markets;
- Find new customers in new markets;
- Increase and complete the range of products to be offered with the development of new products never before manufactured by Grupo Luso Pirotecnia, improving those already manufactured to gain notoriety in the market and confidence of potential customers (Disney, for example);
- Adapt the commercial structure and sales methods to the new commercialization requirements.

In this sense, an internationalization plan was developed that integrated complementary actions in the following areas:

- Knowledge of foreign markets (Fairs/Exhibitions);
- Prospecting and presence in international markets (Prospecting and attracting new customers);
- International brand development and promotion (Promotion actions)
- Presence on the web, through the digital economy
- International Marketing
- Hiring a human resource for the commercial area;
- Specific certifications for foreign markets;
- External Consulting.

After the implementation of the project, Lusoevents expects as a final result the consolidation of its position in the international market, with the entry into new markets and the preservation of the existing ones.

