

Cofinanciado por:



Designation of the project | Reflectherm Internationalization  
Code of the project | CENTRO-02-0752-FEDER-013836  
Main Objective | Reinforcing the competitiveness of SMEs with regard to internationalization  
Region of intervention | CENTRO  
Beneficiary entity | REFLECTHERM, LDA

Approval date | 26-01-2016  
Begining date | 04-04-2016  
Conclusion date | 31-03-2018  
Total Eligible Cost | 182.283,13  
Financial support from European Union | FEDER – 82.027,41



Reflectherm intends to implement an Internationalization plan to promote the company and its products in the international markets - Spain and France.

This project aims at marketing actions and commercial actions, namely: Participation in commercial / business missions; Participation in Fairs; Trips / meetings with potential clients in France and Spain; Creation of an e-commerce page; Content adaptation to each of the target markets; Elaboration of new catalogs and exhibitors with real physical samples in order to highlight the quality of the products; Elaboration of an institutional film

The market study already carried out defined that this methodology will be successful with the defined marketing plan, which consists on direct contact with potential customers associated with merchandising material embodied with the exhibitors that will have real samples, along with appealing catalogs.

To carry out this project, two Technical Marketing / Commercial employees will be hired and will work in consonance with the manager of the company.

