

Funding of the project "Internationalization of the Linetech company" under Measure 3.2 Internationalization of SMEs, Sub-measure 3.2.2 Business models, co-financed by the European Regional Development Fund under the Regional Operational Program of the Masovian 2014-2020.



Rzeczpospolita
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Unia Europejska
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Project description:

The project is aimed at introducing services currently offered by Linetech to recommended foreign markets. The applicant has planned activities in line with the recommended actions in the Business Development Strategy, i.e. participation in trade fairs and exhibitions, as a form of the best channel to reach aircraft fleet operators, purchase of consultancy services necessary for the proper implementation of the project and achieving the planned project objectives, organization of economic missions. The applicant's export promotion strategy provides for the prospective export of its services to the Russian and Eastern European markets, including primarily the Ukrainian market. Linetech company, deciding to incur considerable costs related to taking part in exhibitions, has set general goals of participation, such as:

- favorable presentation of the company and its offer;
- building the brand image and informing about the properties and conditions of purchasing the offer;
- establishing or refreshing contacts (of a more private nature than during routine cooperation) with market partners, i.e. potential clients, intermediaries, suppliers, and subcontractors;
- concluding new commercial contracts;
 - observation of competition;
- identification of new trends on the industry market;
- observation of attractive exhibitions and fairs of other companies as an inspiration for own activities in the future.

Project value: 753 615,11 PLN

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