

ASBW – METAIS & METAIS, S.A. – PROJECT SHEET FOR WEBSITE

Cofinanciado por:

UNIÃO EUROPEIA
Fundo Europeu
de Desenvolvimento Regional**Project Designation:** Internationalization of ASBW activity and products**Project ID:** POCI-02-0752-FEDER-034553**Main objective:** Strengthen Small and Medium Enterprises (PME)'s competitiveness**Intervention area:** Santa Maria da Feira**Beneficiary:** ASBW- METAIS & METAIS, S.A.**Approval date:** (2/3/2018)**Beginning date:** (20/03/2018)**Conclusion date:** (18/03/2020)**Total eligible cost:** (531.437,50€)**European Union`s financial support:** 239.146,88€ (FEDER)**Project description:**

With this project, ASBW aims to increase its international notoriety and visibility, by advertising its products, strengthening the company's positioning and expanding its activity to other consumer markets and countries.

This way ASBW proposes to implement an integrated investment plan structured on the following pillars:

- (i) Strengthening the commercial team to enable the company to directly address clients in the target markets (Germany, Spain, United Kingdom and China);
- (ii) Improving communication and interaction with actual and potential clients and, by channeling investment mainly to digital media and other technologies related to the 4.0 Industry that characterize productive investment;
- (iii) Structured approach to each selected market, considering their nature as extremely professionalized markets, involving the performance of market studies, the purchase of consulting and market prospecting services and making frequent prospecting visits.

In the end, the company aims to achieve the following objectives:

- Increase sales;
- Raise EBITDA levels;
- Increase export rate;
- Increase % of direct sales to end users (exports).