



PROJECT 1

Project designation | New Iberglobal Web platform - Innovation Vouchers

Project code | ALT20-01-0853-FEDER-011447

Main goal | Reinforce small and medium companies' competitiveness

Region of intervention | Alentejo - Regional Operational Program of Alentejo (Programa Operacional Regional do Alentejo)

Beneficiary entity | Iberglobal – Projectos Eléctricos de Média Tensão, S.A.

Date of approval | 26-10-2015

Date of beginning | 07-12-2015

Date of conclusion | 06-12-2016

Total eligible cost | 19,700.00€

European Union financial support | FEDER 14,775.00€

Expected aims, activities and results

Within the scope of the Incentives System “SME Qualification” Innovation Voucher (“Qualificação das PME” Vale Inovação) from the Operational Program for Competitiveness and Internationalization - Portugal 2020, this project aims at developing a renewed site which fully reiterates that simplification of the access to information from usually scattered clients and at the same time frame new technologies used currently.

Besides the commercial representation, the platform is also an instrument for the training and qualification of installers who work with Iberglobal.

The aim is to achieve a web platform that allows launching the company in the digital economy to dematerialize its relationships with the market through Information and Communication Technologies.

Thus, we wish to take advantage of the opportunity for IBERGLOBAL to be globally present and open the doors of new markets and attract new clients by means of flexible communication and a cost effective ratio and available 24/7.



PROJECT 2

Project designation | Iberglobal Internationalization

Project code | ALT20-01-0752-FEDER-013370

Main goal | Reinforce small and medium companies' competitiveness

Region of intervention | Alentejo - Regional Operational Program of Alentejo (Programa Operacional Regional do Alentejo)

Beneficiary entity | Iberglobal – Projectos Eléctricos de Média Tensão, S.A.

Date of approval | 14-01-2016

Date of beginning | 01-10-2015

Date of conclusion | 30-09-2017

Total eligible cost | 270.690,22€

European Union financial support | FEDER 121,810.60€

Expected aims, activities and results

IBERGLOBAL has an ongoing co-funded internationalization project within the scope of the Operational Program for Competitiveness and Internationalization - Portugal 2020, in line with its strategic aims:

- To be a reference manufacturer in the markets where it operates;
- To undertake its international matrix by means of a sustained growth strategy in exports and a decentralized presence model in those markets.

With the completion of the internationalization project, IBERGLOBAL expects to achieve the following results:

- Enter and grow in external Markets with high growth potential;
- To ensure faster gains via the capacity and qualification increase in order to achieve efficiency and competitiveness gains;
- Increase its businesses volume and profitability.



During the project implementation, the following activities shall be developed (among others):

Marketing activities

- Know the external markets – through the presence in international fairs as exhibitor in order to promote its new electric solutions.
- Brands international development and promotion – within the scope of industrial protection we shall register the patent, carry out products trials and brands registers to associate their notoriety to the business and protect their usage from competitors;
- Prospection and presence in international markets – to increase the company's knowledge of international markets and its client's portfolio, several trips to international markets and international fairs shall be carried out to prospect clients. At the same time and with the same goal, we shall resort to expert consulting to enter new international markets;
- International Marketing – For a better marketing strategy, the company has several on-line marketing campaigns as well as promotional material production (namely catalogues and films) planned.

Organizational Activities:

- Introduction of a new organizational method – hiring qualified technicians to make it possible to implement the internationalization project and acquiring different equipment to support the internationalization process, for example, printers and computers.