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## VALE INOVAÇÃO - PORTUGAL 2020 CANDIDATURE

### **Project file:**

Project No: 5638

Designation: Louritex 2015 - Resource Optimization and Continuous Improvement to Compete

Total eligible cost: 15.000 Euros

Financial support from the European Union: 11.250 Euros

National public financial support: N / A

### Project Overview:

*"Diagnosis of the Louritex internal competitiveness, where it was identified the aspects to be improved at the level of the management and presented suggestions of improvement for them, aiming at its training at the organizational level for a more effective and efficient bet in the external markets, increasing its competitiveness performance."*

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## INTERNACIONALIZAÇÃO - PORTUGAL 2020 CANDIDATURE

### **Project file:**

Project No: 7868

Name: New World Markets - Diversify and Consolidate

Total eligible cost: 291.563,14 Euros

Financial support from the European Union: 131.203,41 Euros

National public financial support: N / A

Project Overview:

*"The project aims to boost Louritex's export capacity through a concerted marketing and management strategy, allowing it to diversify its scope of action to new markets and intensify its presence in today's markets."*

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## QUALIFICAÇÃO - PORTUGAL 2020 CANDIDATURE

### **Project file:**

Project No: 035032

Designation: New skills to compete in new and more challenging international markets

Total eligible cost: 201.147,50 Euros

Financial support from the European Union: 90.516,38 Euros

National public financial support: N / A

### Project Overview:

*"The New skills to compete in new and more challenging international markets aims to qualify Louritex by investing in intangible domains of competitiveness, such as certifications in accordance with international regulations, implementation of management support tools and strategic investment enhancers integration into I4.0.*

*The execution of this project will internally empower Louritex, guaranteeing the continuity of its differentiated positioning and the diversification of its range of operation to even more demanding external markets. "*

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## INNOVATION CANDIDATURE- PORTUGAL 2020

### **Project file:**

Project designation: Louritex 2020 – Investir para competir

Project code: POCI-02-0853-FEDER-043116

Main goal: Strengthening the competitiveness of small and medium companies

Intervention area: Center

Beneficiary entity: Louritex – Sociedade Agro - Construtora de Alfaias Agrícolas do Carvalho, Lda

Approval date: 19/03/2019

Start date: 08/10/2018

Conclusion date: 07/10/2020

Total eligible cost: 5.402.573,12€

Financial support from the European Union: 1.215.578,95€

### Goals, activities and expected/achieved results:

*The present investment project, called «Louritex2020 - invest to compete», aims to expand, qualify, scale and automate the company's productive and response capacity, in order to ensure, with quality, precision, efficiency and sophistication, the growing needs current and future markets and customers. To this end, the company will equip itself with technologically advanced equipment, with greater precision and processing speed, in order to expand and improve the production area to better accommodate them. The company therefore intends to diversify its business through two complementary channels: entry into at least 6 new markets and the arrival of new customer segments.*