



NERLEI

ASSOCIAÇÃO EMPRESARIAL  
DA REGIÃO DE LEIRIA

taking your  
company global



INTERNATIONAL  
BUSINESS

2019-21

Project results

taking your  
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## NERLEI supports companies to boost export capacity

To support companies from various sectors, from the north and central regions of Portugal, in order to increase their export capacity to various foreign markets. This is the objective of the joint International Business 2019–2021 project, promoted by NERLEI [the business association of Leiria region], and co-financed at a rate of 50%.

The objective was to promote the development of competitiveness and export capacity in a group of small- and medium-sized enterprises (SMEs), through training initiatives for their internationalisation and promotional and marketing activities in international markets, identified as priorities for strengthening company exports.

In this context, a diversified range of activities was developed, including international trade fairs, face-to-face and virtual business missions, technical prospecting missions, collective mentoring and coaching sessions, themed webinars and specialised e-commerce and digital transformation services.

The aim was to provide companies with tools to create business opportunities in the search for new markets, allowing their growth.

The beneficiaries of the project are companies engaged in economic activities aimed at the production of tradable goods and services, with international reach.

International Business (IB) 2019–2021 is a continuation project, but with innovation in some activities, such as e-commerce packs and support for the digital transformation of companies; support for participation in new trade fairs; the undertaking of a technical prospecting mission; participation in collective mentoring & coaching sessions; and an international conference dedicated to the housewares sector.

IB 2019–2021 supported the internationalisation of participating companies, which accessed a range of advantages, namely the possibility of synergy with other companies in the project, the benefit of NERLEI's vast experience in internationalisation activities, guarantee of financing, among other areas.

The IB 2019–2021 project is funded by Portugal 2020, under the Programa Operacional Competitividade e Internacionalização.



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**iB** INTERNATIONAL  
BUSINESS

**1.798.729,09 €**  
Total investment

**95**  
Total number of beneficiary  
companies

**23**  
Total shares

**13**  
Markets  
covered

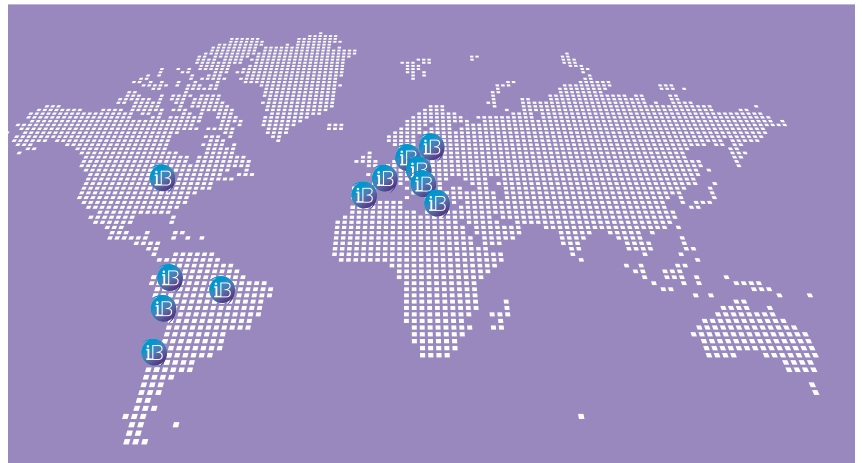
**8**  
International trade fairs

**8**  
Training initiatives

**5**  
Missions

International online  
conference

Specialised  
e-commerce and digital  
transformation services



With a total investment of €1.798.729,09, the International Business (IB) 2019–2021 project achieved 88% of its proposed objectives and, in pursuit of the strategic objectives of internationalisation, it contemplated activities in 13 foreign markets (Germany, Brazil, Chile, Colombia, Spain, USA, France, Italy, Morocco, Peru, Poland, United Kingdom and Sweden), covering a total of 95 companies. IB 2019–2021 had a total of 23 activities; eight trade fairs, eight training initiatives, five physical business missions, virtual

missions, an international online conference about the housewares sector and specialised e-commerce and digital transformation services: Internationalisation through digital means. At the trade fairs, participants brought together 38 stands, with a total exhibition area of 1.449.75 m<sup>2</sup>, where 2.007 international contacts were made. In the business missions, 92 contacts were registered, while the training initiatives brought together 596 participants.

**38**  
Stands at trade fairs

**92**  
Mission contacts

**1449,75 m<sup>2</sup>**  
Total exhibition area

**596**  
Participants in training  
initiatives

**2007**  
International contacts

**88%**  
objectives achieved

# Investment of more than €1.7 million reaches 13 foreign markets

## ACTIVITIES

## DATES

### FEIRAS

HostMilano Fair 2021 - Milan, Italy	22 to 26 October 2021
The Inspired Home Show 2022 - Chicago, USA	5 to 8 March 2022
Motortec Trade Fair 2022 - Madrid, Spain	20 to 23 April 2022
IFFA 2022 Trade Fair - Frankfurt, Germany	14 to 19 May 2022
Ceramitec Trade Fair 2022 - Munich, Germany	21 to 24 June 2022
Automechanika Trade Fair 2022 - Frankfurt, Germany	13 to 17 Sep 2022
The Inspired Home Show 2023 - Chicago, USA	4 to 7 March 2023
Interzum trade fair 2023 - Cologne, Germany	9 to 12 May 2023

### MISSIONS

Business mission to Morocco 27	June to 1 July 2022
Virtual mission Colombia, Peru and Chile	Sep. 2022 to Feb. 2023
Business mission to Poland	6 to 11 Nov 2022
Business mission to the United States of America	26 Feb. to 3 March 2023
Business mission to Web Summit Rio 2023 - Brazil	30 April to 4 May 2023

### TRAINING INITIATIVES

Webinar 'How to Participate in Virtual Trade Fairs'	30 July 2020
Webinar 'Impacts and Consequences of Brexit on Customs Procedures'	24 November 2020
Webinar 'China and Japan - Bridging the gap with the two largest Asian economies'	9 December 2020
Webinar 'The New Challenges of Internationalisation'	11 March 2021
Webinar 'USA and Canada - Bridging the gap with the two largest economies in North America - What are the opportunities'	27 April 2021
Mentoring & Coaching Session 'Digital Marketing for Internationalisation'	6 April 2022
Mentoring & Coaching Session 'Capacity Building for Internationalisation'	18 November 2022
Project closing seminar: 'Internationalisation in the digital age'	23 June 2023

International online conference: 'New Consumer Trends Combined with Sustainability of Materials and Production Processes' 6 December 2022

Specialised e-commerce and digital transformation services: 'Internationalisation through Digital Media'

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**3**

Number of companies



**244**

Total number  
of contacts made



**52**

Potential deals resulting  
from the trade fair

The city of Milan, Italy, hosted the HostMilano trade fair, from 22 to 26 October 2021. The results from participation at the show are considered positive, with one hundred per cent of the companies responding that it met their expectations. "NERLEI was unsurpassed in finding the best solutions for the trade fair to be a success, in supporting our participation!", said one of the companies. The number of contacts made at HostMilano 2021 by the three Portuguese companies, participating with the support of NERLEI, totalled 244. There were 52 potential deals resulting from the fair, which translates into an average per company of 81 contacts and 17 potential deals.

### TRADE FAIR BRINGS TOGETHER THREE MACRO AREAS

HostMilano is an international exhibition dedicated to the Foodservice and Hospitality sector and is held every two years. The event has more than 800 events during the period in which it takes place, in a show that brings together three macro areas: furniture, tableware and technology; another dedicated to coffee, tea, bar, coffee machines and vending; and a third covering foodservice, equipment, bakery, pizza and pasta. It is an exhibition that, as a

whole, brings together raw materials, semi-finished products, machinery, equipment, furniture and tableware, focusing on trends, technologies and innovation in the sector.

In the 2021 edition, the event had 2,249 exhibitors, an increase of 3.8%, bringing together participants from 55 countries. It should be noted that in foodservice and hospitality, which includes restaurants, cafés, catering services and hotels, among other areas, the global market for this sector reached a value of US\$2.334 billion in 2020, and in the period between 2021 and 2026 the market is expected to grow at a compound annual growth rate (CAGR) of around 5%.

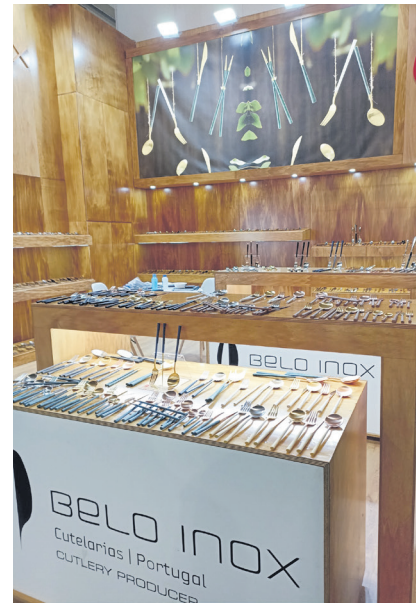
It should also be noted that, by 2025, the global hospitality market is expected to reach US\$5,297.78 billion, with a compound annual growth rate of 6%. This growth is mainly due to companies that have reorganised their operations and recovered from the impact of the Covid-19 pandemic, and that had previously suffered restrictive containment measures that hit their activity hard.

# HOSTMILANO met the companies' expectations

HostMilano trade fair 2021 [Milan, Italy]

22 to 26 October 2021

<https://host.fieramilano.it/en>



## Companies

- > Belo Inox S.A.  
[www.beloinox.pt/](http://www.beloinox.pt/)
- > ICEL – Indústria de Cutelarias da Estremadura S.A.  
<https://www.icel.pt/>
- > Nosse Ceramics, Lda.  
[www.nosseceramics.com/](http://www.nosseceramics.com/)

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**7**

Number of companies



**570**

Total contacts  
made



**58**

Potential deals resulting  
from the trade fair

Companies achieved positive results from their participation in the Motortec 2022 trade fair, in Madrid, Spain, according to NERLEI. The initiative took place from 20 to 23 April 2022 and, based on the resulting number of contacts and potential deals, it far exceeded the target set per company. Seven companies participated in this initiative, and 86% positively evaluated their participation in the show, which exceeded the expectations of 43% of the participating companies.

There were several testimonies given, all of them praising the participation and support given by the Leiria region's business association.

"NERLEI made it possible for our company to participate in what is considered the largest Automotive Aftermarket trade fair in the Iberian Peninsula. They are always available and willing to clarify and solve any question, facilitating the entire process of registration and participation in the fair." Others replied: "These events dedicated to professionals in our business area are fundamental in promoting new products and services, consolidating business relationships and attracting new customers. Motortec 2022, in particular, was particularly noteworthy for being the first trade fair in a post-pandemic period, thus allowing us to strengthen our presence in a market that is especially important to us."

The number of contacts made at Motortec 2022 by the seven Portuguese companies participating with the support of NERLEI exceeded 570, with more than 58 potential deals, translating into an average per company of more than 81 contacts and 19 potential deals.

## TRADE FAIR BRINGS TOGETHER MORE THAN 700 COMPANIES FROM THE AUTOMOBILE INDUSTRY

The Motortec 2022 trade fair featured more than 200 activities and seminars, making it a space for networking, exchange, business opportunities, sessions and debates for the entire automotive industry community. The event, which took place in Madrid, Spain, has become the main meeting point for professionals in the sector, bringing together more than 700 companies from various sectors of the automotive industry, including spare parts and components, repair and maintenance, accessories and customisation, service stations and washing, electronics and systems, tyres and batteries and industrial vehicles.

This international automotive service trade fair is considered the most important in the industry in Southern Europe, with around 91% of visitors and 93% of exhibitors returning each year, making it a commercial meeting point for the entire value chain of the sector.

It should be noted that the global size of the automotive and aftersales industry segment was valued at US\$390.10 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 3.8% in the period between 2021 and 2028.



# NERLEI supports seven companies at Motortec

Motortec 2002 trade fair [Madrid, Spain]

20 to 23 April 2022

[www.ifema.es/en/motortec](http://www.ifema.es/en/motortec)



## Companies

- > Dunimex Equipamentos industriais, Lda.  
[www.dunimex.pt/](http://www.dunimex.pt/)
- > Interescape - Fabricação de Escapes para Automóveis, Lda.  
[www.interescape.com/](http://www.interescape.com/)
- > Manuel Pereira de Sousa, Lda.  
[www.sousadosradiadores.com/pt/](http://www.sousadosradiadores.com/pt/)
- > Recauchutagem31, S.A.  
[www.fedimatyres.com/](http://www.fedimatyres.com/)
- > Recauchutagem Nortenha, S.A.  
<https://nortenhatyres.pt/>
- > Sparkes & Sparkes - Componentes Automóveis, Lda.  
<https://sparkes.pt/>
- > Turboclinic, Lda.  
<https://turboclinic.com>



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**3**

Number of companies



**570**

Total contacts  
made



**58**

Potential deals resulting  
from the trade fair

The city of Frankfurt, Germany, hosted the IFFA 2022 trade fair, between 14 and 19 May. The results obtained from participation in this event, dedicated to the meat and alternative protein market, are considered quite positive by the companies. The number of contacts and potential deals resulting from the initiative far exceeded the target set per company. Three cutlery companies from the Benedita, Alcobaça area participated in IFFA, and their expectations were met, even exceeded for one of the participants. The number of contacts made at IFFA 2022 by the three Portuguese companies, participating with the support of NERLEI, exceeded 570 contacts and more than 58 potential deals were made, which translates into an average per company of more than 190 contacts and 14 potential deals.

At the 2022 edition of the show, several events were held to analyse future trends in the sector, focusing on the themes of automation, digitalisation, food safety, sustainability, food trends and customisation.

Regarding this sector, it should be noted that the volume of meat production worldwide increased slightly between 2016 and 2020, from 317.2 million tonnes to around 328 million tonnes.

## WORLD'S LEADING TRADE FAIR FOR MEAT AND ALTERNATIVE PROTEINS TECHNOLOGY

IFFA is considered the world's leading trade fair for meat and alternative protein technology. It covers the entire processing, packaging and sales market, offering the global food industry a platform for innovation and networking.

With more than 1,000 exhibitors from 49 countries, IFFA is the industry's leading trade fair and international meeting place, with 70% of visitors and 63% of exhibitors coming from outside Germany, the show's organising country.

# Three cutlery companies from Benedita participated in IFFA

IFFA trade fair 2022 [Frankfurt, Germany]

14 to 19 May 2022

<https://iffa.messefrankfurt.com/>



## Companies

- > ICEL - Indústria de Cutelarias da Estremadura, S.A.  
[www.icel.pt/](http://www.icel.pt/)
- > Jorge e Ramalho, Lda.  
[www.jeroportugal.pt/pt/](http://www.jeroportugal.pt/pt/)
- > SICOESTE - Sociedade Industrial de Cutelarias, Lda.  
<https://sico.pt/>



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**6**

Number of companies



**42**

Total contacts  
made



**24**

Potential deals resulting  
from the trade

The city of Munich, Germany, hosted Ceramitec 2022, the leading international trade fair for machinery, equipment and raw materials for the ceramic industry. The trade is held every three years and Ceramitec is an international meeting place for the ceramics industry, with all sectors, market leaders, decision-makers and value chains represented there. All this contributes to Ceramitec being considered the leading international trade fair for the industry.

NERLEI supported the participation of six companies, namely Corbario – Minerais Industriais, SA.; Impact Distance, Lda. (Leiria); Induzir, Lda. (Batalha); Leirimetal, SA. (Leiria); Metalúrgica Lopes e Capitaz,

Lda.; and RJC – Soluções Industriais, SA. (Alcobaça).

It was the third time that Leiria region's business association organised and supported the participation of Portuguese companies in this trade fair and the overall feeling of the companies was positive, due to the fact that this was the first post-pandemic fair.

Ceramitec 2022 had 356 exhibitors from 34 countries, with 63% of exhibitors and visitors, totalling 10,000, from outside Germany.

# We support the presence of six companies at Ceramitec

**Ceramitec Fair 2022 [Munich, Germany]**

21 to 24 June 2022

<https://ceramitec.com/en/>



## Companies

- > Corbario - Minerais Industriais, S.A.  
[www.corbario.com/](http://www.corbario.com/)
- > Impactdistance, Lda.  
<https://impactdistance.com/>
- > Induzir, Lda.  
[www.induzir.pt/pt](http://www.induzir.pt/pt)
- > Leirimetal, S.A.  
[www.leirimetal.com/](http://www.leirimetal.com/)
- > Metalurgica Lopes e Capitaz, Lda  
<https://mlc.pt/pt/bem-vindo/>
- > RJC - Soluções Industriais, S.A.  
[www.rjcsa.com/](http://www.rjcsa.com/)



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**4**

Number of companies



**208**

Total contacts  
made



**55**

Potential deals resulting  
from the trade fair

## Companies

- > DGA Comércio e Indústria, Lda.  
<https://dga.pt/>
- > Hispanor Produtos Industriais, Lda.  
[www.hispanor.pt/](http://www.hispanor.pt/)
- > Kroftools Professional Tools, Lda.  
[www.kroftools.com/pt/](http://www.kroftools.com/pt/)
- > Turboclinic, Lda.  
<https://turboclinic.com/>

The results obtained from participation in the Automechanika 2022 Fair, in Frankfurt, Germany, are considered quite positive, since the number of contacts and potential deals resulting from the initiative far exceeded the target set per company, and the number of new customers per company was in line with the forecast.

Automechanika 2022, which took place from 13 to 17 September, met the expectations of the vast majority of the four companies participating with the support of NERLEI. Some testimonies of the participating companies demonstrate the importance of participating in these international initiatives: "It represents an important measure in the consolidation of the company abroad, so we suggest it to all companies that are launching themselves in the international market." "These events dedicated to professionals in our business area are very important to project the company at an international level and strengthen our presence with the target audience. NERLEI's support is fundamental in planning all the logistics inherent in organising an event of this size."

The number of contacts made at Automechanika 2022 by the four Portuguese companies participating with the support of NERLEI totalled 208, with 55 potential deals, which translates, into an average per company of 52 contacts and 14 potential deals.

## IMPORTANT MEETING POINT FOR THE AUTOMOTIVE INDUSTRY SINCE 1971

The Automechanika trade fair was founded in 1971 in Frankfurt, Germany, and has developed into the most important meeting point for the automotive industry, the dealer trade and the maintenance and repair segment. The event provides an important platform for the exchange of business and technological knowledge, and various segments of the automotive industry are represented, including accessories and customisation, alternative driving systems and fuels, painting, washing and car care, diagnosis and repair, electronics and connectivity, mobility and autonomous driving, parts and components and tyres.

In the automotive industry, after an upward trajectory from 2018 to 2019, followed by stagnation and then a reduction during the Covid-19 pandemic, it is expected that trends such as electric vehicles, autonomous driving and mobility services will continue to fuel the market, leading to an overall recovery, and that in 2023 sales of electric vehicles will represent 15.4% of total sales.

The overall size of the industry was valued at US\$390.10 billion in 2020, but for the period 2021–2028 it is expected to expand at a compound annual growth rate (CAGR) of 3.8%.

# Four companies we took to Automechanika make more than 200 contacts

Automechanika trade fair 2022 [Frankfurt, Germany]

13 to 17 September 2022

<https://automechanika.messefrankfurt.com/>



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**2022**



**3**

Number of companies



**82**

Total contacts  
made



**16**

Potential deals resulting  
from the trade fair

The Inspired Home Show is the largest homewares trade show in North America and takes place in Chicago, USA. After its inaugural participation in the event, in 2022 with the support of three companies, NERLEI returned to organise and support the participation of four companies in 2023.

Organised annually by the International Housewares Association (IHA), an association that has more than 80 years of experience in the North American homewares industry, this trade fair welcomes thousands of professionals in the area, who come to Chicago to discover new products, innovations and trends in homewares and, at the same time, meet with suppliers and find new partnership opportunities.

The Inspired Home Show, by reputation, attracts importers from North, Central and South America, Europe and Asia, making it a show where good business can be done.

exhibition is segmented into the 'Hall of Global Innovation' and five 'Expos' grouped by various products, namely from the storage and organisation, table and decoration, development/design, small household and international exhibitors sectors.

A visit to the 'Hall of Global Innovation' transports the visitor to the home of the future, presenting everything from evolving consumer trends to smart product concepts. It is an exhibition area that brings together progressive and innovative ideas that inspire and serve as guiding principles for businesses.

## A TRADE FAIR WITH HISTORY

Each edition of The Inspired Home Show has an average of over 2,200 exhibitors, bringing together thousands of products from all segments of homewares. The show brings together more than 52,000 home professionals from 130 countries, where 87% of visitors are purchasing decision-makers and 13% are influencers in the decision-making process. They are very loyal visitors and return each time in search of new products.

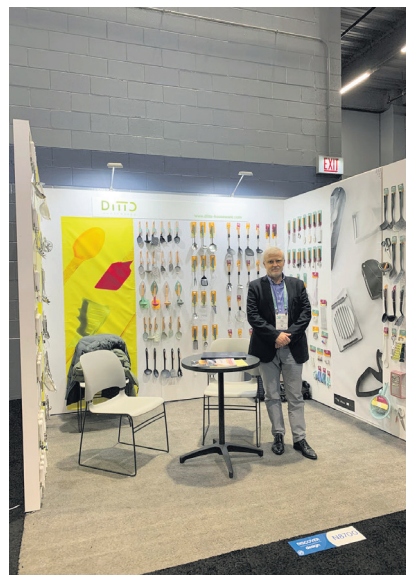
In order to facilitate visitor access, the

# NERLEI supports the participation of companies in the largest homewares trade fair in the USA

**The Inspired Home Show [Chicago, USA]**

5 to 8 March 2022 | 4 to 7 March 2023

<https://www.theinspiredhomeshow.com/>



## Companies 2022

- > CORTICEIRA VIKING - IMPORTAÇÃO E EXPORTAÇÃO, LDA  
<https://corticeiraviking.pt/>
- > DITTO HOUSEWARES - DESIGN E DISTRIBUIÇÃO LDA  
<https://ditto-housewares.com/>
- > JOSÉ MARIA FERREIRA S.A.  
[www.jomafa.pt/](http://www.jomafa.pt/)

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**2023**



**4**

Number of companies



**218**

Total contacts  
made



**40**

Potential deals resulting  
from the trade fair





## Companies 2023

- > Alumínios Cesar, S.A.  
[www.celar.pt/](http://www.celar.pt/)
- > Cerâmica da Borracheira, S.A.  
<https://borralheira.com/>
- > JOMAFE-José Maria Ferreira, SA.  
<https://www.jomafe.pt/>
- > Jorge & Ramalho, Lda.  
[www.jeropotugal.pt/](http://www.jeropotugal.pt/)



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**8**

Companies with  
the support of NERLEI



**500**

Contacts made



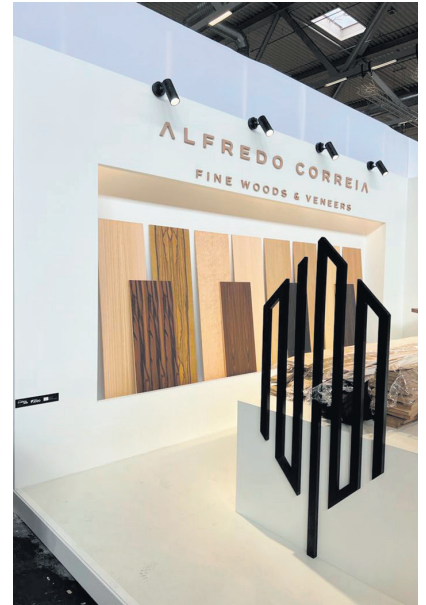
**232**

Potential deals

The city of Cologne, Germany, once again hosted the Interzum Fair, from 9 to 12 May 2023, the main international event for the supply sector to the furniture and interior construction industries.

This fair, considered worldwide as a source of inspiration for designers and architects, has a strong international dimension, boosting exhibitors' global sales in the areas of furniture and interior decoration. Interzum is held every two years and the 2023 edition registered more than 1,400 exhibitors from 60 countries. 'Shaping the Change' was the theme of this year's show, in reference to change and rebirth after the Covid-19 pandemic.

The results obtained by the companies that participated in this fair were clearly positive, and it should be noted that the eight companies participating in this initiative, with the support of NERLEI, achieved the objectives they had set for their participation in this important fair.





# For the first time we support the participation of Portuguese companies in Interzum

**Interzum Fair 2023 [Germany]**

9 to 12 May 2023

[www.interzum.com/en/trade-fair/interzum-2023/](http://www.interzum.com/en/trade-fair/interzum-2023/)



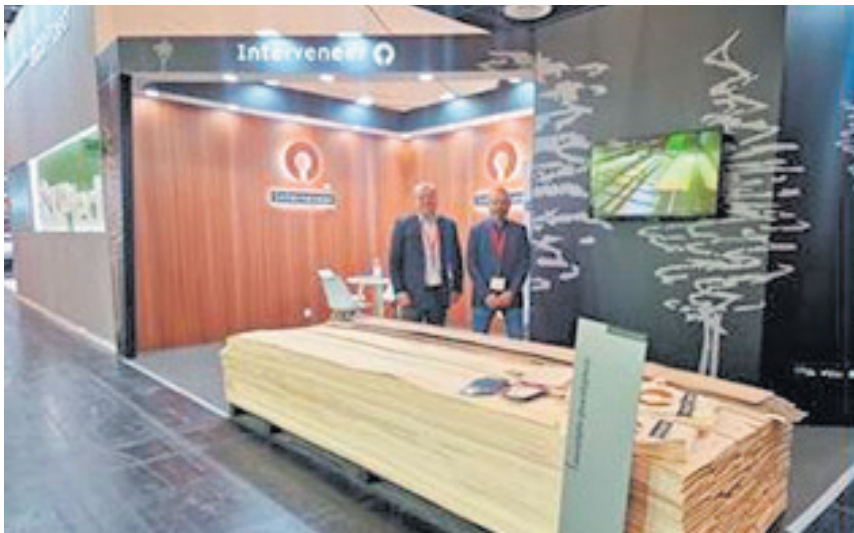
## Companies

- > Alfredo Nunes Correia  
<https://alfredocorreia.pt/>
- > Balbino & Fautino Lda.  
[www.balbino-faustino.pt/](http://www.balbino-faustino.pt/)
- > Eurospuma S.A.  
<https://eurospuma.com/>
- > Fibromade  
<https://fibromade.com/>
- > Flexitex - Fábrica de Tecidos S.A.  
[www.flexitex.pt/](http://www.flexitex.pt/)
- > João Oliveira, Lda. - Máquinas e Equipamentos (Maquinol)  
[www.maquinol.com/](http://www.maquinol.com/)
- > ICFM - Indústria e Comércio de Folhas de Madeira Lda.  
<http://interveneer.pt>
- > Sociedade Têxtil Vital Marques Rodrigues, Filhos, S.A.  
<http://vitaltecidos.pt/pt/>



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**4**

Number of companies



**25**

Total contacts  
made



**14**

Potential deals resulting  
from the mission

The results obtained from the business mission to Morocco are considered very positive, namely in terms of the satisfaction of the participants (four companies). Participation in this mission, which took place from 27 June to 1 July 2022, met the expectations of 50% of the participating companies, having exceeded the expectations of the other half.

Several testimonies demonstrate the importance of participating in these international initiatives. "We really enjoyed getting to know the business reality in Morocco, thanks to NERLEI we had that opportunity!", said one of the companies.

The number of contacts made in the 'Business Mission to Morocco' by the four Portuguese companies, participating with the support of NERLEI, totalled 25 with 14 potential deals, which translates into an average per company of 6.25 contacts and 3.5 potential deals.

The four companies that participated with the support of NERLEI were Vilabo - Vidros para Laboratório, Lda (Marinha Grande), which is dedicated to the manufacture of scientific glass; MBM - Metalúrgica Briososa da Maceira, Lda. (Leiria), with activity linked to lifting equipment; Diogo S. Cunha, Lda. (Alcobaça), from the construction sector; and MBM, EVO, Lda. (Leiria), which is dedicated to the manufacture and trade of machinery and handling equipment.

During the five day mission, each company had an agenda of individual meetings with Moroccan companies, and public and private entities, among other initiatives.

This mission to Morocco marked the



return of companies to face-to-face visits to markets and was a good opportunity for companies to have 'in loco' contact with a very dynamic and growing economy, given that "it is the fifth African economy in terms of GDP" and the "fourth African country in the quality of life index", according to the Economist Intelligence Unit.

The country aims to become one of the most modern in Africa and, to this end, has taken measures that include liberalising the economy and opening up to foreign investment.

# Mission to Morocco with four companies accompanied by NERLEI

## Business mission to Morocco

27 June to 1 July 2022



## Companies

- > Diogo S. Cunha Construções Unipessoal, Lda.  
[www.dscunhaconstrucoes.pt/](http://www.dscunhaconstrucoes.pt/)
- > MBM – Metalurgica Briosa da Maceira, Lda.  
[www.mbm.pt/](http://www.mbm.pt/)
- > MBM EVO, Lda.  
<https://mbmevo.pt/>
- > VILABO – Vidros para Laboratório, Lda.  
<https://vilabo.com/>

## BUSINESS MISSIONS

The activities related to the missions consist of scheduling physical or virtual meetings between the participating company and potential market partners. In business missions, companies can count on prospecting the target market, identifying contacts and scheduling meetings with entities and companies in the market that have a profile that matches the expectations of the participating company and the respective follow-up after the mission, among other services. By participating in this type of mission,

companies benefit from consultancy, personalised market monitoring and logistical support throughout the participation process, benefiting from a financing rate of 50% of eligible expenses (information available at [www.internationalbusiness.pt](http://www.internationalbusiness.pt)).

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**5**

Number of companies



**22**

Total contacts  
made



**10**

Potential deals resulting  
from the mission

The results obtained from the business mission to Poland, which took place from 6 to 11 November 2022, are considered quite positive. The number of contacts made in this mission by the Portuguese companies, participating with the support of NERLEI, totalled 22, with 10 potential deals, which translates into an average per company of 5.5 contacts and two potential deals.

Several testimonies demonstrate the importance of participating in these international actions. "The Polish market has a lot to explore. Finding the right partner is not easy, given the size of the country and lack of knowledge of the market. NERLEI's support with these missions streamlines a series of organisational procedures and contacts that make these missions easier." The five companies participating in this mission with the support of NERLEI were MBM - Metalúrgica Briosada da Maceira, Lda. (Leiria), which is dedicated to the manufacture of metal construction structures; CR Moldes, Lda., which manufactures metal moulds; Edge Near, SA. (Marinha Grande), with engineering and related technical activity; Procerâmica - Cerâmica de Mesa, SA. (Proença-a-Nova), in the utilitarian ceramics sector; and Coberfer - Construções, SA. (Leiria), with activity related to metal constructions.

During the five day mission, each company had an agenda of individual meetings with companies from different Polish regions. The last business mission that NERLEI organised to this market took place in 2013. Nine years later, Leiria region's business association considers that this country presents new opportunities for Portuguese companies.



# Polish market sparks the interest of five companies

## Business mission to Poland

6 to 11 November 2022



## Companies

- > Coberfer  
<https://coberfer.pt/>
- > CR Moldes, Lda.  
<https://crmoulds.pt/>
- > Edge Near, SA.  
<https://edgenear.com/>
- > MBM - Metalúrgica Briosa da Maceira, Lda.  
[www.mbm.pt/](http://www.mbm.pt/)
- > Procerâmica - Cerâmica de Mesa, SA.  
[www.proceramica.com](http://www.proceramica.com)

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**4**

Number of companies



**22**

Total number of contacts  
made



**9**

Potential deals resulting  
from the mission

The results obtained from the business mission to the USA are considered quite positive. Participation in this mission, which took place from 26 February to 3 March 2023, met the expectations of all companies, and the responses to the evaluation questionnaire show a high level of satisfaction with the support provided by NERLEI in its organisation, as well as a high probability of recommending to other companies the support of the association for participation in a business mission.

This is supported by several testimonies about the support provided by the Leiria region's business association and the importance of participating in these international initiatives.

"Dedicated and tireless support from NERLEI, as usual, streamlining all processes and ensuring that entrepreneurs could focus on the essentials."

"A mission is an excellent way to get to know the market and all its characteristics, being directly on the ground, even if the results are not immediate. Direct and personal communication is the only way to create an effective synergy, which is fundamental to establishing approaches that are more likely to bear fruit."

The number of contacts made in the 'Business mission to the USA' by the four Portuguese companies, participating with the support of NERLEI, totalled 22, with 9 potential deals, which translates into an average per company of 5.5 contacts and 2.3 potential deals.

Participating in this mission with the support of NERLEI were three companies from Leiria -Void Software, SA (computer programming); Scorpion Circle, Unipessoal,



Lda. (computer consultancy); Madeiras Afonso, Lda. (trade in treated wood and production of cuvettes for the food sector) - and Alumínios César, SA (manufacture of metallic crockery, CELAR brand),



# We accompanied four companies in search of business opportunities in the USA

## Business mission to the USA

26 February to 3 March 2023



### Companies

- > Alumínios César, SA  
<https://loja.celar.pt/>
- > Madeiras Afonso, Lda.  
<https://madeirasafonso.pt/>
- > Scorpion Circle, Unipessoal, Lda.  
<https://scorpioncircle.com/>
- > Void Software, SA  
<https://void.pt/>

from Oliveira de Azeméis. As part of this initiative, all companies had individual meetings at the premises of companies in New York and Newark.

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## Four companies get to know markets in Chile, Colombia and Peru, virtually



**4**

Number of companies



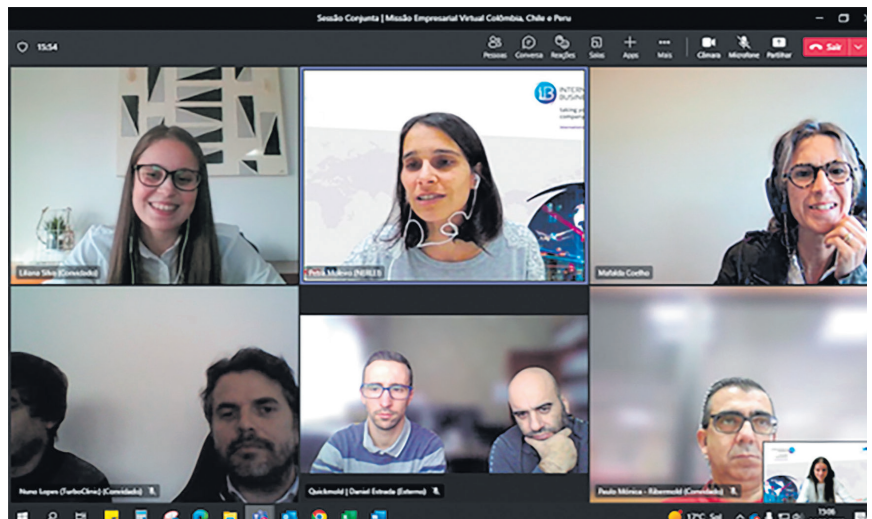
**23**

Total contacts  
made



**7**

Potential deals resulting  
from the mission



The virtual business mission to Chile, Colombia and Peru, which took place between September 2022 and February 2023, was attended by four companies, which demonstrated high satisfaction with the support provided by NERLEI in the organisation of this mission, which scored an average value of 8.75 (scale from 1 to 10).

The number of contacts made in the 'Virtual Business Mission to Chile, Colombia and Peru' by the four participating Portuguese companies totalled 23, with 7 potential deals, which translates into an average per company of 5.75 contacts and 1.75 potential deals.

### Companies

- > Quinta da Raza, Lda.  
[www.quintadaraza.pt](http://www.quintadaraza.pt)
- > Quickmold, Unipessoal, Lda.  
<https://quickmold.pt/>
- > Ribermold, Lda.  
[www.ribermold.pt/](http://www.ribermold.pt/)
- > Turboclinic, Lda.  
<https://turboclinic.com>

# NERLEI provides presence of companies at Web Summit Rio

Prospecting mission to Web Summit Rio 2023 [Rio de Janeiro/Brazil]

30 April to 4 May 2023

“To meet with the biggest names of the international technology market to discuss the most relevant current issues and connect companies, investors and disruptive start-ups.” This was the objective of the Technical Prospecting Mission to Web Summit Rio 2023, in the city of Rio de Janeiro, Brazil, attended by more than 20,000 people, between 30 April and 4 May this year.

Participation in the event was part of the set of missions promoted and supported by NERLEI, under the joint International Business 2019-2021 project, and the

business association noted that the visit to the largest technology event in the world, which for the first time took place in South America, allowed Portuguese companies to access lectures, workshops and exclusive side events, in partnership with local players and stakeholders from the Brazilian ecosystem.

“It was also an excellent opportunity for companies to deal with the future of their sectors and connect with innovative ideas and projects”, said NERLEI, which supported eight companies in this initiative.



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Companies with support from NERLEI



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BUSINESS



**471**

Total number  
of participants

**'How to Participate in Virtual Trade Fairs'**

30 July 2020

**'Impacts and Consequences of Brexit  
on Customs Procedures'**

24 November 2020

**'China and Japan – Bridging the gap with the  
two largest Asian economies'**

9 December 2020

**'The New Challenges of Internationalisation'**

11 March 2021

**'USA and Canada: Bridging the gap with the  
two largest economies in  
North America - What are the opportunities?'**

27 April 2021

# Webinars attract attendance of 470 people

The five webinars were part of the diverse range of 23 activities in the joint International Business (IB) 2019-2021 project promoted by NERLEI. These initiatives aimed to increase the export capacity of companies to various foreign markets, the objective of the IB 2019-2021 project. They aimed to provide companies with tools that will allow them to create new business opportunities in the prospection of new markets, allowing their growth.

The results obtained from the webinars were very positive, with all the planned events being held and all the established goals being achieved.

In total, the five webinars registered 471 participants, highlighting the high number of participating companies not following the project – 271 – which contributed to an effective promotion of the International Business project.



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'Digital Marketing for Internationalisation' and 'Capacity Building for Internationalisation' were the themes of the two Mentoring & Coaching sessions,

held as part of the training initiatives of the joint International Business (IB) 2019-2021 project, promoted by NERLEI. The sessions, held on 6 April and 18

# Mentoring & Coaching sessions brought together 51 participants

## 'Digital Marketing for Internationalisation' and 'Capacity Building for Internationalisation'

6 April and 18 November 2022



November 2022, respectively, had a total of 51 participants, and their evaluation was frankly positive.

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BUSINESS

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## International online conference discussed consumer trends

'New Consumer Trends Combined with the Sustainability of Materials and Production Processes' was the theme of the international online conference on consumer trends, which NERLEI promoted at the end of 2022, within the scope of the joint International Business (IB) 2019-2021 project, with a view to providing companies with information that can be useful to them in defining and pursuing their international strategies.

The initiative, which took place on 6 December 2022, had as guest speakers Bernd Muller, Director of Relations and Sustainability at the German Design Council, who spoke on 'Design for Sustainability', and Frederico Duarte, designer, critic and design curator, whose contribution focused on the theme 'Beautiful, Sustainable and Together: The Creation of Creative Communities as an Aspirational Quality of Design'.

The main objectives of the conference were "to provide access to information and foster the exchange of experiences between entrepreneurs and employees of national companies in the homewares sector, and speakers recognised for their work in the area of design and consumer trends, and who therefore provide information and enhance reflection on current trends and future perspectives on global consumption habits".

The event, which brought together 44 participants, was part of the International Business 2019-2021 project, promoted by NERLEI, which aims to promote the development and strengthening of the capacities of SMEs in the field of internationalisation, contributing to the increase of the export capacity and international visibility of national companies.





## Project supports internationalisation of companies through digital media

As part of the multisectoral International Business 2019-21 project, NERLEI developed and supported E-commerce and Digital Transformation packs, with a view to 'Internationalisation through Digital Media'.

Within the scope of this initiative, "the services developed aimed to allow small- and medium-sized enterprises (SMEs) to develop their business internationally through digital channels".

"The internet has made it easier to conduct

business internationally, enabling the promotion and improvement of company performance, as well as the acquisition of information, removing the limitations imposed by distance and time, which facilitates entry into foreign markets more directly and immediately", said NERLEI.

To this end, "it was intended to provide companies with the capacity for online presence, using tools aimed at designing and implementing successful digital strategies", such as "the development

of online shops, virtual catalogues, redesigning the layout and structure of existing online shops, with a view to increasing conversions, creating online campaigns, creating content marketing plans, among others".

These services were aimed at promotion in three target markets in Europe, namely France, the United Kingdom and Sweden.

Cofinanciado por:



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