



European Union

Project co-financed
by European Regional
Development Fund

PERSONALISED URBAN CONCEPT

PROJECT DESCRIPTION

The project benefited from an ERDF contribution of € 93.496,00 as part of the POR MARCHE FESR 2014/2020 – Axis 3 – Action 9.2 “Supporting the consolidation of Le Marche region exports and the development of internationalization processes – HOUSING SYSTEM AND FASHION SYSTEM”. The project involves the development of a new and innovative product line “Personalised Urban Concept”, with a new personalised design, using innovative and recycled materials.

To reach the international target markets, will be developed an innovative marketing system.

OBJECTIVE

- expand the foreign target markets
- increase in the range of products, with products for new locations
- approach ourself to a new tipology of customer
- increase foreign sales

OUTPUT

- strengthening of internationalisation
- development of the Urban Concept Personalised line
- collaborations with foreign commercial partners
- consolidating/increase of the export turnover