



Internationalization SME - Individual Projects

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T TYPOLOGY

Financial support for projects that reinforce the SME's business capacity for internationalization, to promote an exportation increase through the development and application of new business models and qualification processes, valuing the intangible factors of competitiveness, allowing it to increase its export base and capacity.

Are eligible for support individual internationalization projects targeting the following areas:

- a) Knowledge of foreign markets;
- b) Web presence, through digital economy;
- c) Development and international promotion of brands;
- d) Prospecting and presence in international markets;
- e) International marketing;
- f) Introduction of a new commercial or external relations organizational method;
- g) Specific certifications for foreign markets.

MAIN ELIGIBLE INVESTMENTS

- Presence at international fairs;
- Commercial prospecting visits to foreign markets aiming to attract new customers;
- Specialized internationalization consultancy (e.g. market studies);
- International marketing campaigns;
- Salary costs for hiring new technical staff (with a qualification level equal to or greater than 6) for the project's development;

- Quality certification that contributes to strengthening competitiveness in foreign markets;
- Digital economy;
- Design and registration costs associated with the creation of new brands and collections.

BENEFICIARIES NATURE

SMEs (excludes large companies) of any nature and under any legal form.

APPLICATION GEOGRAPHIC AREA

All NUTS II regions of the Continent (North, Center, Lisbon, Alentejo and Algarve).

ECONOMIC ACTIVITIES (CAE)

All those aimed at producing tradable and internationalizable goods and services, with the exception of the following activities:

- Financial and insurance; Defense; Lotteries and other betting games;
- Fisheries and aquaculture sector; Primary agricultural production sector, aid for participation in fairs and aid for innovation in terms of processes and organization.

Only trade activities (Divisions 45 to 47 CAE Rev.3) are eligible for companies whose sales in the foreign market value the national offer.

YUNIT ACCOMPANIES YOU THROUGH THE ENTIRE PROCESS

For more information, contact your Yunit consultant or send your questions to

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ELIGIBLE EXPENSES FINANCING RATE (*)

Non-refundable incentive.

Maximum incentive rate of 50%.

Maximum incentive of 500,000 euros (PT2020 value)

EXPENSE LIMITS (*)

The minimum limit for total eligible expenditure: 25 thousand euros (PT2020 value).

OTHER CONDITIONS (*)

Within the scope of this notice, the hiring of new qualified human resources (with a qualification level equal to or greater than 6) with specific skills in the area of Internationalization is valued, to the extent that they are used in the project and during its execution. Up to 2 new technical staff are eligible (with a qualification level equal to or greater than 6), whose maximum limit for the monthly base salary is €1,850.

In prospecting actions (new customers), accommodation and travel services have the following limits:

- In Europe – limit of €1,500;
- Outside Europe – limit of €3,000.

When participating in fairs and exhibitions abroad, accommodation and travel services have the following limits:

- In Europe – travel €700 and accommodation €250/on event days + 2 days;

- Outside Europe – travel €1,600 and accommodation €250/on event days + 2 days.

Expenses on prospecting actions can only be considered eligible as long as they are supported within the scope of the project and if they are intended to attract new customers, subject to the following limit:

4 prospecting actions per market (country) and per year, including prospecting visits to international fairs abroad (without exhibition space) – not applicable to POR Lisboa, POR Alentejo and POR projects Algarve.

Support for international promotion actions will only be considered when developed in new markets, that is, in markets that, in relation to the pre-project year, do not register sales or that represent less than 10% of international turnover; and in those that, despite historical markets for the company, but which, due to their size, demonstrate the existence of a potential of customers to attract in a certain region that has not yet been explored, based on public and credible sources of information – no applicable to POR Lisbon, Por Alentejo (micro and small companies) and POR Algarve (micro and small companies) projects. (*)

(*) Information regarding notice within the scope of PT2020

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