

Information on financing of SGOP 3.3.3 GO TO BRAND for APZ KONEKTgroup

Dear All,

We are pleased to announce, that Agencja Promocji Zagranicznej KONEKTgroup Sebastian Kusmierek based in Warsaw since January 2017 is implementing a project co-financed under the SGOP.03.03.03-14-0142/16 – 00 agreement of 10/03/2017 under the title "Increasing the volume of patients from the Gulf in rehabilitation centers in Poland".

The aim of the project is to promote the service of organizing rehabilitation stays in Poland on promising non-EU markets and in particular in the Gulf States and the United States.

Promoting the service during the fairs and exhibitions enables direct access to information about Poland as an economic partner. The trade fairs in GCC countries are still one of the most important forms of promotion, attracting a large number of professionals from the industry, enabling the development of exporting the service of organizing rehabilitation stays in Poland.

There is more and more competition on the medical service market, therefore, in order to stay on it, offering high-quality services in a sufficiently wide range is simply not enough.

It is necessary to conduct proper informative activities.

The marketing tools, which the Applicant is directly using, involving trade fairs, missions, etc. eventually will enable a broad reach of potential recipients on the market of Arab and American countries.

The target of the project, that consists of the participation of the company as an exhibitor in 12 international events, organization of 3 business missions, implementation of consultancy services and training on internationalization of the entrepreneur, will be signing commercial contracts and achieving revenues from the sale of services for export in the company and in the frame of health services on promising markets in the Gulf States and the United States.

We encourage you to visit our booths at trade fairs in Kuwait, United Arab Emirates, Saudi Arabia and the United States, promoting a company in the field of health services.

Below you will find a poster of the project co-financed under the Smart Growth Operational Programme.

priority axis 3 Support for the innovation in enterprises

activity 3.3 Support for the promotion and internationalization of innovative enterprises

subactivity 3.3.3 SME support in the promotion of product brands – Go to Brand

the value of 828 100,00 PLN with a European Funds co-fund of 661 600,00 PLN