



**UNIONE EUROPEA**

## **NUOVA SIMAT S.R.L.**

**Operation/project co-financed**

**TUSCANY REGIONAL PROGRAM FESR 2021-2027 OP1 OS1**

**Action 1.3.1 "Sostegno alle PMI- export"**

### **Bando Internazionalizzazione 2023**

**"PROGETTO INNOVATION FOR EXPORT 2024- - INNOVEXPORT 2024,,  
DOMANDA CUP ST: 14629.05072023.002010806\_397**

Main purpose of investment program covered by this application, is the commercial development, and consequently also the production development, of a portfolio of highly innovative products/services that can allow to increase the share of the non-EU foreign market of Nuova Simat S.r.l., continuing the path started in the past years. With a view to consolidating the internationalization activity already undertaken, the main tools of the general objective will be an effective market penetration strategy, a high value-added action related to the promotion of digital marketing, a correct management of intellectual property and contracts, adequate communication actions (branding) alongside business development interventions such as trade fairs, exhibition halls and events aimed at customers Lead.