

## TUSCANY REGIONAL PROGRAM FESR 2021-2027

### Action 1.3.1 "Support for PMI-Export"

#### Internationalization Call 2025

#### NUOVA SIMAT

#### INNOVEXPORT 2025

The overall objective of the investment program covered by this application is to consolidate the commercial, and consequently production, a portfolio of highly innovative products and services that will increase Nuova Simat S.r.l.'s non-EU market share, continuing the path begun in previous years. With a view to consolidating the internationalization efforts already underway, the project will primarily utilize an effective digital marketing promotion strategy and appropriate communication (branding) initiatives, along with business development initiatives such as trade fairs, exhibition halls, and events targeting lead customers.