



UNIONE EUROPEA
FESR



REPUBBLICA ITALIANA



REGIONE
SICILIANA



PO FESR SICILIA
2014-2020

Project Title:

INTERNATIONALIZATION

Project funded under the P.O. F.E.S.R. Sicily 2014-2020, PRIORITY AXIS 3, ACTION: 3.4.2 INCENTIVES FOR THE PURCHASE OF SUPPORT SERVICES FOR INTERNATIONALIZATION, PUBLIC NOTICE, PRODUCTION ACTIVITY DEPARTMENT, REGIONAL DEPARTMENT OF PRODUCTION ACTIVITIES, SERVICE 4.5 "INTERNATIONALIZATION, ACTIVITIES 'PROMOTIONAL AND PRINT "

Description:

The internationalization project proposed by Ausonia for the purposes of Action 3.4.2 (DDG.2925 of 21/12/2017) fits perfectly into the reference framework represented by the Regional Plan for the Internationalization of the Sicily Region, the PRINT. Consequently it is also perfectly in line with the provisions of the 2016-2018 Action Plan.

Specifically, this internationalization project is located as follows:

1. Target : To increase the level of internationalization of production systems
2. Sub Target 1: Foster international competitiveness
3. Type of action: Participation in exhibitions, fairs and international events of particular importance for the regional economy.

The program consists of participation in international trade fairs and the related costs are those provided for international events and for activities aimed at developing the international dimension of the SME or product launch.

The innovative approach adopted by the project is to combine flexibility in the realization of a product flexibility also from the commercial point of view, transferring the added value given to the Customer from the mere sale of the product to the satisfaction of a need.

Specifically, the internationalization process addressed by Ausonia includes, in the face of an analysis of the entire product life cycle, the integration into the sale of a series of integrated services and commercially innovative turnkey solutions, which can range from " Full rental Service "even up to options to re-purchase / replace the system even before the end of the" end of life". The main international fairs in which the project is organized are:

1. Data Cloud 2018 (Monaco) - Meet Up relating to the "Data Processing Centers" sector;
2. Tower Exchange Africa 2018 (Joannesburg) - Meetup relating to the African Telecommunications sector;
3. Mobile World Congress 2019 (Barcelona) relating to the global telecommunications sector;
4. Middle East Electricity 2019" (Dubai) relating to the Electricity sector for the Middle East.

Goals pursued:

- Identify the main Clientele of reference in the target markets,
- Acquire information necessary for a proper evaluation of the local service structures;
- Guarantee sufficient distributed presence in the territory;
- A significant growth in sales volumes and in particular of products with a high degree of technological complexity and a growing power size.