



AGRESTI SRL

CO-FINANCING PROJECT by POR FERS Toscana 2014-2020

ASSE: POR CReO Fesr 2014-2020

AZIONE: 3.4.2 sub a) Internationalization – D.D. 5158/2018

EUROPEAN UNION

With the investment project:

MOBIL_ART_EXPO

The MOBIL_ART_EXPO project was a project aimed at facilitating the internationalization of the company Agresti Srl, a company belonging to the Tuscan furniture and furnishing accessories industry, and was mainly aimed at making the Tuscan manufacturing of Agresti Srl known in Extra-EU markets. Russian and Chinese through a series of initiatives ranging from participation in international fairs and exhibitions, to the promotion of collections in high-income countries, to the implementation of specialist consultancy support actions and support for commercial innovation for internationalization.

The project focused on the following categories of expenditure:

C.1 Participation in Shows and Fairs

- SALONE DEL MOBILE Moscow- October 2018 edition;
- SALONE DEL MOBILE Shanghai - November 2018 edition.

C.4 Feasibility studies and analyzes relating to distribution networks

- Business development.

C.5 Search for foreign partners to expand presence on international markets

- Business development

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