

PROJECT CO-FINANCED BY IGAPE, XUNTA DE GALICIA AND EUROPEAN REGIONAL DEVELOPMENT FUND OF THE PROGRAM OPERATIVE 2014-2020



XUNTA
DE GALICIA



galicia

“This company participates in the 2016 Employment Generators Investment Projects Program

Operation co-financed by European Regional Development Fund

Program Operative FEDER Galicia 2014-2020

2016 Employment Generators Investment Projects Program



UNIÓN EUROPEA

In support of the process of development and execution of the “HANDCRAFTED PROJECT”, Industrias Losal S.L. has assistance granted by IGAPE to participate in the 2016 Employment Generators Investment Projects Program, co-financed by European Regional Development Fund of the Program Operative FEDER Galicia 2014-2020: OT3 “Improve the growth and competitiveness of SMEs”.

The main objective of the 2016 Employment Generators Investment Projects Program is to stimulate the start-up business investment projects in Galicia, with the main purpose of boosting economic activity in the Autonomous Community and promoting the maintenance and creation of employment, through the development and improvement of existing companies, as well as the creation and start-up of new business initiatives.

The HANDCRAFTED Project is a bet for a handmade shoe, quality, made to measure and adapted to the morphology and the “special needs” of the foot, and the taste of the client. The aim is to combine technology with the “know-how” acquired in more than one hundred years of existence and also to take advantage of the knowledge and potential provided by the PROT GAL Project whose purpose was the development of footwear appropriate to different pathologies of the foot. It is estimated that the HANDCRAFTED line will mean an increase in the sales of Industrias Losal S.L. encryption between 15% and 35% respect to current sales.

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“This company participates in the EXTERNAL PROMOTION ACTIONS Program OF THE GALICIAN COMPANIES (GALICIA EXPORTS COMPANIES) CALL 2017”

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Operative Program FEDER Galicia 2014-2020

Foreign promotion actions of Galician companies (Galicia Exports Companies) 2017



UNIÓN EUROPEA

To support the actions of foreign promotion of our company, Industrias Losal S.L., has assistance granted by the IGAPE to participate in the Program for external promotion Actions of Galician companies (Galicia Exports Companies) 2017, co-financed by European Regional Development Fund of the Program Operative FEDER Galicia 2014-2020: OT03.04.03 “Promote the internationalization of SMEs”.

The main objective of the Program for Foreign Promotion Actions of Galician companies (Galicia Exports Companies) 2017 is to support the ability of SMEs to grow in regional, national and international markets and in innovation processes.

The support provided by the IGAPE, within the Program for Foreign Promotion Actions of the Galician companies (Galicia Exports Companies) 2017, allowed Industrias Losal S.L. attend the MICAM trade Fair held in Milan (Italy) in February 2018, the most important in the footwear sector, and in which important contacts were established at European level that allowed the emergence of new commercial relationships. The presence at the MICAM trade Fair was reinforced with advertising material from the product portfolio in paper and digital format and with audiovisual material explaining the footwear manufacturing system of Industrias Losal S.L. In addition, “mailing post” and “online marketing campaigns” were implemented aimed at implementing and strengthening the presence of Industrias Losal S.L. in the international markets.