



Project Name: GTU Internationalization

Project Code: LISBOA-02-0752-FEDER-043712

Main Objective: Strengthen the competitiveness of SMEs

Intervention Region: Lisbon

Beneficiary Entity: GTU Legal Research Company, SA

Date of Approval: 06/18/2019

Date of Commencement: 03/01/2019

Date of Conclusion: 02/28/2021

Total eligible cost: € 802,955.00

Financial support from the European Union: FEDER - € 321,182.00

Objectives, activities and expected/achieved results:

GTU aims to promote internationalization by defining strategies in its internal organization and how it relates to foreign markets.

For this purpose, it outlined an integrated investment plan that impacts different areas of competitiveness. This plan contemplates a diverse set of initiatives, including:

- Product branding and trademark registration in foreign markets
- Attending trade shows and participating in international events
- Conducting prospecting trips
- Carrying out digital marketing and advertisement campaigns
- Implementing advanced billing and management systems for prospects and international clients.
- Hiring qualified technical staff
- Conducting international prospection and promotion support studies

With this project GTU will be able to reach distinctiveness, productivity, efficiency and wide visibility and notoriety, achieving the following objectives:

- Boost activity by promoting the growth of the Business Volume
- Achieve international geographic coverage
- Reach a large customer base
- Promote customer relationships and closeness
- Diversify its distribution channels
- Create jobs