

**Title of the project:**

Expanding the enterprise of Dr Hohn beyond European markets.

**Goal and estimated effect of the project:**

The company hopes that in the event of internationalisation it will:

- a) expand to new foreign markets in form of the United Arab Emirates and Australia;
- b) increase income from foreign sales of the hardsop building by at least 15% of the annual income of 2018 by the end of 2021,
- c) grow the establishment with the experience of international business activity;
- d) Achieve an increase in income that in return will allow for new investments i.e. automatization of chosen fabricating processes, which will lead to improved repeatability of production;
- e) gain new international contacts that will allow for further expansion beyond European markets.

Supervising the effects of the project's realisation:

- The amount of ready to deploy models of business internationalisation – 1;
- The number of new markets(countries) in which the applicant has reached full readiness to sell product – 2;
- The amount of organised business service channels that are to be realised in targeted markets – 5.

**Project Value:**

The complete value of the project equates to – 458 175,00 PLN (four hundred fifty-eight thousand one hundred seventy-five zlotys 00/100)

**Contribution of European Funds:**

Co-financing of the project constituting de minimis aid – 316 625,00 PLN (three hundred and sixteen thousand six hundred and twenty-five zlotys 00/100)

**The time limit for completion:**

02.12.2019 – 30.09.2020



**European  
Funds**  
Eastern Poland



**Republic  
of Poland**

**European Union**  
European Regional  
Development Fund

