



UNIONE EUROPEA

POR CREO FESR 2014-2020 - Azione 3.4.2
“INCENTIVI ALL’ACQUISTO DI SERVIZI A SUPPORTO
DELL’INTERNAZIONALIZZAZIONE IN FAVORE DELLE PMI
DESIRÉ S.R.L.

PROGETTO “INTERNATIONAL DIAMONDS”



Given that internationalization represents a stimulus to the growth of the company and of its entire organization, the project planned by Desirè has provided for short-term investments, to achieve the following objectives:

- Consolidate the company’s image and its reputation abroad.
- Approaching new markets.
- Establish new business relationships, especially in traditionally buying countries.

The management has decided to concentrate its efforts in Latin America (the South American “continent” is today one of the most interesting geographical areas to focus on), especially towards Mexico, Chile and Peru; as well as in the Middle East.

Integrating various promotional activities (online - offline) to a constant presence on international markets (both by exhibitors and visitors), it was possible for the company to get to know new.