



Designação do Projeto: Internacionalização PME

Código do projeto: NORTE-02-0752-FEDER-021402 / NORTE-03-3560-FSE-021402

Objetivo principal: Reforço do processo de internacionalização da empresa

Região de intervenção: Norte

Entidade beneficiária: VASCONCELOS & CA, LDA.

Data de aprovação: 2017-02-17

Data de início: 2016-11-15

Data de conclusão: 2018-11-14

Custo total elegível: 181.132,07 Euros


Apoio financeiro da União Europeia: FEDER – 70.706,25 Euros /FSE – 16.804,95 Euros

A VASCONCELOS & CA., LDA. tem em curso um projeto de Internacionalização, no âmbito do Portugal 2020, Sistema de Incentivos à Internacionalização das PME, com o objetivo de diversificar os mercados-alvo internacionais e potenciar o Volume de Negócios e as exportações.


O projeto inclui as seguintes ações: website, desenvolvimento de novos produtos inovadores a apresentar nos mercados internacionais, desenvolvimento de ações de prospeção de novos mercados/clientes, marketing digital, edição de material promocional, implementação de sistema de gestão de clientes, estudos de mercado, contratação de quadros qualificados e formação profissional nas áreas de intervenção do projeto.

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A UNIQUE LEGACY OF CRAFTSMANSHIP.



### Charlie ~ Our First Travel Bag.


Born in 1989, Charlie was made by the hands of skilled craftsman to be robust, durable & trustworthy.

Made to last and resist.

Charlie has seen all the continents and oceans with his owner, Andy.


### Mission.

We manufacture distinguished and prestigious leather goods made with love and soul with exceptional world-class quality for markets around the world, while preserving the environment with eco-friendly providers, cultivating our production methods and improving relationships with our stakeholders.



### Vision.

We endeavor to increase our company's internationally acknowledged for our consistent quality in the production of leather goods.



### Values.


We endeavor to increase our company's internationally acknowledged for our consistent quality in the production of leather goods.

### Our Belief.

We believe our core values contribute to our accomplishment, thus, we believe in perpetuating these beliefs in all aspects of our community

### About Us.

Our craft and passion of assembling leather goods derives from two generations of experience and through preserving a loving relationship with our employees, particularly the production family. Our company culture encompasses assuring our members needs are attained consistently. This insures that our products sustain consistency in their quality, durability and soul.



### Legal Information.

Social Responsibility Policy  
Suppliers' Manual  
Code of Conduct

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