



I&SEXPOEST



**REGIONE
PUGLIA**



**PO FESR
PUGLIA
2007 - 2013**



PUGLIA EUROPA
Investiamo nel vostro futuro

Action supported by the EU consortium to value the PO FESR Puglia 2007/2013, Action 6.3.3, "Support interventions to projects of international promotion of Apulian P.M.I."

THE PROJECT

The I&S Expoest Project is an International promotion project between Italy and Albania, in order to increase and protect the individual and common POTENTIAL.

Thanks to this project we favour an internationalization path that, above all through the aggregation of enterprises involved – Enter Price srl, Insoft 2000 srl and Bi.Solution srl – can concretely increase the competitiveness on the Balkan market, but also on the local one of the I&S Consortium. The project determines a promotion process of the Consortium itself and will be realized tank to the support of Regione Puglia, through the acquisition, the strengthening and the sharing of resources and of the know-how that are functional to the penetration and to the protection of the foreign market. It aims to create commercial opportunities in its own business, that is to say the application of technologies to the Albanian production sectors:

- Commercial and industrial cooperation.
- Legal field (company law) and local fiscal field (necessary premise to support its own investment in that area).
- Sustainability of its own presence on the Albanian market in the medium-long term, to get the opportunities of development present on a dynamic economic area.
- Joint venture and cooperation with economic local subjects.
- Detection of the fields of reference: focus on the industrial / production sector.

AIM OF THE PROJECT

The I&S Expoest Project identifies in the field of the IT technologies applied to the Public Administration, to Health and to the industrial field, the economic district to promote in the Balkan area (Albania) and clearly defines a structured path of internationalization characterized by the actions below mentioned:



Cloud
for the public
administration



eGovernment



Information and
Communication



Management
of sensitive
information



Desk-to-Desk
for Companies



Know-how
exchange



on-line
registrations



Driving
License

FOLLOW UP

The Consortium is going to ride a moment of International growth, the judgement is positive and the ambition is to continue with more and more decision towards a stabilization of the Albanian area, waiting for new inevitable opportunities.