



European Funds
for Smart Economy



Republic
of Poland

Co-funded by the
European Union



The company "HORPOL" J. I. A. T. HORECZY Spółka komandytowa informs that it has signed a co-financing agreement no. FENG.02.25-IP.02-0069/23 of date 29.03.2024 for the implementation of the project titled:

Promotion of innovative HORPOL lamps and lighting in the machinery and equipment sector

The aim of the project is to promote the HORPOL company from the SME sector with significant export potential through MPG on target markets - Europe and the United States of America (USA).

A total of 14 tasks will be carried out as part of the project, including fairs as an exhibitor (national stands):

- EIMA Bologna (Italy) 2024, 2026
- Bauma Munich (Germany) 2025
- Hannover Agritechnica (Germany) 2025
- National Farm Machinery Show Kentucky, Louisville (USA) 2026

as well as field missions (9 pieces) with visits to fairs in 2024 - 2025 in Great Britain, Spain, Switzerland, Austria, France and Belgium.

The project will be supported by an electronic promotional campaign in the form of photos for electronic catalogs and SEM activities for foreign markets.

The project will benefit the Polish export company HORPOL as a manufacturer of lamps, reflective devices and plastic elements for all types of vehicles, which will direct brand promotion to the target group of the project, i.e. recipients of lighting for trucks, delivery vehicles, buses and agricultural machines, including lamps for trailers, tow trucks and special vehicles.

The result of the project will be the acquisition of new export trade contracts by 2028 and the achievement of additional export revenues from the promotion of HORPOL products (lamps and lighting) during the project and up to two years after its completion.

Project value: 456,708.73 PLN

Amount of contribution from European Funds (50%): 200,804.27 PLN



**European
Funds**

**Co-funded by the
European Union**



"HORPOL" J. I. A. T. HORECZY SP. K.
is implementing a project Promotion of innovative
lamps and lighting of the HORPOL brand in the
use of machines and devices

Project co-funded from the EU:
200 804,27 PLN

www.mapadotacji.gov.pl