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The company "HORPOL" J. I. A. T. HORECZY Limited Partnership informs that it has signed a co-financing agreement no. FENG.02.25-IP.02-0035/23 of date 21.05.2024 for the implementation of the project titled:

Promotion of the Innovative Brand HORPOL in the Automotive Industry

The goal of the project is to promote the brand HORPOL of the company "HORPOL" J. I. A. T. HORECZY Limited Partnership, which specializes in the design and production of automotive lamps, reflective devices, and plastic components for the automotive sector in the markets of the United States of America (USA), Turkey, and Europe (7 countries).

The project will accomplish a total of 11 tasks including participation in fairs as an exhibitor (national booths):

- Automechanika Istanbul (Turkey) 2024
- AAPEX Las Vegas (USA) 2025
- Automechanika Istanbul (Turkey) 2026

as well as outbound missions (8 pieces) with visits to fairs during 2024 - 2025 in countries such as: Czech Republic, Hungary, Bulgaria, Netherlands, Germany, Norway, Romania.

The project will be supported by an electronic promotional campaign in the form of a video, animation, and SEO activities for foreign markets. The project will benefit the Polish export company HORPOL, which specializes in the design and production of automotive lamps, reflective devices, and plastic components for the automotive sector. The company will direct the brand promotion to the target group of the project, i.e., automotive distributors and wholesalers, and vehicle manufacturers.

The result of the project will be the establishment of trade contracts with foreign partners by 2028 and the achievement of export revenues from the promotion of products for export (automotive lamps) during the project and up to two years after its completion. The use of the project's results in HORPOL's business activities will be a way to increase the company's overall revenues and exports, as well as international cooperation, which will translate into the company's competitiveness.

Project value: 472 421.67 PLN

Amount of contribution from European Funds (50%): 203 954.35 PLN



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HORPOL A. HORECZY SP. K.
is implementing a project Promotion of the
innovative HORPOL brand from the automotive
industry

Project co-funded from the EU:
203 954,35 PLN

www.mapadotacji.gov.pl