

DigiMac2020

● Madeira ● Canary Islands ● Mauritania ● Senegal

Success Stories Catalog



Index

01. Digimac2020	5
02. FULP, Gran Canaria	6
03. Proexca, Las Palmas	8
04. Elittoral	9
05. Innovamarina	10
06. Startup Madeira	12
07. Madeira acessivel by Wheelchair	13
08. Uau Cacau	14
09. Explore Nature	15
10. Press Power	16
11. FGULL, Sta. Cruz de Tenerife	18
12. Whale Wise Eco Tours & Research	19
13. Foodthinkers Co.	20
14. ADEPME, Senegal	22
15. Sahel Evasions Tours	23
16. Black Stars Technologies inc.	24
17. Domaine Agricole de Néma	25
18. Ministry of Digital Transition, Mauritania	27
19. El Wefa	28
20. Fish Service	29
21. El Bechir Salem Vall	30
22. Project timeline	32
23. Project statistics	33



DigiMac2020

The main goal of DigiMac 2020 is to help SMEs of the participating regions to increase their presence and sales revenue in international digital markets through diagnosis services, specialized technical consultancy and IT capacitation to be able to operate in digital markets. To achieve this, and taking into account the companies needs, digital profiles will be identified as well as the new jobs associated to this digital transformation. All of the project's objectives will be developed simultaneously with training courses and seminars related to good practices in digital transformation processes of SMEs and operations in digital worlds.

All planned actions will be developed in Canary Islands, Madeira Island, Senegal and Mauritania. A consortium between partners of these regions was created to assure the correct execution of all planned actions.

DigiMac 2020 is co-financed by the INTERREG MAC 14-20 - Operational Programme of Territorial Cooperation Madeira-Azores-Canary Islands (MAC 2014-2020).



FULP

Gran Canaria - Spain



**Fundación
Universitaria
de Las Palmas**

Who we are

FULP is a private non-for-profit entity founded in 1982 in order to fight for the creation of a university in the province of Las Palmas. Once achieved this milestone, and after almost 40 years of experience in academic and business' circles, we have grown into a multilateral platform connecting different agents at regional, national and international level. That is why we believe that open innovation is the channel to establish collaboration with key partners. Knowledge management alongside talent search has become a top priority for us. We have highly motivated and committed professionals, open to lifelong learning and with the ability to adapt to different possible scenarios.

DigiMac 2020

Consortium Leader



www.fulp.es



info@fulp.es



Proexca

Las Palmas - Spain



Who we are

PROEXCA works in the service of the canarian business sector by developing support programmes for companies that are aware of the many opportunities related to international expansion that Canary Islands offer, because of their tricontinental geostrategic position between Europe, America and Africa.

PROEXCA's mission is to support canarian companies in their process of opening up to new markets, in order to diversify the regional economy, strengthen the Canary Islands' business sector and promote employment creation.

Goals:

- Promote the internationalisation of canarian companies
- Strengthen the Canary Islands' business sector
- Attract investments of strategic interest to the archipelago

Elittorial

01

Innovamarina

02

elittoral

01

Elittorial

Success Story

Rosana Álvarez y Óscar Bergasa

Elittorial was created in 2007 with the intention of offering knowledge about the marine environment. They have opted for differentiating itself with a highly specialized professional team and the use of the latest technologies. Precisely these features, and the adequate planning, they have succeeded overcoming the difficulties found in the field, in such a changing environment as the sea. The leap to internationalization has already been made to countries in Africa and Latin America, but through DigiMac2020 they have identified points of improvement in the use of new digital technologies, which will be incorporated into their commercial strategy.

What was the main reason that made you think about internationalization?

The possibility of making available to regions with fewer opportunities, knowledge and experience in the management and protection of marine natural resources.

Consultant

Daniel Hernández Ruiz

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danielhdezruiz@gmail.com

What do you think is the key to “survive” in this global market?

Being on the side of innovation and technological advances and thus being able to offer more effective solutions against the great environmental challenges that arise.

What are the fundamentals that every company interested in internationalization should follow?

Having a good knowledge of the prospective market (administrative, legal, economic, geographical, cultural), having a clear model of the service and/or product to be exported, having local contacts.

Give 3 recommendations to other entrepreneurs/companies interested in internationalization.

Narrow down the market of interest and have in-depth knowledge of it.

Have a clear roadmap for entering that market (objectives, strategic lines, ...).

Have a budget line to start commercial activities.



elittoral.es



elittoral@elittoral.es

O2

Innovamarina



Innova marina

Success Story

Melanie Symes

Two years ago, Melanie Symes started Innovamarina, specialized in nautical tourism consultancy services. Its activity is based in offering both continuous support services and bespoke market studies for a niche area with few operators who have specific experience and an international perspective. Even if she finds hard the sales and self-promotion part, she is recognised as a local expert in the field, and internationally for sustainability in the sector, in fact, Innovamarina already provides support services to a European marina association. Participating in DigiMac2020 has allowed her to improve her digital competences thanks to the assessment report and twice-weekly sessions with experts on digitalisation.

What was the main reason that made you think about internationalization?

This sector implies global movement and a collaborative international structure. It's also an interesting time with significant changes on the horizon and more funds available for coastal tourism and recreational boating.

Consultant

Alicia Juanco

What do you think is the key to “survive” in this global market?

Stay connected to the international community and informed about relevant developments.

Give 3 recommendations to other entrepreneurs/companies interested in internationalization.

Seek qualified and pertinence assistance;
Develop a strong international network;
Ensure professional and effective visibility.

Describe the actions that were implemented in your company because of DigiMac 2020. What is the main objective of this implementation?

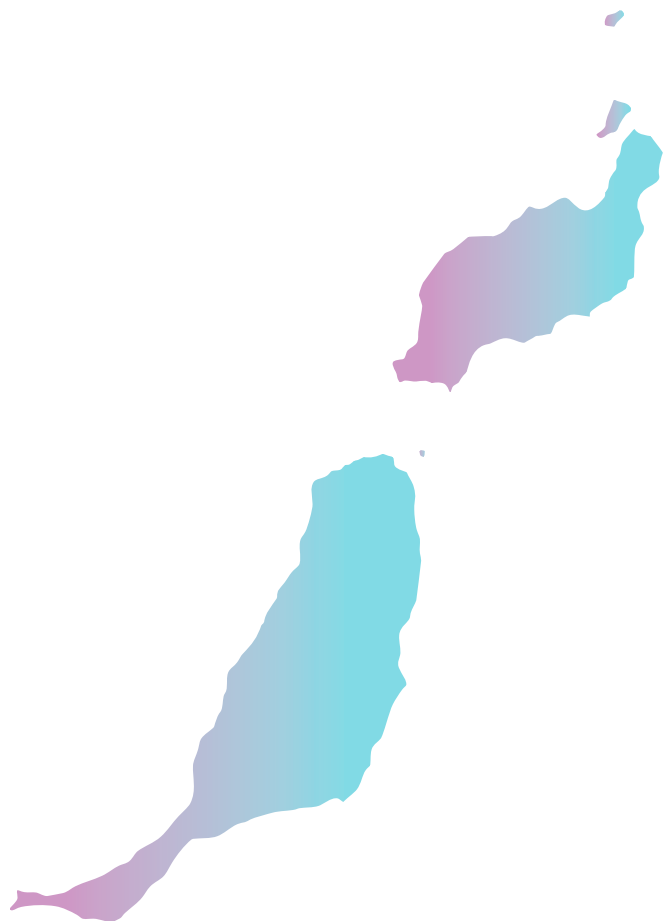
It took place of various levels; one, perhaps more unexpected, was a widening of perspective; I became more aware of my strengths and weaknesses as a service provider. Currently still being implemented, is an overhaul of how I present my professional services and wider persona, with a new set of digital skills to support this. This process also opened other doors, as how to apply for tenders.



innovamarina.com



info@innovamarina.com



Startup Madeira

Madeira - Portugal



Who we are

Established in 1997, Startup Madeira is the local entity responsible for the development and application of the European Commission's Business Innovation Centres Program (EC-BIC's) and its main aim is to encourage the creation of small and medium firms by bringing entrepreneurship to life, highlighting modernization and business innovation.

Startup Madeira is a full member of EBN - European Business and Innovation Centres Network in such a way that it allows additional support in the development of innovative projects, in such important matters as exportation to foreign markets, internationalization/transnational co-operation, exchange of experiences, transfer of know-how and technology, as well as contacts with other enterprises supported by the innovation centres. It also contributes to an efficient and prompt connection with other programs and entities linked to the European Union.

Startup Madeira runs an incubator, providing services of physical incubation, virtual office, and co-work space to entrepreneurs.

Madeira
Acessível
by Wheelchair

01

UauCacau
Chocolate
Artesanal

02

Explore
Nature

03

Presspower
Unipessoal

04



startupmadeira.eu



info@startupmadeira.eu



01

Madeira Acessível by Wheelchair

Success Story

Tiago Camacho

Madeira Acessível by Wheelchair offers a tailor-made service for tourists with reduced mobility visiting Madeira Island and has been operating in the market for 2 years. The business model is based on contracts/agreements with touristic operators and direct sales through the company site. According to the company's owner the biggest achievement of the organization is offering unique experiences to tourists with reduced mobility as they offer a fully personalized services that are highly appreciated by client. Their main goal is to maintain their levels of service excellence.

What was the main reason that made you think about internationalization?

The vast majority of our clients come from abroad, so we wanted to improve our presence on the international markets.

What do you think is the key to “survive” in this global market?

The key is to offer a distinctive high-quality service.

Consultant

Pedro Nunes

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What are the fundamentals that every company interested in internationalization should follow?

Companies must have their internal processes properly implemented, make sure that there is a demand for their product/service and, that the product/service has a high-quality level.

Give 3 recommendations to other entrepreneurs/companies interested in internationalization.

Make sure you are well implemented locally, that your company has the right mindset for internalization and make sure you have the necessary resources.

Describe the actions that were implemented in your company because of DigiMac 2020. What is the main objective of this implementation?

The implemented actions followed five stages: digital marketing consultancy; content creation mentoring; digital presence tactics; service quality strategy and, finally effective monitoring. DigiMac provided the company insights on the website's current problems, and provided recommendations on how to fix them, vital information to the company.



madeiraacessivelbywheelchair.pt



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O2

UauCacau

UAAU CACAU®

CHOCOLATE ARTESANAL . HAND MADE CHOCOLATE

Success Story

Tony Fernandes

Uaucacau is a chocolate producer that uses regional products in its high quality chocolate production, such as Madeira Wine, rum and fruits. The company has been in the market for 6 years and has no direct competitors on Madeira Island, only at a national level. Over time, it has adapted its products to consumer preferences, for example, sugar-free or vegan market, that result from improvements in production techniques. The business model has also changed, as it used to be based on resale to hotel market and through partnerships, and nowadays the focus is on direct sales. The company's main objective is to provide customer awareness of the product quality. DigiMac provided Uaucacau the opportunity to understand what tools can be used to better explore new markets and to communicate with potential partners, as they intend to enter the spanish market.

What was the main reason that made you think about internationalization?

The need to make our products visible to other markets.

Consultant

João Delgado

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What do you think is the key to “survive” in this global market?

It's a hard path, persistence and a great adaptation capability is essential.

What are the fundamentals that every company interested in internationalization should follow?

Know your product intimately, know your limitations and the business speed.

Give 3 recommendations to other entrepreneurs/companies interested in internationalization.

To have a clearly distinct product. Always think ahead, always have a strategy to embrace new business opportunities. Have your logistics well planned.

Describe the actions that were implemented in your company because of DigiMac 2020. What is the main objective of this implementation?

The gained knowledge will lead us to embrace new markets. We will create a digital catalogue to increase awareness of our products, and hopefully, also create desire (we do sell chocolates!).



uaucau.com



uaucau.chocolate@gmail.com



THE BEST NATURE IN THE WORLD

Success Story

Luís Fernandes

Explore Nature offers tourist guiding and trail running services and has been on the market for 3 years. The company has adapted its services to the demands of the market and identifies “Get your guide” and “Viator” as their main competitors. Bulk sales (to travel agents) or individual sales are the main and only income of the company, which implicates that they must continuously work on marketing, to promote awareness of the company in different markets. DigiMac provided Explore Nature many insights regarding their current website, their primary sales and dissemination channel.

What was the main reason that made you think about internationalization?

International tourism. Most of our revenue comes from tourism, so, reaching out for new markets seems the right decision.

What do you think is the key to “survive” in this global market?

Create customer awareness of our services. If the client does not know we exist, he will never use our services.

03

Explore Nature

Consultant

Melissa Cabral

<https://www.linkedin.com/in/anamelissacabral/>
anamelissa.cabral@gmail.com

What are the fundamentals that every company interested in internationalization should follow?

Online presence and/or e-commerce. Global market equals global sales channel, I really do feel that an online presence is essential.

Give 3 recommendations to other entrepreneurs/companies interested in internationalization.

I'll give just one. External analysis of your company. It's essential, specially if you're a one man company, to have someone from the outside to analyse professionally what and how your're doing business.

Describe the actions that were implemented in your company because of DigiMac 2020. What is the main objective of this implementation?

The study made to our website identified design errors that could lead to the loss of clients. We will obviously correct them in the near future.



explorenature.pt



info@explorenature.pt

04

Presspower Unipessoal



PRESS POWER

Success Story

Francisco Freitas

Press Power intends to sell transcription services on an international level. The company has been on the market for 6 years and differentiates from the competition through quality, delivery time and automation capabilities. Their business model is currently based on selling transcription “blocks per minutes”, and are recognized as a player with fast response time. Even though they already sold services to foreign clients, DigiMac 2020 provided Press Power capabilities to gain greater visibility in international markets.

What was the main reason that made you think about internationalization?

Increase market share and also profitability.

What do you think is the key to “survive” in this global market?

Market awareness, communication.

Consultant

Martim Camacho

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What are the fundamentals that every company interested in internationalization should follow?

Competitiveness, differentiation and quality. This is what you need to gain competitive advantage.

Give 3 recommendations to other entrepreneurs/companies interested in internationalization.

Service quality, price focus and conscience of the global market. Selling internationally is not the same as selling to your neighbour, you must have a strong approach to survive.

Describe the actions that were implemented in your company because of DigiMac 2020. What is the main objective of this implementation?

DigiMac provided us the capacity to increase our visibility (social media) and to communicate better. The designed strategy will be very useful in the immediate.



presspower.pt

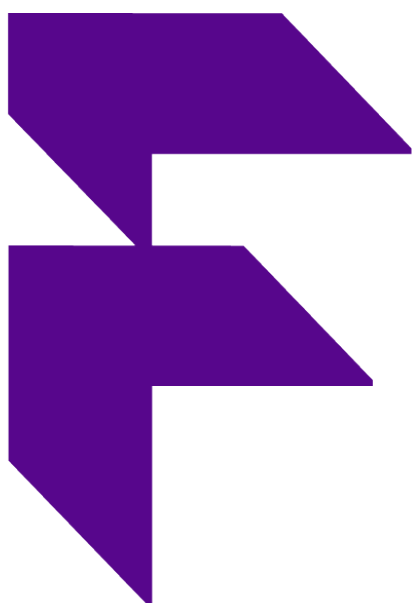


direcao@presspower.pt



FGULL

Santa Cruz de Tenerife



Fundación General
Universidad de La Laguna

Who we are

The General Foundation of the University of La Laguna (acronym FGULL) is committed to being the bridge between the University of La Laguna and Canarian society. The University and the people who are part of it generate talent and our mission is to promote it and bring it closer to our environment.

The FGULL has among its general objectives: the transfer of knowledge generated by university researchers; facilitating the demand for specialist training and languages, adjusted to the needs of the “employment market” and; promoting the employment of our graduates, guiding their careers and vocations, enabling internships, work placement grants, international mobility and creating knowledge-intensive companies that value Canarian talent.

A vocation to channel and provide services to public or private entities, through the development of projects that make it possible to promote, accompany and support professionals, SMEs and companies.

foodthinkers Co.
TIC

Whale Wise Eco
Tours & Research
Turismo

01

02



01

Whale Wise Eco Tours & Research

Success Story

Mercedes Reyes

Whale Wise Eco Tours promotes sustainable practices among different nautical activities to preserve marine ecosystems and the well-being of wildlife. The enterprise aims to demonstrate that sustainable features can be incorporated into all vessels and the benefits they generate for owners and the planet. The enterprise presents services focused on sustainable and responsible whale watching, mainly to clients from foreign countries. They feel that their services, business model and sustainable characteristics are having a great reception among customers, companies and governmental entities, which has granted them recognition and awards. This allows further progress in the development of the company through specialized consulting services provided to other countries under the premise of respect for the environment.

What was the main reason that made you think about internationalization?

I'm convinced that our services can bring benefits to many nautical activities. There's a high need to integrate sustainability in all human activities and we need to learn to coexist with nature in balance.

Consultant

Anna Palasinska

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What do you think is the key to "survive" in this global market?

Having a unique and specialized product/service; knowing well the specific area and potential markets; improving, updating and revitalizing the service offered; and an optimal strategy in digital markets.

What are the fundamentals that every company interested in internationalization should follow?

It's important to note that internationalization of a company is a medium-long-term process and there's no single model of achieving it.

Give 3 recommendations to other entrepreneurs/companies interested in internationalization.

It's very important to have a unique offer with great competitive advantages. It's very useful to have the support of public institutions who can guide and facilitate the process.



whalewise-ecotours.com



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O2

foodthinkers Co.

e

Success Story

Roberto González

Foodthinkers seeks to create and develop software to facilitate the digitization process in the professional kitchen. After more than 10 years working in innovation consultancy in the gastronomic sector, it's observed that in the market there is no software with a series of optimal criteria. For this reason, in recent years the company has made a significant investment in research on creative processes in gastronomy, its link with users and product design. Although our company has been digitized from the beginning, we are currently working on the development of a new web platform and in tune with the technological development expected by the software to offer innovative and consulting services to restaurants and hospitality companies.

What was the main reason that made you think about internationalization?

Canary Islands market is not mature for our company. The potential lies in the internationalisation process, especially for the commercialisation of software. We need mature markets that are open to digital transformation.

Consultant

Stephanie Godeau

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stephaniegodeau@gmail.com

What do you think is the key to “survive” in this global market?

Digitalisation and understanding that companies need time, money and contacts to grow in a very competitive market. It's essential to compete in an international market.

What are the fundamentals that every company interested in internationalization should follow?

First of all, receiving a good assessment. Through this programme, I learned about many tools that I didn't know and that are really useful for internationalisation. Catalogue and contacts (LinkedIn).

Give 3 recommendations to other entrepreneurs/companies interested in internationalization.

I'd refer to the previous answer. I think that the local market has many limitations and that there are many opportunities in the foreign market. You have to have a clear objective and determination.



eatnovation.com

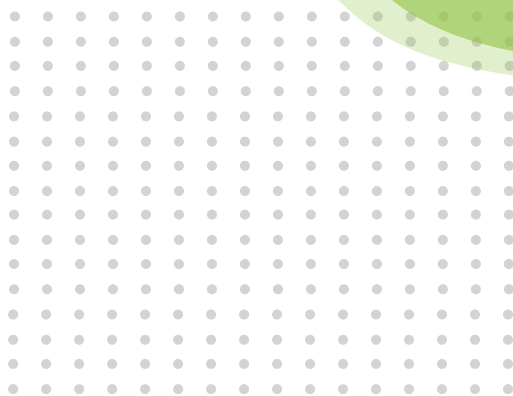


hello@eatnovation.com



ADEPME

Senegal



Who we are

Created in 2001, ADEPME, through its mandate, participates in the densification of the fabric of SMEs and in strengthening the competitiveness of companies so that they can contribute effectively to the economic and social development of Senegal. It establishes intervention mechanisms focused on the production and execution of programs based on an ambitious vision of turning SMEs into the engine of growth. ADEPME is involved in the entire life cycle of companies, from the project development phase to its liquidation through the creation process and the growth - development phases.



Sahel Evasions
Tours

01

Black Star
Technologies

02

Domaine Agricole
de Néma

03



Sahel Évasions Tours

Simple et Authentique

01

Sahel Évasions Tours

Success Story

Mbaye Toure

Sahel Évasions Tours is a company dedicated to tourism in Senegal and specially oriented to the international public. In the beginning it was only a car rental company but over time it has improved the services it provides, and now they sell airline tickets, tourist circuits and excursions. Covid-19 has hit this company very hard, which has been in business since 2012 and is facing financial and organizational problems. Despite everything, they are proud to have weathered this global crisis and to invest their efforts in training to improve their digital skills. Thanks to the training, they have discovered the importance of digital transformation, which in turn has allowed them to reduce costs. They trust that, when the economy recovers and tourism returns, they will become a benchmark company in their field.

What was the main reason that made you think about internationalization?

Revenues from international tourism are very important. To work with tour operators, we need to be present on the world market through trade and tourist fairs, and in global platforms specialized in the sale of tourist products.

Consultant

Serigne Toure

serignetoure501@gmail.com

What do you think is the key to “survive” in this global market?

Having very good qualified staff, and material and financial means. It's also key to have a very good communication, promotion and CRM strategy, and respect hygiene, safety, health and environmental rules.

What are the fundamentals that every company interested in internationalization should follow?

Credibility and international reputation of the company are essential and also have the human, material and financial resources. It's important to be well informed through the internet, pure-players.

Give 3 recommendations to other entrepreneurs/companies interested in internationalization.

First, you need appropriate training; Then, to have very well trained and experienced human resources; Finally, open up to organizations like Adepme and projects like DigiMac.



sahelevasions@gmail.com

O2

Black Star Technologies



Success Story

Mamadou Lamine Ka

Black Star Technologies is specialized in supporting companies in their digital transformation by offering comprehensive solutions tailored to their specific issues, and helping them to become more efficient by the good use of IT solutions. The company was created in 2017 and their business model is based on selling applications and offering at the same time maintenance services. They also provide outsourcing services. They have sold products and services in Chad and Togo, and they expect to become, in the following 3 to 5 years, a benchmark company nationally and in West Africa (UEMOA) in this kind of services.

What was the main reason that made you think about internationalization?

The narrowness of our national market (Senegal).

What do you think is the key to “survive” in this global market?

To be able to innovate to differentiate yourself from others, to be able to provide specific solutions that require a local presence.

Consultant

Karim Sow

karimsow74@gmail.com

What are the fundamentals that every company interested in internationalization should follow?

Have a good knowledge of your target market (opportunities, regulations, buying habits...) and develop a global strategy consistent with your resources (HR, finances...).

Give 3 recommendations to other entrepreneurs/companies interested in internationalization.

Service quality, price focus and conscience of the global market. Selling internationally is not the same as selling to your neighbour, you must have a strong approach to survive.

Describe the actions that were implemented in your company because of DigiMac 2020. What is the main objective of this implementation?

The actions implemented within the framework of DigiMac are as follows: a. Reformulation of our value proposition; b. Website redesign and other communication media; c. Building profiles on social networks; d. More generally our communication on the Internet. The main objective is to improve our visibility on the Internet and be able to access a larger market.



blackstar-tech.com



contact@blackstar-tech.com



03

Domaine Agricole de Néma

Success Story

Aminata D. Diouf

Domaine Agricole de Néma main activity is the production, export and processing of fresh mangoes. For the last eight years they've cultivated, commercialised and even exported mangoes, as their product meet international standards. They are trying to sell processed products, where they are encountering major difficulties. Anyway, the good reception of the product by European consumers is cause for satisfaction. Thanks to their participation in DigiMac 2020 they have positioned themselves in social networks and they are starting to launch a website.

What was the main reason that made you think about internationalization?

To be able to sell our products abroad and increase our turnover. And make our country known.

What do you think is the key to "survive" in this global market?

You need good partners who have experience and are good at management. You have to be very present on the digital world.

Consultant

Abdoulaye Michel Sy

abdoulayemichelsy8@gmail.com

What are the fundamentals that every company interested in internationalization should follow?

You have to know the principles of digitalization, know how to position yourself on social networks, and find customers through digital. You also need to know the market.

Give 3 recommendations to other entrepreneurs/companies interested in internationalization.

You have to apply for digitalization programs, you have to document yourself about the export, and know the eating habits of the country of destination.

Describe the actions that were implemented in your company because of DigiMac 2020. What is the main objective of this implementation?

First a presentation of our company was made, then a summary of our main digitalization needs, we also received training on the challenges of digital transformation in SMEs. We have also been put in touch with a firm to support us in digitalization. So this firm trained us on Facebook Business Manager. He is also helping us to design a website.



aichatoure10@gmail.com



Ministry of Digital Transition, Innovation and Public Sector Modernisation Mauritânia



Who we are

The Ministry of Digital Transition, Innovation and Public Sector Modernisation (MTNIMA) of Mauritania is a newly created ministry that is working for the acceleration of digital transformation in the country. The MTNIMA is working on a new agenda to address a number of digital related subjects such as infrastructure, e-government, transparency, human capital or digital business.

El Wefa

Fish Service

Salem Val
el Bechir

01

02

03



mtnima.gov.mr



info-mtnima@mtnima.gov.mr

01

El Wefa

El-Wefa

Location de voitures

الوفاء

لتأجير السيارات

41613236 - 22403456



Success Story

Abderrahmane Ahmedou Vall

EL wefa is a company established in the nineties to cover a need in the tourist activity. They offer car rental services, hotel reservations, tour guides and excursion organization. The difficulties they encounter are related to a lack of marketing actions, as well as the lack of security and low demand from the local market. In addition, COVID-19 has forced them to stop, as they also did in 2007, in which red zones were declared due to security problems. However, they have managed to have numerous loyal customers, including international organizations, and win recognition in the form of awards. They intend to become a fully digital company that can cover all logistics actions related to tourism. Participation in DigiMac2020 has helped them digitize part of the administrative management to move towards that goal.

What was the main reason that made you think about internationalization?

Access to customers through the media, social networks, digital marketing will facilitate internationalization.

Consultant

Hassine Aly

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What do you think is the key to “survive” in this global market?

Have a development strategy and a global marketing strategy using digital tools that facilitate access to customers and the best methodology of administrative and financial organization.

What are the fundamentals that every company interested in internationalization should follow?

Strategic planning is essential, choosing the opportunity to enter the market and carrying out a precise analysis of the target market. IT is an essential tool for internationalization.

Describe the actions that were implemented in your company because of DigiMac 2020. What is the main objective of this implementation?

A diagnosis of our company and a management system for our vehicle fleet.



dahmannabgha@gmail.com



O2

Fish Service

Success Story

Abderahmane Nabgha

Fish Service is a company with an extensive experience in selling fish and processing fish products. The lack of commercialization, the security risk, the lack of sources and the low demand in the local market are some of the difficulties they face. Their business model is based on identifying customer needs and seeking quality products. They believe that the greatest success is customer satisfaction and their trust in their services. They already sell abroad, but they felt that they needed greater digital visibility. DigiMac helped them with this issue.

What was the main reason that made you think about internationalization?

Access to customers through communication media, social networks and digital marketing to facilitate internationalization.

What do you think is the key to “survive” in this global market?

Have a development strategy and a global marketing strategy using digital tools in order to facilitate access to customers and the best methodology for administrative and financial organization.

Consultant

Elemine Sow

batal1989@gmail.com

What are the fundamentals that every company interested in internationalization should follow?

For internationalization, as for any business project, strategic planning is essential to be successful. To do this, it is necessary to carry out a precise analysis of the target market and direct the offer to it. Digital marketing is also very important.

Give 3 recommendations to other entrepreneurs/companies interested in internationalization.

Have a digital marketing strategy, an action plan and a QA

Describe the actions that were implemented in your company because of DigiMac 2020. What is the main objective of this implementation?

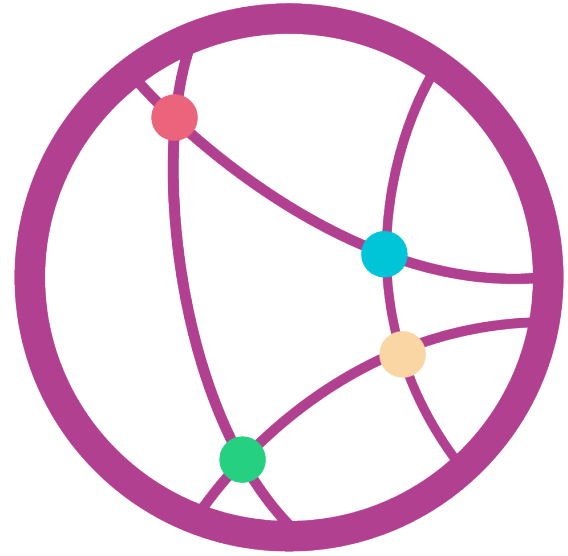
A diagnosis of our company and a website to offer our products.



dahmannabgha@gmail.com

03

El Bechir Salem Val



DigiMac2020

Success Story

El Bechir Salem Val

El Bechir Salem Vall is an entrepreneur from Mauritania who started two years ago his project to manufacture voltage stabilizers in his own country. He wants to manufacture and sell voltage stabilizers to avoid damages caused by voltage fluctuations. He's encountering some troubles in supply chain and the digitization of sales, but he's confident he'll stand out from competitors thanks to the better reliability and functionality of his product.

What was the main reason that made you think about internationalization?

The need everywhere of our product.

What do you think is the key to "survive" in this global market?

The mastery of the digital tool to access customers, which has not been done so far.

Consultant

Moulaye Saleh

email@whatever.com

What are the fundamentals that every company interested in internationalization should follow?

Contract with experts in the field to digitally transform your business.

Describe the actions that were implemented in your company because of DigiMac 2020. What is the main objective of this implementation?

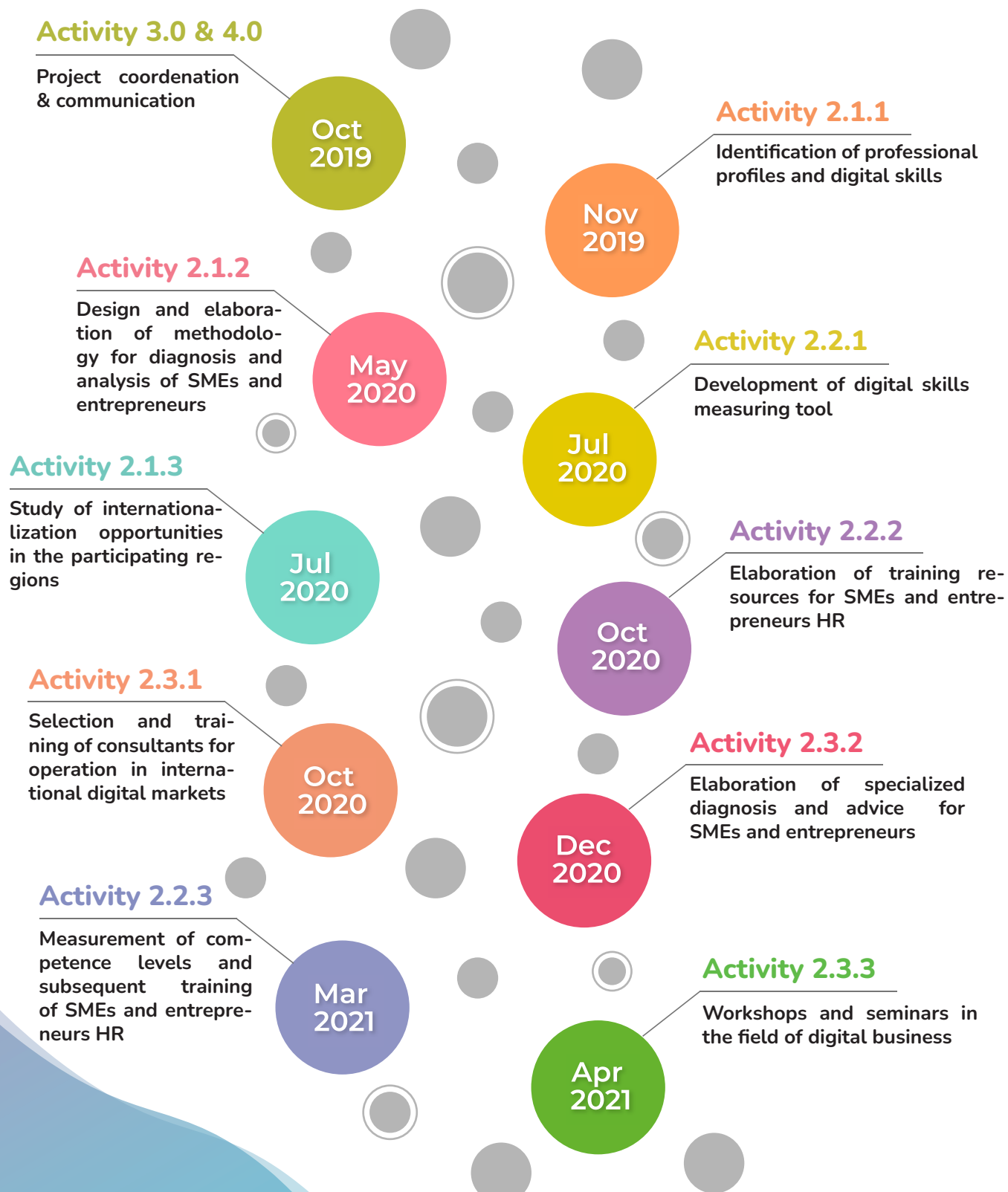
No action has been implemented thanks to DigiMac 2020 in our project.

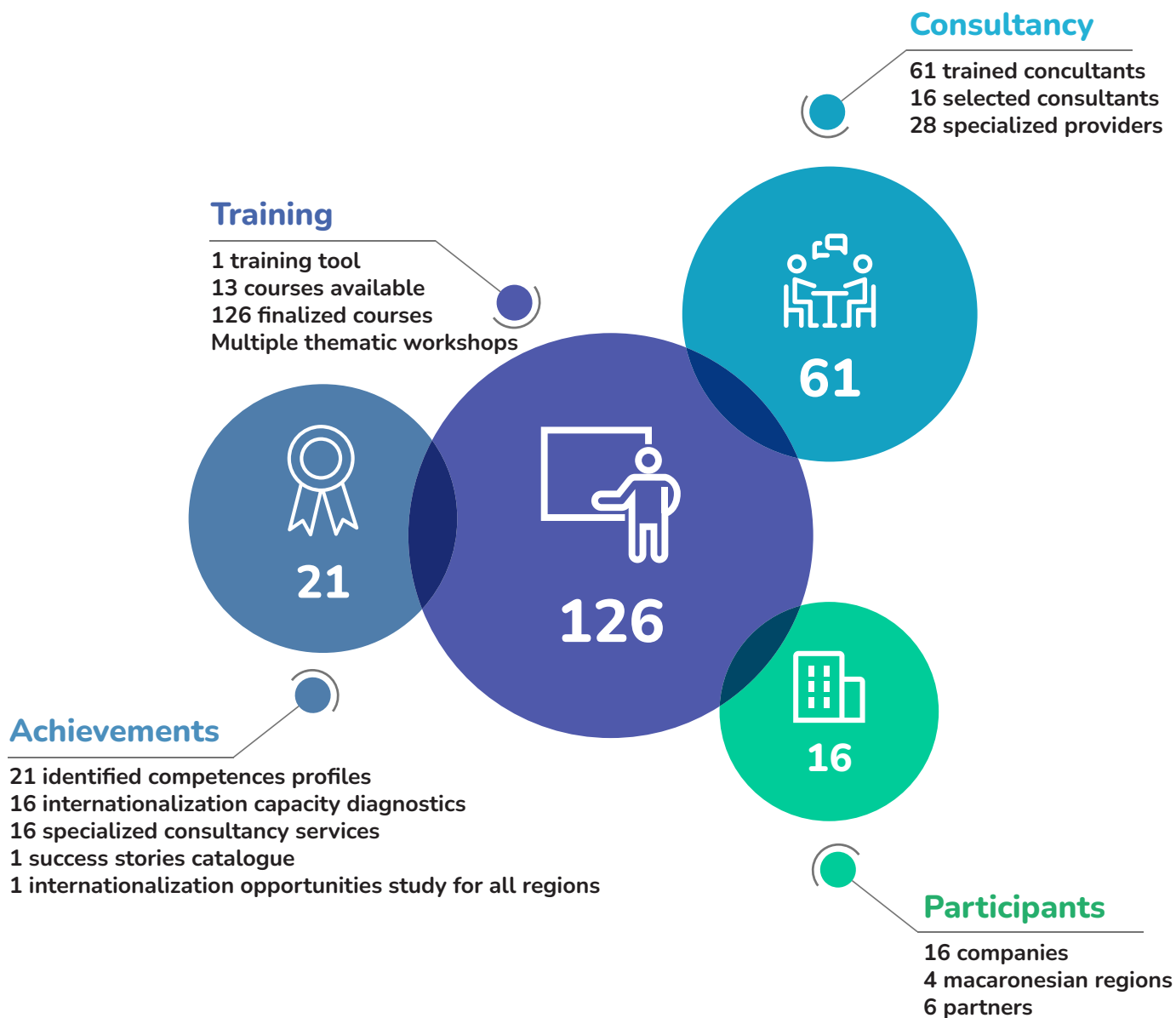


gmbechir@gmail.com



This timeline represents the beginning of each activity within the project.



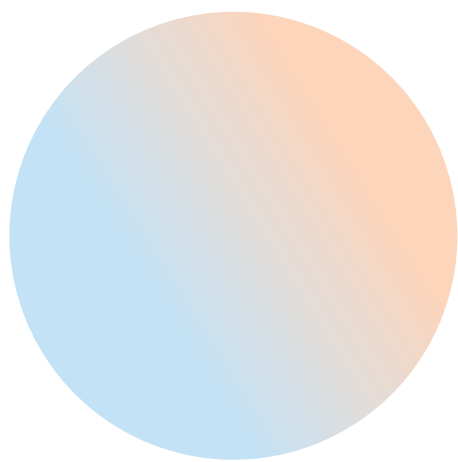




THANK YOU!!

This Success Stories Catalogue is the result of 2 years of hard work with the SMEs and entrepreneurs of the participating regions. COVID-19 delayed the project, but we were able to overcome all difficulties and adapted to the new reality, without losing our focus of helping the participants to achieve internationalization.

We wish to thank all those who contributed in the making of this catalogue, specially to the entrepreneurs who kindly shared their stories and experiences in the hope that with this material, other entrepreneurs and companies feel motivated to adopt an internationalization strategy with success.



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