

Project Title: “Adriateh 4World”
Reference Number: PK.1.3.10.0216



**Funded by
the European Union**

Operational Programme: Competitiveness and Cohesion 2021 – 2027

Adriateh d.o.o. is implementing the project “Adriateh 4World” with the aim of strengthening its international competitiveness and increasing exports through participation in leading European trade fairs in the automotive industry sector.

The project focuses on presenting technologically advanced vehicle washing solutions and expanding business operations into new international markets, with a particular emphasis on France, Germany, and Austria.

As part of the project, Adriateh is participating in three international trade fairs:

- EQUIP AUTO Paris (France)
- UNITI Expo Stuttgart (Germany)
- AutoZum Salzburg (Austria)

Through participation in these events, the company actively promotes its products, establishes new business contacts, and develops cooperation with distributors, partners, and end users.

The expected results of the project include:

- increase in exports and revenue
- expansion into new markets
- strengthening of Adriateh brand recognition
- establishment of new business partnerships

The project “Adriateh 4World” is co-financed by the European Union through the Call “Support for SMEs for Internationalisation.”

Total project value: €200,172.33

Total eligible costs: €164,317.95

EU co-financing: €98,590.76 (59.9999940%)

Project implementation period: 14 February 2025 – 14 February 2027