

EUROPEAN UNION GRANTS ADVISOR

Government Funding Helps Winemaker Build International Reputation



“Following this project, wine lovers around the world know they can enjoy quality Portuguese wines under the Vinhos Borges label. The grant reflects not only the merits of our application, but also the efforts of EUGA, which helped us secure it.”

Carlos Alberto de Sousa Costa, Financial Director, Sociedade dos Vinhos Borges

FAST FACTS »

Situation

With a history of quality winemaking dating back to 1884, Vinhos Borges produces a number of DOC (Denominação de Origem Controlada) wines from some of Portugal’s most prestigious regions. The company wanted to identify new markets with high growth potential to expand its customer base and implement a demand-led strategy by prioritising the products best placed to give it a competitive edge. In 2006, Vinhos Borges devised a project that would evaluate world demand for its products, but it required an investment of €128,350 (U.S.\$167,130).

Solution

Because of the nature of the project, EUGA recommended that Vinhos Borges apply for Portugal’s SIME internationalisation grant. Awarded by ICEP Portugal, the SIME grant is available to small and medium-sized enterprises with international projects. With the help of EUGA, Vinhos Borges applied for the grant, detailing how its project would increase the international dimension of the business. Having met the grant criteria, the company was awarded €40,000. Annual sales of 6 million bottles—55 per cent of which are exported to over 50 countries—demonstrate the ongoing expansion of Vinhos Borges’ business.

Benefits

- Identification of priority and emerging markets.
- Improved customer/supplier relationships through targeted advertising.
- Implementation of demand-led global strategy.
- Increased brand exposure.
- Coverage of 31 per cent of total project costs.