



„Marketing SPM“

Project number: CZ.01.2.111/0.0/0.0/16_047/0009020

Operational programme Enterprise and Innovations for Competitiveness 2014–2020

**SPM - Security Paper Mill, a. s.
- Americká 340/31, 120 00 Praha 2 – Vinohrady, Česká republika**

Marketing – 2nd call

SPM – Security Paper Mill, a.s. is a security paper producer. The aims of this project are to expand the export potential of the company by actively offering new paper products featuring increased counterfeit protection to the international market and to offer paper with significantly improved physical properties – water resistant, non-flammable, and thermo-permeable. In recent years, the company has exhibited its products in Asia, Latin America, and Russia. Further aims of the project are to acquire new markets and increase sales share.

A total of 11 exhibitions, 7 of which are outside the EU, will be attended. SPM will exhibit its products in Africa for the first time and strengthen its presence in South America. The planned exhibitions also include specialist conferences that bring together suppliers and customers of specialised goods – security paper. A characteristic feature of the SPM exhibition presentation is the emphasis on innovation.

There are specific restrictions concerning the manufacturing of security paper: sales must be supplemented by the presentation of paper samples. Ideal venues for such presentations are trade fairs, which are organised for the closed community of security paper purchasers and in a similar manner across all continents. There are entry barriers for both exhibitors and visitors at exhibitions and security paper trade fairs – each person must identify themselves. The participants meet at scheduled times on professional panels aimed at updating themselves with the trends in secure documents.

The project will thus contribute both to an increase in paper sales and the knowledge of SPM staff of the new global trends in document protection.

The plan is implemented from 1 Feb 2017 to 31 Dec 2019.

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