

**Project Designation** | Presentation of new own brand KOEL4KIDS at International Fairs

**Project Code** | NORTE-02-0752-FEDER-025254 / NORTE-06-3560-FSE-025254

**Main Objective** | Internationalization of own brand KOEL4KIDS for a médium/high market segment of Children's Footwear , with the aim of increasing business volume in a sustained form, with the following innovative vectors of performance:

1. Development of own collections for brand KOEL4KIDS
2. Development of Website KOEL4KIDS with online sales

**Intervention Region** | NORTH OF PORTUGAL

**Entity Beneficiary** | LIAGO - Comércio e Indústria de Calçado, S.A.

**Approval Date** | 07-07-2017

**Start Date** | 01-11-2016

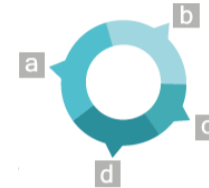
**Conclusion Date** | 31-10-2019 (extended for 1 year)

**Total eligible Investment** | 324.574,31 EUR

**Financial support from the European Union** | FEDER - 142.509,38 EUR / FSE - 5.520,77 EUR

**Objectives, activities and expected results (2019):**

- Presentation of own brand KOEL4KIDS and the new shoe collections in the internacional markets,
- Export value of total business volume: 93,16%



**Participation in International Fairs in the scope of this project:**

- GDS: 7 to 9 February 2017/Dusseldorf-Germany
- GALLERY SHOES: 27 to 29 August 2017 / Dusseldorf-Germany
- KIDS NOW: 12 to 14 January / Frankfurt-Germany
- COOKIES SHOW: 16 to 18 January 2018 / Berlim-Germany
- GALLERY SHOES: 11 to 13 March 2018 / Dusseldorf-Germany
- KINDERSCHUH: 5 to 6 August 2018 / Munich – Germany
- KINDERSCHUH: 12 to 13 August 2018 / Berlim – Germany
- KINDERSCHUH: 19 to 20 August 2018 / Breitchaid – Germany
- KINDERSCHUH: 26 to 27 August 2018 / Hamburg – Germany
- GALLERY SHOES: 11 to 13 March 2018 / Dusseldorf-Germany
- CAST: 9 to 11 September 2018 / Nieuwegein- The Netherlands
- MESSE HAMBURG SCHNELSEN: 03 to 05 de August 2019 / Hamburg - Germany
- CAST: 04 February 2019 / Nieuwegein – The Netherlands)
- STANDMIETE: 19 to 21 February 2019 / Mainhausen - Germany
- STANDMIETE: 20 to 22 August 2019 / Mainhausen - Germany
- KINDERSCHUH: 13 to 14 January 2019 / Frankfurt - Germany
- KINDERSCHUH: 20 to 21 January 2019 / Hamburg - Germany
- KINDERSCHUH: 27 to 28 January 2019 / Berlin- Germany
- KINDERSCHUH: 3 to 4 February 2019 / Zurich - Switzerland
- KINDERSCHUH: 10 to 11 February 2019 / Stuttgart - Germany
- KINDERSCHUH: 17 to 18 February 2019 / Dusseldord - Germany
- KINDERSCHUH: 24 to 25 February 2019 / Munchen - Germany
- Showroom KOEL4KIDS: 01 August to 31 October 2019 Nieuwegein-The Netherlands

**KOEL4**  
**KIDS\***

