

# NERSANT – Presentation and projects experience



**NERSANT**

## **Mission**

**Promote economic development  
of the Ribatejo Region**



- 1) Supporting entrepreneurial activity;**
- 2) Promote projects to improve the business environment**



# Infrastructure and business support

## NERSANT – Chamber of Commerce / Business Association

**Headquarters: Torres Novas**

- **Facilities: Santarém, Sorraia, Cartaxo, Ourém and Abrantes**

**Number of members: 2.330**

**Administrative and Technical Staff:  
35**

**Year Established: 1988**

**The NERSANT is one of the few  
business associations in the  
country with Quality Certification  
under Standard EN ISO 9001:2008**





# Infrastructure and business support

## NERSANT – Chamber of Commerce / Business Association

### Headquarters Torres Novas



### Exhibition pavilion in Torres Novas



### Sorraia Branch Office







# Infrastructure and business support

## NERSANT – Chamber of Commerce / Business Association

Abrantes Branch Office



Cartaxo Branch Office



Ourém Branch Office



Santarém Branch Office





# Ribatejo Region Bief characterization



**NERANT**

# RIBATEJO – Key Sectors



Sector de Actividade	
+	Minerais não metálicos
▼	Corte e acabamento de rocha
●	Couro
○	Indústria Têxtil
□	Fabrico de móveis em Madeira
*	Metalo-mecânica

## KEY SECTORS

- ✓ Agriculture and Agro-Industry;
- ✓ Metal-mechanic (cars and aircraft components);
- ✓ Extraction and processing of ornamental rocks;
- ✓ Leather / tanneries;
- ✓ Forestry, Wood, Furniture and Paper Operations;
- ✓ Tourism, Hospitality and Sport;
- ✓ Environment and waste treatment;
- ✓ Logistics.



## The Region – Development dynamics





# **NERSANT - Infrastructures and business support**



**NERSANT**



# Infrastructure and business support

## Inov-Linea

- Support the development of new food products through technological innovation, certification of food and also proceed to the training of staff and operators;
- It is a good support for the innovation in the agro-industry of the Region (using pilot equipment);
- Directed to the ranks of olive oil, meat, jams, fruit and vegetables.





## Infrastructure and business support

### Tagus Valley Technopole

Infrastructure to support innovation and I&D

Infrastructure to support innovation in SMEs in the region, having the following aspects:

- Incubation Center for Technology Based Companies;
- Laboratory to proceed to the chemical, microbiological and physical-chemical analysis;
- Scholl of Training in Mechanical area;
- Food Technology Centre;
- It has areas to the implementation of technology-based companies.



## Infrastructure and business support

### Tagus Valley Business Parks / Industrial areas





### Tagus Valley Business Parks

- The Business Parks are areas of Corporate Location, adopting a new concept of installing companies. The parks are dynamic spaces, with high urban quality, for the location of companies in various sectors of activity (industry, logistics, trade and services);
- These parks are the main instrument of territorial management, based on a spatial location of economic activity strategy.

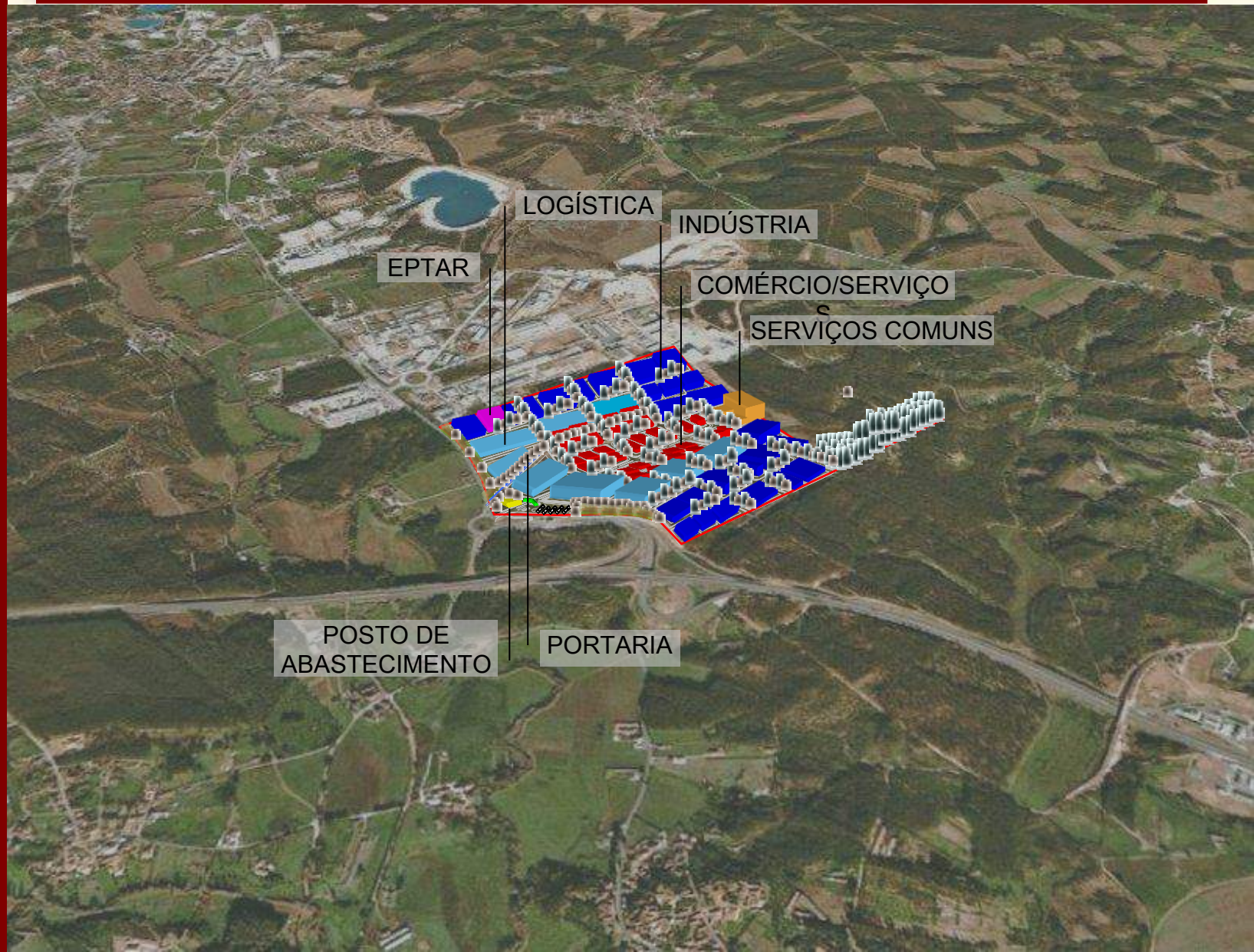
### Tagus Valley Business Parks

#### Advantages:

- Immediate licensing of companies that want to install in the park;
- Competitive price compared to the metropolitan area of Lisbon;
- Excellent accessibility;
- Infrastructure / equipment (ex: natural gas);
- Quality of urban parks;
- Privileged and priority areas for the location of foreign investment;
- Patrimonial valorization of the acquired land, because they were inserted in a ALE (business location area)



# Tagus Valley Business Parks Rio Maior





# Tagus Valley Business Parks

## Rio Maior



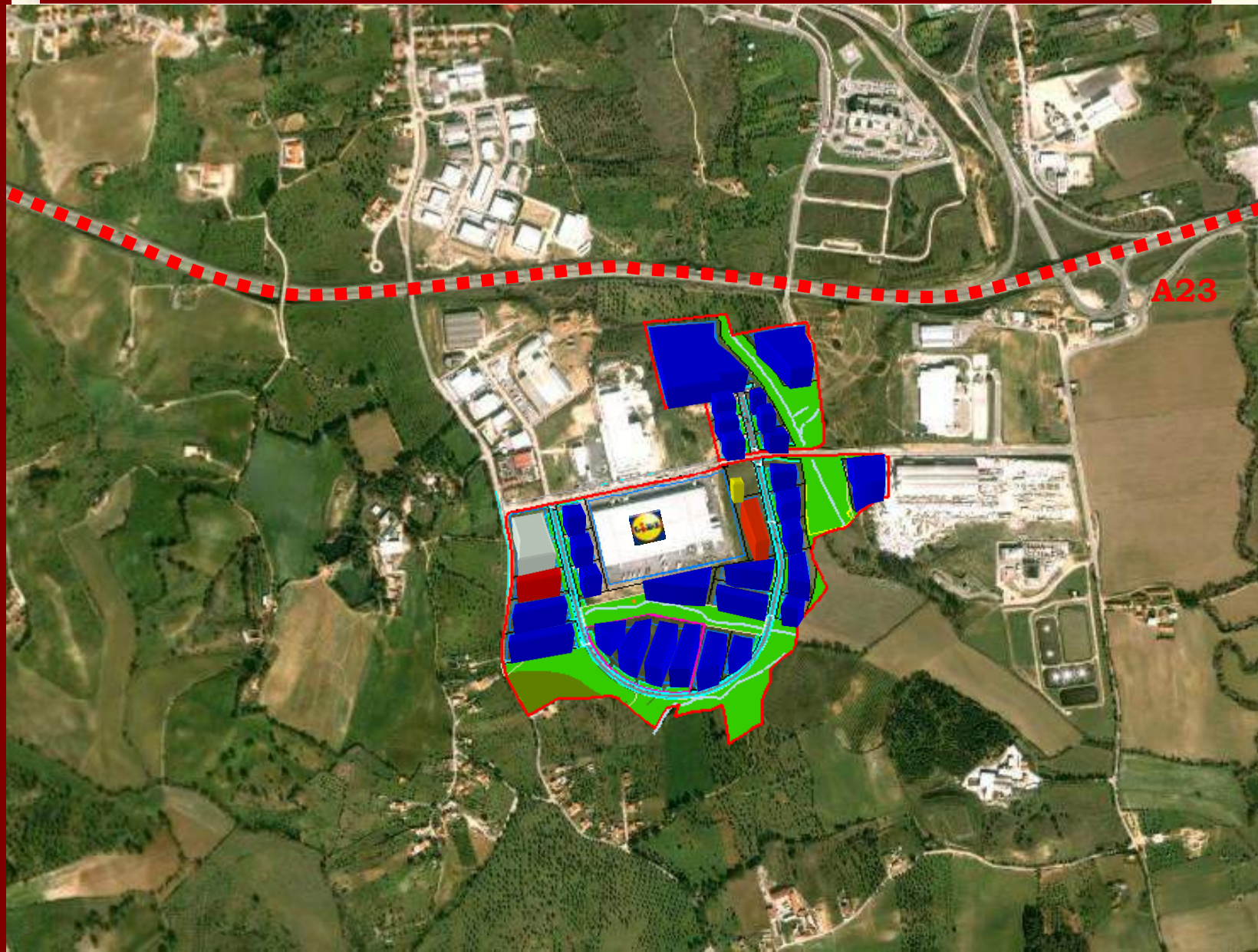


# Tagus Valley Business Parks Ourém/Fátima



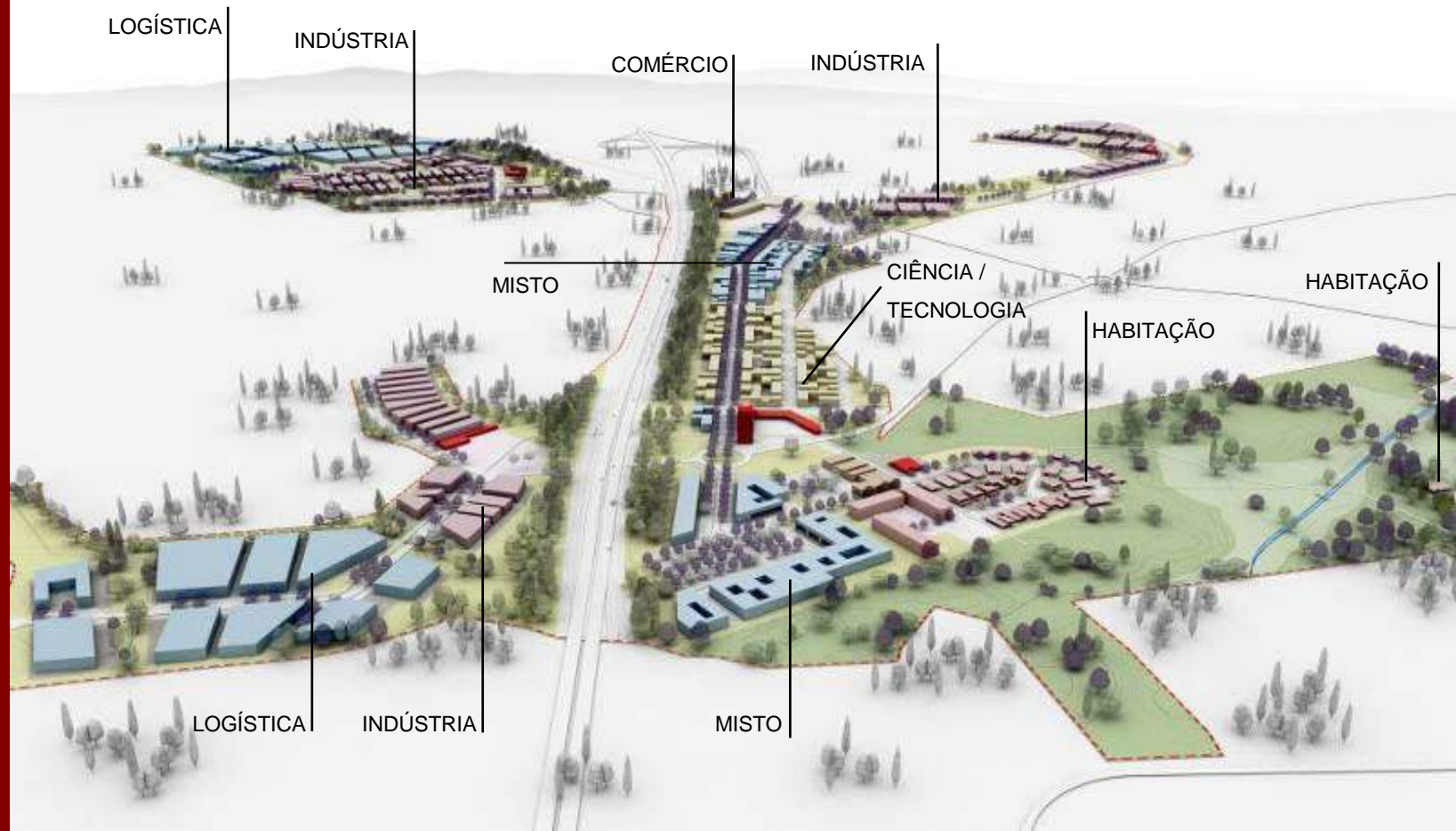


# Tagus Valley Business Parks Torres Novas





# Tagus Valley Business Parks Cartaxo



## Infrastructure and business support

### TVT – Terminal Multimodal do Vale do Tejo

- Logistics platform with characteristics of dry port;
- It offers customs;
- It is assumed as hub pole and distributor of cargo at national level;
- Integrated into the Trans-European Network.






## CIES – Santarém Incubation Center

- Inaugurated in 2015
- Incubation Center for Start-ups
- High-technology-based firms





## Infrastructure and business support

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### Higher Education Institutions

The region has four institutes that have several colleges, distributed by the cities of Santarém, Rio Maior, Abrantes and Tomar

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#### **Public Higher Education Institutions**

Polytechnic Institute of Santarém:

- Santarém Agricultural Higher school
- Rio Maior Sports Higher school
- Santarém Higher school of Education;
- Santarém Business School.

Polytechnic Institute of Tomar:

- Tomar Business School;
- Abrantes Higher school of Technology;
- Tomar Higher school of Technology.

#### **PRIVATE HIGHER EDUCATION AND UNIVERSITY**

Santarém Higher school of Languages and Administration

#### **PRIVATE HIGHER EDUCATION AND POLYTECHNIC INSTITUTIONS**

Torres Novas Higher school of Education





## Infrastructure and business support

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### Professional Education

Regarding professional education institutions, there are currently 10 Professional Schools, spread across several counties in the region:

<b>Coruche Professional School</b>	<b>Ourém Professional School</b>
<b>Rio Maior Professional School</b>	<b>Salvaterra de Magos Professional School</b>
<b>Tomar Professional School</b>	<b>Torres Novas Professional School</b>
<b>Tremês Professional School</b>	<b>Vale do Tejo Professional School</b>
<b>Entroncamento Professional School</b>	<b>Abrantes Professional School</b>

# NERSANT and Ribatejo Strategic Priorities



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## **Strategic Priorities**

- I. INNOVATION AND TECHNOLOGICAL DEVELOPMENT**
- II. ENTREPRENEURSHIP**
- III. BUSINESS COOPERATION**
- IV. INTERNATIONALIZATION**
- V. TRAINING / QUALIFICATION OF HUMAN RESOURCES**
- VI. FINANCING FOR SMEs**
- VII. IMPROVING BUSINESS ACTIVITY**
- VIII. DEVELOPING PUBLIC-PRIVATE PARTNERSHIPS**
- IX. STRENGTHENING THE ASSOCIATIVE CAPACITY AND SERVICES**



# INNOVATION AND TECHNOLOGICAL DEVELOPMENT





## **InovSant - Promote innovation in the Region**

### **Realization of networking sessions to promote innovation:**

- Identification and presentation of success stories;
- Alert companies to the importance of innovation

### **Implementing a methodology of generating innovative ideas for SMEs**

**Intermediation between the innovation needs of the companies and the scientific system entities that can support it – Support to the companies participation in European programs (FP7 / H2020).**

### **Creation of a repository of patents and technologies**

<http://inovribatejo.nersant.pt/tecnologias>



# Tagus Valley Technopole

Support innovation and I&D

**Infrastructure to support innovation in SMEs in the region, having the following aspects:**

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## Center of Excellence for Agriculture and Agribusiness And Competence Center for Environment and Waste Treatment

- Center that works as a platform between the needs of companies and the knowledge;
- Put together public authorities, the companies and the organizations of scientific and technological system;
- Target areas:
  - Animal genetic resources;
  - Food production;
  - Technology, quality and food safety;
  - Industrial Efficiency;
  - Recovery of waste and effluents.



II



# ENTREPRENEURSHIP



**NER***SANT*



## Creation of a entrepreneurship culture

The logo for EMPIRIANÇA features the word in a stylized, colorful font. Each letter is composed of multiple overlapping shapes in shades of blue, green, yellow, and orange, giving it a vibrant, multi-colored appearance.

Promote a entrepreneurship culture in the children (age: 8 to 10):

- 7 editions held;
- 3,179 children involved;
- 108 schools;
- 176 teachers.



Promote a entrepreneurship culture in the children (age: 11 to 15):

- 1 edition;
- 594 children involved;
- 19 schools;
- 35 teachers.



Promote a entrepreneurship culture in the young people (age: 16 to 18):

- 7 edition;
- 976 young people involved;
- 81 schools;
- 148 teachers.

**EmpCriança** – Promote the entrepreneurship among children

## Objectives:

Involve the children and the business community in a process of mutual approach;

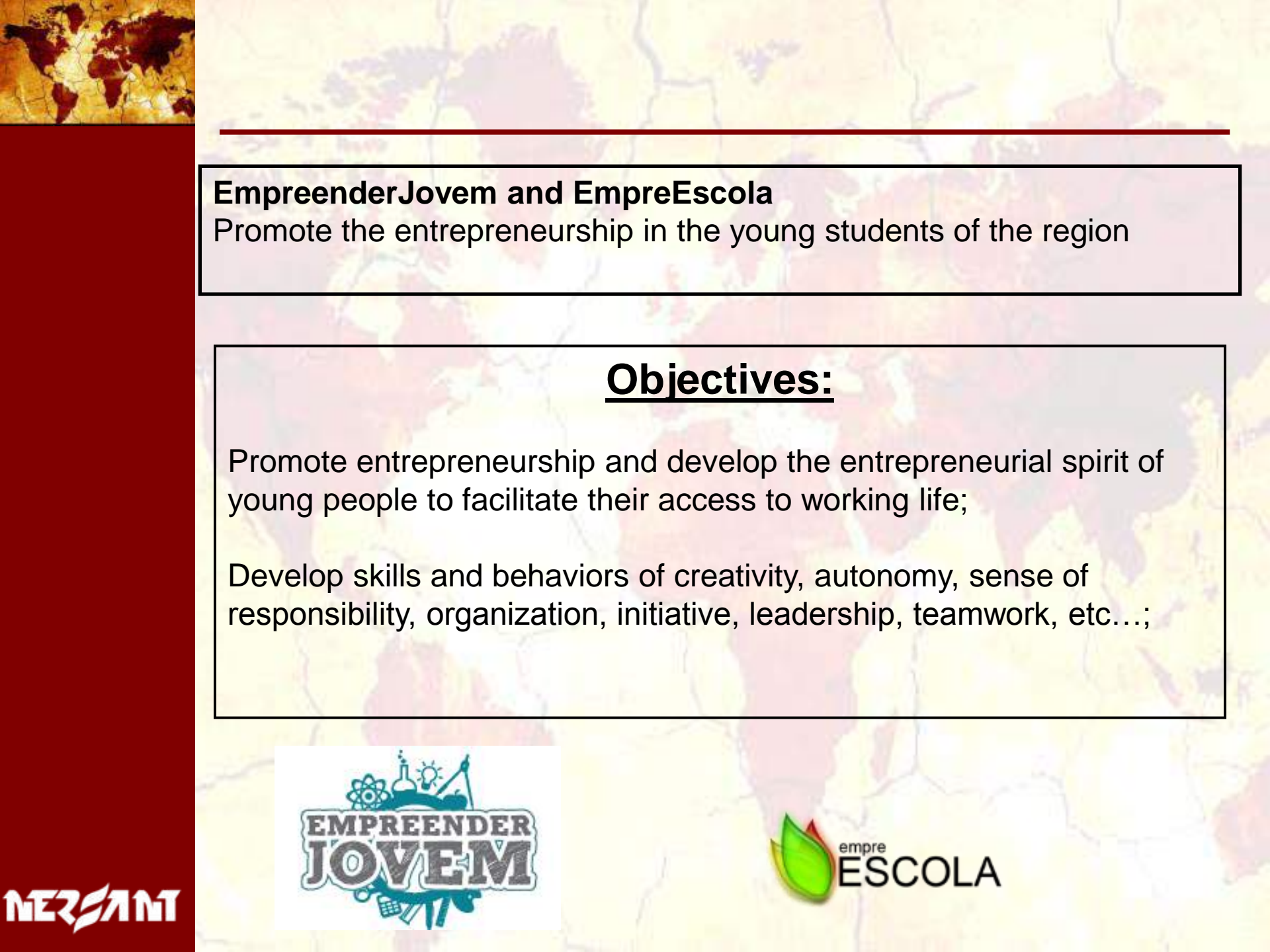
Link entrepreneurship and business dynamics to positive values;

Valuing the different areas of knowledge, recognizing the importance of various professional areas;

Develop skills and behaviors of creativity, autonomy, sense of responsibility, organization and civic sense;

Develop skills in team work, promoting the benefits of grouping different skills and / or abilities.





## **EmpreenderJovem and EmpreEscola**

Promote the entrepreneurship in the young students of the region

### **Objectives:**

Promote entrepreneurship and develop the entrepreneurial spirit of young people to facilitate their access to working life;

Develop skills and behaviors of creativity, autonomy, sense of responsibility, organization, initiative, leadership, teamwork, etc...;





## **“APOIAR MICRO” PROJECT** (Support to Micro Companies)

### **What is it?**

Service to support the enterprise activity, aimed to the creation of new Micro Companies based in the model of the French “*Boutique de Gestion*”.

### **Target?**

For those who had an business idea with economical potential and wanted to constituted its own company. Preferentially young people.

### **Support Granted?**

- Support in the earlier phase project: company constitution , registration, business plan and marketing plan elaboration
- Support in the starting phase: accounts consultant , fiscal and legal consultant, technical support (6 mouths), management control system implementation, web page creation, web mail, financing consultant, easy access to financial guarantees, risk capital and information about the national grant system.



# **“APOIAR MICRO” PROJECT** (Support to Micro Companies)

## **Start-up's Presentation Session**

### **Objectives:**

- To make possible that young entrepreneurs, followed in the scope of the Project, have the possibility to present their own company/idea to an conference room with experienced entrepreneurs and potential financiers;
- addition of useful advices in ideas in an earlier stage;
- potentials financial partners identification.

### **Session form:**

- Presentation of the business ideas;
- Interpellation;
- Debate.



# Support the creation of new companies



Platform to support entrepreneurs, with the possibility of registering business ideas and analysis of their viability

646 registered ideas since January 2014  
112 active entrepreneurs



Support the creation of new companies

More than 600 companies created

FORMAÇÃO INICIAL PARA  
**EMPREENDEDORES**

Training program for entrepreneurs

241 entrepreneurs supported in the candidature process  
116 companies are receiving technical support ( NERSANT is the national leader in this field)

More than 200 entrepreneurs participating in the program





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# **ENTREPRENEURSHIP PROMOTION**

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## **INFRAESTRUTURES**

# CIES – Santarém Incubator Center

- Inaugurated in 2015
- Incubation Center for Start-ups
- High-technology-based firms

## Promoters:

- City Hall of Santarém
- NERSANT





## DET – Enterprise Centre



- Inaugurated in 1995
- Total Area : 4.600 m2
- 16 Companies installed
- More than 80 employees



## Constância Enterprise Centre



- Inaugurated in 2003
- Total Area: 250 m2
- 5 Companies installed
- 7 employees



# TAGUSVALLEY

- Inaugurated in November 2003
- Incubation Center for Technology-based firms
- Network of Regional Innovation
- Diagnosis to the Tagus Valley Innovation
- Agro-Industries Research Centre
- IDIR – Digital Infrastructure for Regional Innovation
- 12 Companies installed



## Promoters:

- City Hall of Abrantes
- NERSANT
- Other entities







# BUSINESS COOPERATION

## ***PROVERE - Mercados do Tejo***

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**The main objective is the appreciation of the Tagus through a set of structuring projects and innovative initiatives susceptible to revitalize the role of the river as a strategic hub for economic promotion and identity element of the region;**

**Promote the tourism around the Tagus river by implementing a number of projects included in an integrated action plan.**





A faint, stylized map of Portugal serves as the background for the slide. The map is light-colored with darker outlines for regions and rivers.

## AGROCLUSTER

Association of companies and organizations of the agroindustrial sector, whose main objective is the development of this sector and increasing the competitiveness of their businesses.

It currently consists of 113 members, including companies, SCTN entities (National Scientific and Technological System), Higher Education Institutes, Business Associations and Public Entities. Was formally recognized by the Portuguese government in July 2009, and began its activity with 30 Associates.

**113 Associates**

**2.100 M€ turn-over**

**11.000 jobs**

**380 M€ VAB**

**More than 40%  
Region Export**

**60% Portuguese  
used agricultural  
surface  
(Ribatejo+Alentejo)**



## AGROCLUSTER

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Main objectives:

- Introduction of new technologies in the production process for food preservation;
- Establishment of the relationship between territory, raw materials and finished products, valuing the difference in their specificity;
- Valuation and integration of waste and by-products of the sector;
- Increasing qualification of the sector companies;
- Promoting entrepreneurship, providing base renovation and qualification in the business industry.



# AGROCLUSTER





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## Business Opportunities

- Identification and dissemination of business opportunities, particularly business opportunities in international markets (<http://www.exportribatejo.com/>);

## Cooperation Networks

- Promote the establishment of cooperation networks in the region - formed the “Ten Best Civil Coop” - with 12 companies of the construction sector, with the main objective of approach new markets

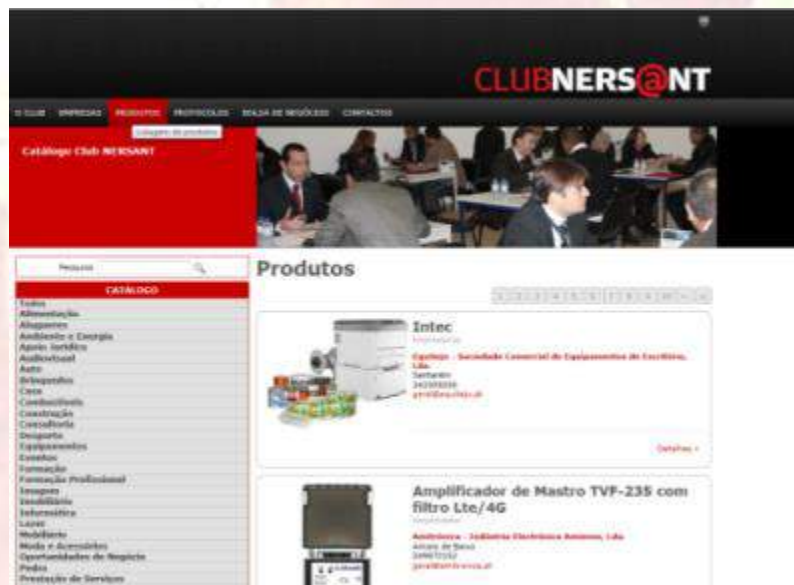




Club Nersant (<http://club.nersant.pt/>)

Santarem Region Business Portal

Business Portal to promote the products and/or services of Santarem Region Companies



IV



# INTERNATIONALIZATION



**NERANT**



## Realization of trade missions

Angola, Cape Verde, Mozambique, Brazil, South Africa, Algeria, Morocco

## Reception business delegation from other countries

Angola, Mozambique, Brazil, South Africa, Romania, Namibia, Cape Verde, China, Dubai, Spain, St. Thomas, Denmark, Uruguay, USA, Canada, Algeria, Morocco ...

## Participation in international fairs

FILDA, FACIM, FIC, Expo-Huíla, Construmar, SIB, ..



<b>Realization of trade missions</b>	<b>34</b>
<b>Reception business delegation</b>	<b>52</b>
<b>Participation in international fairs</b>	<b>26</b>
<b>Nº of participating companies</b>	<b>642</b>

## DEFINITION

- » The most important International Business Meeting organized in Ribatejo region;
- » Enterprise networking between enterprises of different countries;

**NERSANT** scheduled meetings in accordance with the objectives of the Portuguese and foreign companies.



## OBJECTIVES

- » Promoting the internationalization of companies and products;
- » Create business between all the participating countries;
- » Attracting investment to Portugal and encourage Portuguese investment in the countries represented;
- » Strengthening trade relations between the participating countries and the establishment of business partnerships for the future.



# NERANT BUSINESS

International Meeting





# NERSANT – European Projects Experience



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## Interreg IV – B / MED Program

The HIDDEN project focus is to ensure synergies & create a transnational public-private network providing a joint strategy on addressing the HI concept in innovation development policies.

Hidden Innovation (HI) determines a form of innovation not reflected in traditional activities, such as R&D, but rather in organisational forms, business models & absorption of existing technologies.

This project has the following European partners:

Region of Epirus (RoE) (Lead partner)

BIC of Epirus (BIC)

Local Development Agency Langhe Monferrato Roero (LAMORO)

Parco Tecnologico Padano Foundation (PTP)

Chamber of Commerce and Industry of Marseille Province (CCIMP)

Enterprises' Association of the Santarém Region (NERSANT)

Chamber of Commerce, Industry and Navigation of Castellon (CCINC)

Interdepartmental Research Centre -LUPT



The CREATINN project focus is to ensure the construction of a trans-regional innovation system, based on creativity for innovation in the companies, supported on universities, companies and public administrations of the participating regions.

This project has the following European partners:

Fundación Universidade da Coruña –FUAC (Lead partner)

Centro Europeo de Empresas e Innovación, S.A.-EUROCEI

Fundación Tecnalia

Fundación General de la Universidad de Salamanca- FGUSAL

Sociedad para el Desarrollo Regional de Cantabria-SODERCAN

Fundación Paideia Galicia

Association pour l'Environnement et la Sécurité en Aquitaine-APESA

Associação Empresarial da Região de Santaém- NERSANT

Agence de développement é économique du Tarn- AGATE

# EDDT – Renforcer le Développement Économique

The Project “**EDDT – Renforcer le Développement Économique**” is an Regional Framework Operation, developed within the Community Initiative Programme INTERREG IIIC South. The project had its start in April, 2004. Altogether, 19 applications were registered, from which 15 had the participation of the enterprises of the region of Santarém. The project ends on September 2007 and has a total budget of more than 5.800.000,00€.

Its main purpose was the creation of 3 transnational funds to support the development of sub-projects in 3 axes:

- Cooperation and Territorial Marketing
- Support to the creation of small enterprises
- Reinforcement of the connections among enterprises and educational institutions (innovation).

This project have the following European partners:

**Lead Partner: Nersant - Associação Empresarial da Região de Santarém (Portugal)**

Pays de Haute Provence (France)

EUROBIC Toscana Sud (Italy)





## **GAME – Support Business Office for Women**

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On May, 1998, NERSANT began developing the GAME Project – an office meant to assist Women in creating their own business.

It was a really new project, approved within the Community Initiative Employment / Axe Now, financed by the European Social Fund / FEDER and by the Portuguese Government.

This office, exclusively for Women, especially with purposes of creating their own business or with newly structured ones, was established on 3 intervention areas: Information and Orientation / Technical Assistance; Professional Training and Incubation of Companies.

# LOCAL CAPITAL WITH SOCIAL PURPOSE



On October 2003, NERSANT made an application to the European Commission, called “Local Capital with Social Purpose”.

Following this proposals presentation, the EC received around 600 applications, from several Member-States of the European Union (E.U.). 30 out of these 600 were Portuguese.

After the conclusion of all the selection phases, 25 applications were approved from all the EU – NERSANT was one of them.

The main purpose of this application was the management of a Fund of about 1 million Euros, aiming the financing of small enterprises, whose promoters are unemployed or socially excluded persons.



# NERVENTURE – Regional Risk Capital Society

- **Partnership among:** NERSANT, NERLEI, NERPOR and NERCAB;

- **Initial Capital:** 750.000,00€

(to be subscribed by the associations and the enterprises of the 4 regions);

- **Amount of the Fund:** 3.000.000,00€;

- **Subscribing Entities:**

- Banks, City Halls, Universities;
- Managing Society;
- Risk Capital Fund (IAPMEI).

- **Planning:**

- Business Plan was concluded during November 2006;
- The constitution of the Stockholders Structure must be made till March 2007;
- Constitution of the Managing Society and the Fund – March/April 2007



# DTE – Dynamique Territoriale et Entreprises

By the end of 2003, the project “*DTE – Dynamique Territoriale et Entreprise*” was approved. The cooperation among the different European regions in order to make an exchange of knowledge so that groups of enterprises (“clusters”) can arise is its main purpose.

This project has the following European partners:

Lead Partner: NERSANT – Associação Empresarial da Região de *Santarém* (*Portugal*)

AGATE – Agence Tarnaise de Développement (*France*)

CEBANOR – Agence Régionale de Développement de Basse Normandie (*France*)

Centro Europeu de Empresas de Innovacion de Navarra (*Spain*)

EUROBIC Toscana Sud (*Italy*)







## INNO&COOP – INOVAR COOPERANDO

**INNO&COOP - INOVAR COOPERANDO** was an European project that began on the last semester of 2003 and ended on April 2005. Here, it was intended to create a trans-regional net for the promotion and development of innovation, by sustaining the development of technological innovation activities, establishing cooperation nets among enterprises. This project, financed by the European Commission through the INTERREG III B SUDOE.

### Purposes of the Project:

- To improve the innovating ability of the enterprises;
- To make the participation on the development programmes easier (on an international, national level).
- To increase the cooperation among enterprises, having the purpose of promoting the technological knowledge.

This project has the following European partners:

Lead Partner: Federação Asturiana de Empresários (*Spain*),

NERSANT – Associação Empresarial da Região de Santarém (*Portugal*)

Fundação CECOT de Inovação de Barcelona (*Spain*)

Câmara de Comércio e Indústria de Toulouse (*France*)

AERLIS – Associação Empresarial da REgião de Lisboa (*Portugal*)



## INTER-A PROJECT

The INTER-A project, approved within the INTERACT programme had its start in November, 2004 and ended last December., representing Spain, Italy, Greece, England, France, Hungary, Latvia and the Czech Republic.

The main purpose of this project is the making off of a Good Practice Analysis, within the INTERREG programme, on the level of Cooperation and the supporting tools to Innovation and internationalisation of SME. It also intends to prepare the Member States for the fulfilment of the several communitary programmes, namely those within the INTERREG.

This project has the participation of 15 partners:

BIC CANARY ISLANDS (Spain)	ADITEC PAS DE CALAIS (France)	TOULON VAR TECHNOLOGIES (France)	BIC LAZIO (Italie)	EOMMEX – Greece)
NERSANT, AE (Portugal)	BIC ATTIKA (Greece)	LATVIAN TECHNOLOG. CENTER (Latvia)	BIC BRNO (Czech Republic)	CONVENTRY ENTERPRISE (United Kingdom)
INNOSTART (Hungary9	BIC WESTERN GREECE (Greece)	BIC FRANKFURT ODER (Germany)	BIC BURGOS (Spain)	BIC EURONOVA (Sapin)





## **PRISMA – PROMOTION AND INTEGRATION OF R.S.E. STRATEGIES IN SME’S OF SOUTHERN EUROPE**

### **OBJECTIVES**

**Promotion of Social Responsibility of Enterprises in the 4 partner regions of the Project**

**Development of a “Pilot Model R.S.E.”**

**Applying the developed model in SMEs of the Partner Regions of the Project:**

- Analysis of the SMEs situation
- Integration of Practices in the SMEs in terms of R.S.E. or improvement of the existing.

**Provide Formation of the Enterprises’ Technicians and of the Partner Entities Technicians of Project PRISMA in terms of R.S.E.**

**Elaborate a joint report of the 4 Partner Regions**

**Diffuse the Achieved Results**

### **PARTNERS**

**FADE – Federação Asturiana de Empresários  
[Astúrias – Espanha] - PROMOTOR**

**FAMA – Fundação Asturiana de Meio Ambiente  
[Astúrias – Espanha]**

**Fundação CECOT Inovação  
[Catalunha – Espanha]**

**Câmara de Comércio Industria de Toulouse  
[Midi-Pyrénées – França]**

**NERSANT – Associação Empresarial da Região de Santarém  
[Santarém - Portugal]**





# TO LEARN AND TO START ON

## OBJECTIVE

Creating a business requires technical competency and various skills. That is why a number of aid organizations have developed in recent years and in multiple European countries to assist the entrepreneur in acquiring the necessary skills to manage his enterprise.

The GRUNDTVIG program finances projects which improve the quality and European dimension of adult education. Its objective is to facilitate access for all European citizens to training at any stage of their lives.

In this field, three entrepreneurship aid organizations- Nersant (Portugal), BIC (Slovakia) and Union des Couveuses (France) formed a partnership with the goal of sharing knowledge and experience and to identify pertinent tools on which to capitalize.

## PARTNERS

**UNION DES COUVEUSES**  
*[ILE DE FRANCE - France]*

**BIC SPISSKA NOVA VES**  
*[KOSICE – Slovakia]*

**NERSANT – Associação Empresarial da Região de Santarém**  
*[SANTARÉM – Portugal]*







**NERVANT**