



Catarina Pereira

GESTORA DE PROJETOS

LOBA

<http://www.loba.pt>

BILATERAL MEETINGS

Wednesday (10:00 - 12:30)

DESCRIPTION LOBA is a business and marketing consulting company based in Portugal and operating throughout Europe and Africa. Established in 2000, Globaz has branches in 3 countries with more than 30 qualified staff members, including senior executives, consultants and researchers. Globaz delivers consultancy and management services and is specialist in implementing innovation strategies in organisations (innovation processes, organisational development, technology and innovation audits), dissemination activities, technology watch, project management (planning, organising, directing, controlling) and project financing. LOBA main enabler is the ability to combine their expertise with critique and conceptual repertoire, based on an extensive visual culture, social and psychological perspectives. They are a creative driver that aims at a communicational objective. The services offered by Globaz are divided into seven main areas: design (visual identity, graphic supports, editorial design, product design), multimedia (multimedia applications, multimedia management system, video, iPaper); websites (institutional websites, portals, e-commerce sites Mobile), web marketing (email marketing, search engine marketing, social web marketing, search engine optimization, website management); web applications (intranet and extranet, content management system, web hosting, web domains) and two secondary areas: consulting (marketing plans, communication plan, branding and naming, design communication, content); events (trade show management,

corporate events, team building). Globaz is geographically established in a region where the industrial tissue is very focused in textiles, shoes and moulding, keeping with these sectors and trustable and sustainable relationship. The mission of LOBA is to develop and change people, organizations and businesses by making them more efficient, effective, innovative and profitable through the promotion of innovation and technological development. Staff at LOBA includes Commission evaluators who have been involved in Framework Programme project and proposal activities since FP6. The company focuses on Innovation and Research Management which includes training and consultancy on innovation and project management aspects of the Framework Programme. Follow at:

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European Projects Involved in: - INSEC – FP7 - FORCE – FP7 - SecurePART – FP7 - Science@Aveiro – H2020 (first in PT) - AEGLE – H2020 - IA - Vineyard – H2020 - RIA - Dandelion – H2020 - CSA - Magellan – H2020 – FTI (first in PT) - Bioways – H2020 – CSA - Tenderio – COSME - HubIT – H2020 - BRIOBRIDGES (Coordinator) – H2020 - CSA - ALTFInator – H2020 - CSA - CCI – H2020 - RIA

ORGANIZATION TYPE Company

Offer

PARTNERSHIP ON PROJECTS

Design (visual identity, graphic supports, editorial design, product design), multimedia (multimedia applications, multimedia management system, video, iPaper); websites (institutional websites, portals, e-commerce sites Mobile), web marketing (email marketing, search engine marketing, social web marketing, search engine optimization, website management); web applications (intranet and extranet, content management system, web hosting, web domains) and two secondary areas: consulting (marketing plans, communication

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