



Investment Support of Huf Portuguesa

Cofinanciado por:



Promoter:	502646160: Huf Portuguesa – Fábrica de componentes para o automóvel Lda
Measure:	SI Entrepreneurial – Productive Innovation
Notice:	12/SI/2016 – Incentives for entrepreneurial innovation (Productive innovation)
Management Auth.:	Competitiveness and Internationalisation Operational Programme
Body :	The <i>Agência para o Investimento e Comércio Externo de Portugal, E.P.E.</i> (Investment and Foreign Trade Agency)
Eligible Investment:	€ 9,822,600.00
Financial Support (45%):	€ 4,420,170.00

The investment period runs from October 2016 to September 2018.

Strategic Goals

- Increase sales without jeopardizing profit
- Continue to evolve as to increase electronic content of goods
- To be a front-runner in incorporating new technologies in their products, preparing the transition to a new technological paradigm associated with CASIM (Car Access, Security and Immobilisation), overcoming the border of mechatronics into telematics and the use of software
- To innovate, evolving from the present products to smart and connected products, developing products that help implement the new paradigms of mobility (electrical vehicles, autonomous vehicles, safe vehicles)
- To develop new services based on new features (such as predictive maintenance)

Targets

- Raise sales by more than 25% until 2020 against 2015
- Innovate with regard to products and industrial processes, thus enhancing value offered to customers and average profitability on each project to 8%. Introduce NFC into its product range
- Work with customers for the development of new services (Internet of Services)
- Reinforce position with premium customers (Daimler and BMW) by enlarging the offer of new models
- Recover lost market (GM)
- Enlarge the offer to more customer models, such as Volvo
- Reinforce mass customer presence (VW, Ford, PSA)
- Achieve 0 PPMs in key customers for 6-month periods
- Reduce non-compliance costs to under 1% of sales