



Measure:

Business & Economic
Development

Promoters:

WESTBIC, Noribic

Title:

**Cross Border Marketing
Programme for
Construction**



Build Up Management Team

This Programme aimed at the Construction Industry Product Sector brought together a group of diverse companies, all of which supply to the construction industry. They included companies with the following products: Decorative Floor Products, Concrete Treatment Systems, Windows / Doors. One of the areas of cross-border activity identified by the companies in the cluster was the establishment of a Marketing Programme on a cross-border basis. The programme facilitated and co-ordinated the meetings and identified areas of suitable joint activity

This project provided support to twenty construction industry product companies in Donegal and Derry. Through this programme, these companies were able to jointly promote their products and carry out other joint activities which improved their competitiveness nationally and internationally and which had a positive impact on the construction industry product sector and the communities in which they were situated.

The project succeeded in developing a series of joint marketing activities to further augment the ClusterNet activities and help to achieve their aims. The group prepared a strategic vision and marketing plan and developed a brand and associated promotional materials eg logo and brand, website and newsletter. This project was instrumental in consolidating existing jobs in the construction industry projects sector in the NW region.

Total Project Cost: €382,280

Grant Awarded: €282,280

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