

Consultancy Projects Master Global 2013



The company: ALB

- Web Site: www.alb.es
- Group: ALB
- Main focus: The ALB system is based on the application of geothermal energy. The system gives free heating to any kind of premises thanks to an underfloor heating system and the recuperation of residual energy. For this, it's possible to obtain high energy savings.
- Briefing description:
 - The main goal is to evaluate the opportunity of ALB to export his high energy efficiency system used to produce wine and cava.
 - This is to be done in two phases:
 - Determine the 2-3 most suitable countries according to different technical and financial criteria
 - Deepen in the chosen country specifics

The company: Angelini

- Web Site: www.angelini.es
- Group: Angelinipharma Italia
- Main focus: Angelini manufactures and markets **pharmaceuticals and health-care products**. The Angelini mission is to meet costumers' day-to-day needs with effective, reliable and high-quality pharmaceuticals and parapharmaceuticals that are widely available and accessible. In so doing, Angelini aims to provide real and tangible support for the wellbeing of each and every consumer. This goal is expressed through a clear vision: to be consumers' first and automatic choice in the field of health-care and every-day wellbeing.
- Briefing description:
 - The task to be performed by the students is to make a proposal on how the product Juanola should be launched in the US market.
 - Focused on the consumer, the final conclusions should be able to give Angelini a complete understanding of the suitability of Juanola for the US market, consumer behavior, distributive approach and market entry.

The company: Aqualogy

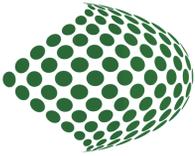
- Web Site: <http://www.aqualogy.net/en>
- Group: AGBAR (Sociedad Aguas de Barcelona)
- Main focus: Offer integrated water solutions (process water and waste water) for Food and beverage, Energy, Mining, Paper and Cellulose, Chemicals and Pharmaceuticals, Healthcare, ports and Security and Defense.
- Briefing description:
 - The objective of this project is to define an Internationalization Plan for AQSI, determining the most suitable countries and markets to commercialize our products considering parameters such as technical requirements.
 - This is to be done in two phases:
 - Determine the 2-3 most suitable countries according to different technical and financial criteria
 - Deepen in the chosen country specifics

The company: Equatorial Coca-Cola Bottling Company (ECCBC)

- Web Site: www.eccbc.com
- Group: COBEGA and The Coca-Cola Export Co.
- Main focus: ECCBC was founded in 1997 as a joint venture between Cobega and The Coca-Cola Export Co.. ECCBC currently comprises 18 companies, has its headquarters in Barcelona and operates in 13 countries in North and West Africa.
- Briefing description:
 - The objective is to determine the most suitable countries/ markets to commercialize Scheweppes Malt and Actimalt products in some selected African countries considering parameters such as technical requirements, economical needs, legislative obstacles, access barriers or customer' requirements.
 - This is to be done in two phases:
 - Determine the 1-2 most suitable countries according to different technical and financial criteria
 - Deepen in the chosen country specifics

The company: Miquel Y Costas

- Web Site: www.miquelycostas.com/eng/index.htm
- Group: Miquel Y Costas
- Main focus: **Miquel y Costas & Miquel, S.A.** is a company whose history goes back as far as the 18th century. Its principal business' line has always been the manufacture of fine and specialty lightweight papers, and has always had the aim of being recognized as a highest quality paper producer.
- Briefing description:
 - The scope of the project is to study the market for defined specialty papers:
 - Thin printing paper, natural greaseproof paper, electrical paper and interleaving paper
 - This is to be done in two phases:
 - Determine the most suitable countries/markets according to different technical and financial criteria
 - The group will study in deep the three latter special papers



Nnergix

The company:

- Web Site: www.nnergix.com
- Group: Start Up
- Main focus: Nnergix is an on-line data mining and energy forecast service designed by renewable energy industry professionals. The company is using advanced Artificial Intelligence solutions to predict and point How much, When and Where renewable energy will be available.
- Briefing description:
 - The objective is to determine the most suitable countries/markets to commercialize Nnergix products considering parameters such as technical requirements, economical needs, legislative obstacles, access barriers or customer' requirements.
 - This is to be done in two phases:
 - Determine the 2-4 most suitable countries/markets, among a proposed list of 13, according to different technical, marketing and financial criteria.
 - Deepen in the chosen country specifics



The company:

- Web Site: www.citel.es
- Group:
- Main focus: Citel is a Manufacturer of technical textiles specialized in sun protection. Vertically integrated, it controls the whole production process, from spinning to finishing, which allows them to control and take care of the quality of their fabrics.
- Briefing description:
 - The scope of the project