



EUROPEAN UNION
European Regional Development Fund
Operational Programme Enterprise
and Innovations for Competitiveness



Programme title: Operational Programme Enterprise and Innovations for Competitiveness

Project registration number: CZ.01.2.111/0.0/0.0/16_047/0008583

Project title: Support of export activities of WOODYLAND s.r.o.

Investor: WOODYLAND s.r.o., Okružní 781, 250 81 Nehvizdy

Budget (eligible costs): 2 294 300 CZK

Period of realisation: 9. 1. 2017 – 28. 2. 2019

Project summary:

The aim of the project is participation at three important international exhibitions focused on toys and gift items. Within this projects, the company WOODYLAND s.r.o. will represent its productions at the most important event of the toy industry, at the Spielwarenmesse® in Nuremberg, then at the Kind+Jugend in Cologne, the international leading trade fair for premium baby and toddler products and finally at the HKTDC Hong Kong Toys & Games Fair in Hong Kong, which is the most important toy fair in Asia.

Project aims:

The aim of the project is, thanks to participations at 5 world important toy exhibitions between 2017 – 2019, to strengthen the company position on the toy market mainly in the markets of the Eastern Europe – namely Russia, Belarus, Ukraine and countries of Middle East and Asia.