

PRESS RELEASE

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Completion of the project "CEITA - CENTER OF EXCELLENCE IN IT FOR AUTOMOTIVE"

SC POWERTRACE SRL, as Beneficiary, **announces the completion** of the project "**CEITA - CENTER OF EXCELLENCE IN IT FOR AUTOMOTIVE**", **SMIS code 135897**, financed through the **Regional Operational Programme 2014-2020**, Priority Axis 2: "Improving the competitiveness of small and medium-sized enterprises", Investment Priority 2.2 – "Supporting the creation and extension of advanced production capacities and service development".

Project objectives:

The general objective of the project consists in equipping POWERTRACE S.R.L. with a suitable building, modern equipment, and intangible assets aimed at developing and manufacturing custom software for the automotive industry to achieve its business objectives.

The specific objectives of the project are:

1. Increasing the company's competitiveness by purchasing construction works, specific tangible and intangible assets, enabling POWERTRACE S.R.L. to address the market at a higher level than previously achieved.
 - Acquisition and execution of construction works
 - Equipping the company with new, cost-effective specific equipment, capable of operating faster, with greater versatility, and causing less pollution
 - Software acquisition
2. Increasing economic efficiency through product certification, service internationalization, and the implementation of quality standards
3. Medium and long-term company development while respecting equal opportunity principles, sustainable development, with an emphasis on efficient resource use and pollution reduction.

Project results:

- Acquisition and execution of construction works, equipping the company with 128 specific pieces of equipment and 25 software packages.
- Product certification, service internationalization, and implementation of ISO 9001 and ISO 27001 quality standards.
- Medium and long-term company development while respecting equal opportunity principles, sustainable development, by aligning with the objectives of Romania's National Strategy for Sustainable Development 2030, with a focus on efficient resource use and pollution reduction (construction of an access ramp for people with disabilities, acquisition of screen reader software for visually impaired/blind persons, provision of an accessible bathroom for people with disabilities, acquisition of an elevator ensuring access for people with disabilities to the upper floors of the building).

Impact of the investment at regional level:

The project of POWERTRACE SRL aims at creating 3 jobs, one of which is designated for individuals from disadvantaged categories in accordance with the applicant's guide, directly reflecting in an improved living standard for the population. Furthermore, the project generates an increase in taxes and duties paid to the local budget. Through both pathways, the project of POWERTRACE SRL contributes to the economic growth of Suceava Municipality and Suceava County, respectively.

The total value of the project is **6,836,101.30 RON**, of which the non-reimbursable amount is **4,106,114.60 RON**.

The project implementation duration is 50 months, namely from **01.11.2019 to 31.12.2023**.

Additional information about the project can be obtained by phone at 0737.774.955 and by email at eugendodiu@powertrace.ro.

Investing in your future! Project co-financed by the European Regional Development Fund through the Regional Operational Programme 2014-2020