

PRESS RELEASE

Date:

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

POWERTRACE SRL, as Beneficiary, is implementing 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".

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

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 a focus on efficient resource use and pollution reduction.

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

Additional information about the project can be obtained by calling 0737774955 or 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