

## Grupo PÉRTIGA

### Montevideo



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We work on the responsibility, identity and institutional image of companies, construction projects, multilaterals and investors. Together with organizations and their members we create media, information and audiovisual content that is useful and attractive with the aim of connecting with stakeholders. We create plans and internal capacities in the company that help to mitigate uncertainty, anxiety and discontent, anticipating internal and external crises, contributing to building peace.

Experience in assisting foreign investors

Customer: CEDDET Foundation - AECID (Latin America and Spain)

Project: Knowledge management, online campaigns, social media management, online training and relationship strategy in Mercosur.

Date of execution: 2014 to present

Customer: Sabre (Multinational, Uruguay)

Project: Technical assistance in developing soft skills in communication, language, public speaking and leadership in support of improving intercultural communication and organizational climate.

Date of implementation: December 2016 - December 2017.

Customer: CEDDET Foundation - AECID (Spain, Uruguay)

Project: Audiovisual production, "Customs Modernization" course Date of execution: July 2017

Customer: Spanish Cooperation Training Center in Uruguay (Latin America)

Project: Generation of outreach materials. Journalistic production, dissemination of events, interviews, contents for e-learning courses of the Latin American public administrations.

Date of execution: 2014 - 2017

Customer: IDB/MIF - Conaprole (International Dairy and Renewable Energy Companies, Conaprole -Uruguay and Inter-American Development Bank)

Project: Design, development and implementation of a communication strategy for the project Promotion of Improvement of Energy Efficiency and Use of Renewable Energies in Small and Medium-Sized Dairy Farms

Date of execution: February 2013 - March 2017

Customer: Ibero-American Program to Strengthen South-South Cooperation PIFCSS/SEGIB (Ibero-America)

Project: Technical assistance to build a visibility strategy for the Ibero-American Program to Strengthen South-South Cooperation

Date of implementation: 2015 - 2016

Customer: BID/FOMIN- Commercial and Industrial Association of Rivera (ACIR)

Project: Technical assistance for the project "Promoting Local Socio-Economic Development, Valorisation and Exploitation of Departmental and Regional Tourism Resources".

Date of implementation: 2014 - 2015

Customer: European Union - MERCOSUR (Regional program based in Uruguay with multiple international contractors and activities in 4 countries)

Project: Technical assistance for the design and execution of the strategy and plan of communication and visibility of the ECONORMAS-MERCOSUR Program of "Support to the Deepening of the Economic Integration Process and sustainable development of MERCOSUR" in lines of action in environment, industry, trade of regional scope.

Date of implementation: 2012 - 2015

Customer: European Union - MERCOSUR - CEDDET (European Union, Mercosur and 50 regional public-private alliances)

Project: Technical assistance in the design and execution of the regional marketing and communication plan of Escuela Virtual Mercosur (EVM) project. Relationship strategy and alliance building in the 4 countries.

Execution Date: 2012 - 2014

Customer: FAO - UN (12 countries, articulation with central in Chile and Executive Power of Uruguay)

Project: Technical assistance for the design and/or strengthening of food safety policies for the countries of the region.

Date of execution: April to December 2011

Customer: IDB/MIF - Uruguayan Exporters Union

Project: Technical assistance for the design of the communication strategy and plan and Visibility of the Corporate Entrepreneurship Program.

Date of implementation: February to July 2011

Customer: European Union - MIEM

Personal expert performance on 7 clusters and 2 programs; support to the impact management of the pulp industry and improvement of Fray Bentos' competitiveness. Project: Technical assistance for the design, planning and management of the communication and visibility of the Program to Support Competitiveness and Export Promotion (PACPYES). Date of implementation: 2006 - 2009

International Presence

It operates from Montevideo to Mercosur with associates. Experience in 22 countries as a contractor.

Staff: 12

Year of Constitution: 2009

Languages: Spanish, English and Portuguese.

## CONTACT

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## LOCATION

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