

TrocoBuy strengthens its presence in Portugal after having finished the BETA phase

2nd september 2013.- The business financing and e-commerce platform TrocoBuy consolidates its position in the Portuguese market, after opening an office in Oporto and having successfully performed international transactions among Portuguese companies. Thus, the BETA phase is considered to be concluded to give way to a renewal process which will suppose a qualitative leap forward in services to enterprises offered by TrocoBuy.

The **TrocoBuy platform** has shown these first 18 months of activity a robust health: 31 million euro financed 3,600 companies and 4,000 available products.

The good data obtained made possible the incorporation of an Operational Managing Team, in charge of the services' expansion and the platform relaunching as a step towards the internationalization. The new changes, still being tested, will entail new advantages for entrepreneurs, sole-traders and SMEs.

The starting point of the relaunching campaign will be TrocoBuy's participation –on 11th, 12th and 13th September- in the summer course "Innovation in Treasury Management," organized by the University of País Vasco and the Management and Finance Forum. Renowned companies and banking institutions from the Basque Country will be present at this prestigious event, in which TrocoBuy will be rewarded with the First Prize Yared Award for its financing innovation and positive social impact. This award means the recognition of the ECRI Group (Ethics in Finances and Stakeholder Responsibility), from the University of País Vasco and the Management and Finance Forum.

About TrocoBuy

TrocoBuy is a platform of business financing and e-commerce for SMEs, entrepreneurs and sole-traders (www.trocobuy.com)

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