

## Independent Management Consultancies Network IMCN

European

Professional

Personal



*Name of the firm*

**MERCAL – Gestão e Marketing Internacional, Lda.**

*Full address  
(incl. phone, fax etc.)*

**Praça de Alvalade, 6 – 4º D  
1700-036 Lisboa  
Portugal  
Tel +351 21 781 11 40  
Fax +351 21 781 11 49  
E-mail joao.ribeiro@mercal.pt  
Internet www.mercal.pt**

*Established*

**1996**

*Other offices/daughter companies  
(location)*

**MERCAL IBÉRIA SL (Madrid - Spain)  
MC CONSULT (Fortaleza - Brazil)**

*Responsible person for the  
network*



**João Ribeiro**

*Name of managing partner(s),  
executive director(s)*

**João Ribeiro**

*Name of senior consultants*

**Carlos Graça  
Mário Mateus  
João Araújo  
Rita Marques  
André Loureiro  
Joana Jeronimo  
Ana Gomes**

*Total number of consultants*

**7**

*Number of associate  
management consultants  
(at least one entire assignment  
together)*

**2**

**October 2008**

(The profiles of the members are permanently updated. Please ask for the latest version.)

## Independent Management Consultancies Network IMCN

### MERCAL Gestão e Marketing Int.

*Specialisations  
(FEACO classification/  
main fields of activity)*

Global strategic management  
Internationalisation  
Marketing  
Process management and reengineering  
Management of integrated and quality systems  
Mergers and acquisitions  
Investment projects and financing  
Cooperation and economic development  
Formation and human resources

*Type of clients/branches  
(industry areas)*

From medium to large companies, mostly in the sectors of industry, commerce and services:  
Agriculture industry and wine production  
Automobiles  
Mass products distribution and retail  
Construction and engineering  
Edition and graphic arts  
Electrical  
Energy and renewable energies  
Tourism  
Official and public institutions

Wood, cork and furniture  
Industry equipment  
Metallurgy / metal working  
Non metallic minerals  
Chemical  
Health  
Textile, clothing and shoes  
Transports and logistics

*International practice  
(foreign countries where assignments were completed;  
in order of priority)*

Spain  
European Union  
Angola  
Brazil  
Cape Verde  
Gabon  
Guinea-Bissau  
Marocco  
Mozambique

*Language ability in the firm*

Portuguese  
English  
Spanish  
French  
German

*Professional membership  
and cooperations*

*Professional Membership*  
APECA – Associação Portug. de Empresas de Contabilidade e Administração (Portuguese Companies Association of Accounting and Administration) – 1999  
APQ – Associação Portug. para a Qualid. (Portug. Association for Quality) – 2004  
IQF – Instituto para a Qualid. na Formação (Quality Formation Institute) – 2005

*Cooperations*  
WB – World Bank  
ADB – African Development Bank  
EU – European Union / European Commission  
UMP – União das Misericórdias Portuguesas  
IAPMEI – Instituto de Apoio às Pequenas e Médias Empresas (Institute for the Support to Small and Medium-sized Enterprises)  
ICEP – Investimentos, Comércio e Turismo (Investments, Commerce and Tourism)  
APAD/FCE – Agência Portuguesa de Apoio ao Desenvolvimento do Ministério dos Negócios Estrangeiros e Ministério das Finanças (Portuguese Agency for the Development Support)

*International certification  
and date*

ISO 9001 System Standard being certified  
CMC – Certified Management Consultant (Institute of Management Consultancy)

*Periodicals*

MERCAL News: a quarterly newsletter  
Regular Annual Editions of Industry Diagnosis and Trends

## Independent Management Consultancies Network IMCN

### **MERCAL Gestão e Marketing Int.**

*Mission statement / consulting philosophy*

Our philosophy is to develop a partnership with our clients and to promote the growth of their business, at national and international level.

*Credentials (short description of some typical assignments)*

- Type of client / branch (industry area)
- Field of activity
- Assignment summary and results

#### **ONE OF THE PORTUGUESE TOP LEADING COMPANIES OF CLOTHES MANUFACTURING AND COMMERCIALISATION**

*Investment Project in the international area:*

Strategical diagnosis; international operational plan (East Europe, Germany and USA); equity finance and EU support financing (SIME programme); industrial organisation and reengineering process, focus on the product development and differentiation

#### **PORTUGUESE LEADING MANUFACTURER OF WIRE PRODUCTS**

*Investment Project and Strategical Marketing Plan:*

Strategical diagnosis and business plan; equity finance and EU support financing (SIME programme); strategic business and marketing plan; international operational marketing plan (Europe, USA and Mercosul); formation to the board of directors and managers in organisational leadership; development of the information management systems and e-business strategy

#### **PORTUGUESE FURNITURE MANUFACTURER**

*Investment Project and Implementation of Quality Management System:*

Market and marketing study; strategical diagnosis and business plan; organisation and implementation of the network partners association and company; assistance to the investment and obtaining financing (supported by SIME / EU); strategic marketing plan; formation in marketing and sales; management information systems; quality management systems certification by ISO 9001; 2000 standard

*Selection of important and well known clients (location)*

- BDO – Lisbon/Portugal
- CICOMOL, S.A. – Ourém/Portugal
- COBERMETAL – Batalha/Portugal
- EUROPEAN COMMISSION – EU – Brussels/Belgium
- FARAME, S.A. – Lisbon/Portugal
- FCE / APAD – Minister of Finance and Minister of International Public Affairs
- FCCN / DNS – Fundação Científica e Computação Nacional – Serviço Nacional de Registo de domínios – Lisbon/Portugal
- FITAGRO GROUP – Seville/Spain
- GOVERNMENT OF GUINEA BISSAU – Minister of Economy and Minister of International Public Affairs, Bissau/Republic of Guinea Bissau
- GRUPO ICO (Icomatro, S.A.; Icomatro, Lda; Mexótica, S.A.; Mundifolhas, Lda) – Seixal/Portugal
- GRUPO LENA – Leiria/Portugal
- GRUPO NIGEL – Peniche/Portugal
- HORST GUERMANN, Lda. – Vila do Conde/Portugal; Cape Verde
- IAPMEI – Instituto de Apoio às Pequenas e Médias Empresas – Minister of Economy – Lisbon/Portugal
- ICEP – Investimentos, Comércio e Turismo – Minister of Economy – Lisbon/Portugal
- PALSER – Sertã/Portugal
- SARVINHOS – Leiria/Portugal
- SCHNEIDER ELECTRIC PORTUGAL – Lisboa/Portugal
- UCASUL – Beja/Portugal

## Independent Management Consultancies Network IMCN

### **MERCAL** **Gestão e Marketing Int.**

*Partners / senior consultants  
short profile*

#### **JOÃO RIBEIRO – manager and general director of MERCAL**

University graduation in economics, Master's degree in management, post-graduation in financial analysis, PhD programme in management, qualification for european doctorate in business administration and marketing management. 4 years as manager director and CEO of the Spanish company Edmar, 2 years as manager director and CEO at PEDISANA-THIES, 3 years as manager director and CEO at PAOL/TAGOL Group and 4 years as manager director and CEO at Revlon. Since 1996 managing partner and CEO of MERCAL, lecturer and invited professor at the University, being responsible for the strategic management and international marketing department.

#### **JOÃO ARAÚJO**

University graduation in management and computer science, post-graduation in international management and master student in international management. Joao had 1 year consulting experience at Deloitte and 4 years consulting experience at KPMG, in management and computer science, before joining MERCAL. Since 2006 he is the head of the strategy and international marketing department at MERCAL Consulting Group, being responsible for the budgeting, team coordination, supervising the work developed in the department and for developing major projects.

#### **MÁRIO MATEUS**

University graduation in geography and regional planning (physic geography), post-graduation in management and information systems with specialisation in TQM and integrated management systems (IUSO 9000, ISO 14000, OSHAS 18001 and HACCP) 8 years consulting experience in environment and quality. Since 2004 senior consultant of management systems of quality and reengineering of processes at MERCAL.

#### **JOÃO CARLOS CRAÇA**

University degree in chemical engineering and post-graduation in quality engineering. He is an expert in TQM, QFD, 6 SIGMA and LEAN. Before joining MERCAL he worked as a production director for 17 years in two international manufacturing plants at Portugal and Lithuania. He is senior consultant of organisation change and industry development projects at MERCAL.

#### **RITA MARQUES**

University graduation in business administration and management. She was trainee at Deloitte Consulting in the finance consulting department and worked in finance outsourcing. Since 2006 she is senior consultant at MERCAL corporate finance department.

#### **ANDRÉ LOUREIRO**

University graduation in marketing management, 4 years experience in account manager at transports\logistics and wine companies, and consultant at MERCAL sales and marketing department.

#### **JOANA JERÓNIMO**

Environmental engineer, post-graduation in integrated management systems, had professional experience as a junior consultant at Refer and since 2006 she is a junior consultant at MERCAL quality department.

#### **ANA GOMES**

Health and safety technician, degree in environmental health, post graduated in management quality systems (safety and environmental). Has professional experience in a public health center institution.