



[Troia](#) is an IT company that specializes in asset management solutions as well as developing their own augmented reality platform for industry and focuses more and more on the foreign markets.

In order to reach foreign markets, it is very important we attend various events held abroad. The vouchers help us reduce the final cost of participation at such events, therefore we have been applying for them in the past already.

Attending events abroad alone, does not guarantee a successful outcome, however, the costs are there. So, the company always considers the benefits over the costs. Vouchers are an additional stimulation for the company to attend such events abroad. In the past, we had outside help, to apply for the vouchers and then we've decided to hire that same external expert and now she's a part of our team.

With her experience, we continue to successfully apply for vouchers and that enables us to look for and apply to more events than we probably would otherwise.

As we have become the first European company to ever receive the [Maximo World Award](#), we can safely say the vouchers also helped us become internationally recognised, which is always good for doing business.

The global Covid-19 pandemic has caused a great disturbance on the global market and as many other companies, it affected us as well.

As the company, we were able to overcome the initial problems. We were able to self-organize to work from home and have small teams that also kept boosting the morale. In the future, changes are inevitable and the field we are convinced will require most attention is making new and keeping existing business contacts in the virtual reality as face-to-face meetings have been drastically reduced and international travel has been severely limited.