

"More than 50% of our time with our customers"



This is a statement by Ricardo Constantino, Director of the R&D Department of Petrotec Group, when he took part in the "Seminar on Innovation" in Guimarães.

On 19th March, the Petrotec Group took part in the "Seminar on Innovation", hosted by the Commercial and Industrial Association of Guimarães in collaboration with the Sociedade Portuguesa de Inovação and the School of Engineering of the Minho University.

The Petrotec Group was represented by the Director of the R&D Department, Ricardo Constantino, who shared his international experience in front of an audience of top businessmen and leading figures associated with the business and economic fabric of the region.




Ricardo Constantino explained Petrotec Group's innovation strategy, stressing the importance of the customer's voice throughout the entire process:

"Innovation serves the markets, which is why we spend more than 50% of our time with our customers. As a company, we are very selective on how and where we invest, because we are aware of our dimension. We invest only in projects that can give us the expected return, knowing that sometimes it is the little details that bring us the best and largest projection, whether media coverage, or financial", he said.

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