

Independent Management Consultancies Network IMCN

 European

 Professional

 Personal



Name of the firm

MERCAL – Consulting Group

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

**Campo Grande, 35, 8º A
1700-087 Lisboa
Portugal
Tel +351 21 781 11 45
E-mail joao.ribeiro@mercal.pt
Internet www.mercal.pt**

Established

1996

*Responsible person for the
network*



João Ribeiro

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

João Ribeiro

Name of senior consultants

**Ricardo Matias
Eduardo Gonçalves
Eduardo Martins
Diogo Fernandes**

Total number of consultants

5

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

5

December 2019

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

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MERCAL Consulting Group

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

Mercal offers specialised consulting services to respond and find solutions to the diverse needs and objectives of organisations at a national and international level, focusing on the following areas:

CORPORATE STRATEGY AND MANAGEMENT

In Strategic and Operational Management Consulting, we build tailor-made, comprehensive and innovative solutions, providing a High-performance management, a clear vision of the business and a new level of results in companies in the fields of management, strategy, corporate finance, and marketing.

INTERNATIONALISATION

Mercal provides a personalised and innovative international service, which boosts sales and reduces unforeseen situations.

M&A AND FINANCIAL RESTRUCTURING

Mercal's services in the area of Mergers and Acquisitions focus on the acquisition and sale of companies as well as financial restructuring.

*Type of clients/branches
(industry areas)*

From medium to large companies, mostly in the sectors of tourism, industry, commerce, services and agriculture.

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

Angola
Mozambique
Spain
Brazil
Morocco
Guinea-Bissau
Gabon
European Union (Commission)

Language ability in the firm

Portuguese
English
French
German
Spanish

*Professional membership
and cooperations*

Associação Industrial de Portugal (AIP)
Associação Empresarial da Região de Lisboa (AERLIS)
Agência de Apoio ao Investimento e Comércio Externo/Minist. of Economy (AICEP)
Associação Portuguesa para a Qualidade (APQ)
Direção Geral do Emprego e das Relações no Trabalho/Minister of Labour (DGERT)
Empresa Internacional de Certificação (EIC)
European Union / European Commission (EU)
Instituto de Apoio a Pequenas e Médias Empresas/Minister of Economy (IAPMEI)
União das Misericórdias (UMP)
World Bank (WB)

*International certification
and date*

Quality System Certified by ISO 9001 (2004)
Training and Education Certified by DGERT (2009)

Periodicals

Mercal News: a quarterly newsletter
Annual Editions of Country Profiles;
Industry Diagnosis and Trends

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MERCAL Consulting Group

Mission statement / consulting philosophy

Founded in 1996, Mercial Consulting Group is one of the leading consulting firms in Portugal.

MISSION: Develop ongoing relationships with our partners, based on trust and a work of excellence, promoting the growth of our clients, nationally and internationally.

VISION: Be the best consulting group to generate value for our clients, partners, shareholders and employees.

PHILOSOPHY: We do not want a client for just today. We build the future with you.

Credentials (short description of some typical assignments)

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

LEADING PORTUGUESE CIVIL CONSTRUCTION

Business Plan and Strategic Development

The Mercial developed the Business Plan and Strategic Development for all companies of the FCM group, to sustain its development strategy aimed at strengthening its position at a national and international level.

GLOBAL LEADING IN ADVANCED GPS FLEET MANAGEMENT SOLUTION

Internationalization Project

With Mercial support and help, Inosat has become a worldwide company. They are currently present in 26 countries and divided by 4 major regions: Europe, Africa, Latin America and Middle East.

LEADING PORTUGUESE MANUFACTURE OF AIR PURIFIERS

Investment project in international marketing and finance operation

The company is a pioneer and a world leader in its sector. The innovative improvements brought about by the international marketing project, developed by Mercial, helped the company to be more proactive. It gained the capacity to diversify its international activities in foreign markets and to obtain financing for the project.

PORTUGUESE LEADING METALWORKING MANUFACTURER

Foreign Direct Investment Project in Mozambique

The direct investment project allowed the constitution of A SILVA MATOS Mozambique, Lda. Through this, the manufacturer achieved its strategic objectives and the implementation of the internationalisation strategy.

PORTUGUESE OFFICIAL INVESTMENT FUND

Finance restructuring

As financial advisor of the fund, the assignment involved the outsourcing services for over 50 SME, covering all industries with a budget of 150 million Euro.

LEADING PORTUGUESE MANUFACTURE IN THE PUBLISHING INDUSTRY

Strategic Marketing Programme

Analysing the business development at a national and international level, Mercial conducted a market study of Portugal and also some countries of Maghreb (i. e. Morocco, Algeria and Tunisia).

CITY DEVELOPMENT

Developing a strategic plan

Mercial developed a strategic plan regarding the development of the city and the region as a whole. Intended to lay the foundation for a sustainable development model and to affirm a future development strategy for the city.

Selection of important and well known clients (location)

AICEP – Minister of Economy - Portugal

AIRFREE - Lisbon

A.S.MATOS GROUP - Sever do Vouga - Portugal

BDO – Lisbon/Portugal

COOPERATIVA AGRÍCOLA DE BEJA E BRINCHES - Beja/Portugal

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MERCAL Consulting Group

Selection of important and well known clients (location) (Cont.)

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
 FITAGRO GROUP – Seville/Spain
 GOVERNMENT OF GUINEA BISSAU – Minister of Economy and Minister of
 GRUPO FCM – lisbon/Portugal
 GRUPO NIGEL – Peniche/Portugal
 International Public Affairs, Bissau/Republic of Guinea Bissau
 IAPMEI – Instituto de Apoio às Pequenas e Médias Empresas
 Minister of Economy – Lisbon/Portugal
 LIVE PLACE BY PALEGESSOS - Sabugal/Portugal
 MITUR - Ministério da Indústria e Turismo de Moçambique
 PALSER – Sertã/Portugal
 SCHNEIDER ELECTRIC PORTUGAL – Lisboa/Portugal
 TURISMO FUNDOS/FIEAE - Lisboa/Portugal
 UCASUL – Beja/Portugal

Partners / senior consultants short profile

JOÃO RIBEIRO

Managing partner

Economist; Master's degree in Management; Post Graduation in Finance; PhD programme in Business Administration and Marketing Management. He was manager director and CEO of MNE in Portugal and abroad for 11 years. Since 1996 he has been the managing partner and CEO of Mercal Consulting Group and is lecturer and invited professor at the University in Lisbon, in strategic management and international marketing planning.

RICARDO MATIAS

Corporate Finance Department

Graduated in Management and Business Administration, he holds an MSc. degree in Corporate Finance. He has been an assistant professor in Statistics at ISCTE Business School. He started his career as a management consultant and now he is head of the corporate finance department at MERCAL.

EDUARDO GONÇALVES

Strategy and Business Consulting

Graduated in Finance he holds a Post Graduation in Management by Instituto Superior de Ciências do Trabalho e da Empresa at Lisbon University. He made a career in Audit and Consulting at Deloitte developing several projects in Portugal and Angola. Since 2014 he has been working at MERCAL as Senior Consultant in the Department of Strategy and Business Consulting.

EDUARDO MARTINS

Marketing Management Department

Graduated in Tourism he took a Post-Graduation in Economic Analysis by University of Evora. Msc. in Management and Marketing Strategy. He has also made several specialisations, namely in Innovation for Companies (University of Maryland), Strategic Marketing (Wharton University of Pennsylvania), Advanced Management Strategy (Ludwig- Maximilians-Universitat Munchen) and Social Media Marketing (Northwestern University). He has started working in Marketing Management and Digital Marketing for IT companies and works now as Marketing Consultant at MERCAL.

DIOGO FERNANDES

Strategy and M&A Consulting

Graduated in Chemical and Biological Engineering from the Instituto Superior de Engenharia de Lisboa (ISEL) and Master in Industrial Management and Strategy from the Instituto Superior de Economia e Gestão (ISEG). After an academic career, he began his professional activity in consulting and project management services in the area of strategic, M&A and financial planning.