Valiryo® is an international patented dryer, it was created by a Navarre SME, Lifeak. Since 2015, its market launching year, Lifeak has attended orders from all over the world. It is now in 2016, after meeting the initial demand, when the possibility of building up a commercial network in Spain has risen.

The current national strategy and the recognized international success of Valiryo® have been the motivation of this project, whose main objectives are: identifying the most appropriate international market to establish a sales network and defining the creation process of this network.