

ΕΡΑνηΕΚ 2014-2020
OPERATIONAL PROGRAMME
COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION



Competitiveness Toolbox

FOR SMALL AND VERY SMALL ENTERPRISES

The enterprise KATSANTONIS DIMITRIOS based region of Central Macedonia, has joined the Action "Competitiveness Toolbox" with a total budget of **400 million €**. The Action aims at supporting existing small and very small enterprises, in order to upgrade and improve their competitive position in domestic and international markets, by investing in the modernization of their production equipment and by adopting product certifications.

The investment's total budget is 37.154,18 € out of which 18.577,09€ is public expenditure. The Action is co-financed by Greece and the European Union - European Regional Development Fund.

The approved co-financed Business Plan includes investments on the following categories:

- ✓ Supply - transportation - installation of equipment for improvement of the energy efficiency of building infrastructures
- ✓ ICT Equipment & Specialized Software
- ✓ Packaging - Label - Branding
- ✓ Digital Projection using a flexibility clause, article 98 CANEE 1303/2013 and article 2 par. 3 of the YAEKED
- ✓ Drafting and monitoring of the investment plan
- ✓ Supply of purely professional motor vehicles of use to cover exclusively the needs of the business

Through the participation in the Action, the enterprise achieved:

- ✓ Competitiveness improvement
- ✓ Increase of profitability
- ✓ Reinforcement of an extrovert business profile
- ✓ Market expenditure by adopting new products and services
- ✓ Creation of better quality products and services
- ✓ Increase of productivity and improvement of operational procedures
- ✓ Entrepreneurship Reinforcement
- ✓ Creation/ retention of jobs
- ✓ Other

The support of ΕΡΑνηΕΚ proved beneficial, not only for the enterprise but for the competitiveness of the national as well as the local economy.



European Union
European Regional
Development Fund



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