

ΕΡΑνηΕΚ 2014-2020
OPERATIONAL PROGRAMME
COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION



Competitiveness Toolbox

FOR SMALL AND VERY SMALL ENTERPRISES

The enterprise **ROKOS GEORGIOS SINGLE MEMBER P.C.** based in **Central Macedonia Greece region**, 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 181.325,00 € out of which 115.461,25 € 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:

- ✓ Machinery – Equipment
- ✓ Quality system, Standardization, Certifications etc (up to 100% of the total budget)
- ✓ Means of transportation
- ✓ Packaging & Branding
- ✓ Digital Promotion
- ✓ Wage cost for new personnel

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.



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Establishment and Modernization of existing Very Small, Small and Medium Sized Manufacture and Tourism Enterprises

The enterprise ROKOS GEORGE SINGLE MEMBER IKE, which is headquartered in the Region of Central Macedonia, was co-financed by the European Regional Development Fund (ERDF) of the European Union for the implementation of its project under the Action «Establishment and Modernization of existing Very Small, Small and Medium Sized Manufacture and Tourism Enterprises» under the framework of the Operational Program «Central Macedonia» 2014-2020.

The action aims to assist small and medium-sized enterprises in implementing investment projects to increase competitiveness and in extension to improve their position in the domestic and international market.

investment's total budget is 550.000 € out of which 249.499,99 € is public expenditure. The Action is co-financed by Greece and the European Union - European Regional Development Fund.



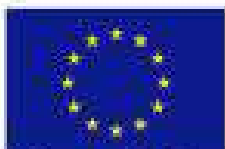
REGION OF CENTRAL MACEDONIA
MANAGING AUTHORITY
O.P. Region of Central Macedonia





WE VENTURE ABROAD

The enterprise is participating in the programme “We venture abroad” which aims to enhance the international profile of export-oriented SMEs.



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Πρόγραμμα Ανάπτυξης, Ανταγωνιστικότητας, Υποδομών, Διάφορων Μέσων και Έρευνας
Partnership Agreement
2014 - 2020

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DIGITAL step 
DIGITAL UPGRADING OF ENTERPRISES

The enterprise ROKOS GEORGIOS SINGLE MEMBER I.K.E based in CENTRAL MACEDONIA region, has joined the Action "Digital Step" with a total budget of **84 million €**. The Action aims at the digital upgrading of very small, small and medium - sized enterprises.

The investment's total budget is 50.000,00€ out of which 25.000,00 € is public expenditure. The Action is co-financed by Greece and the European Union - European Regional Development Fund.

The approved subsidised Business Plan includes investments in the following categories:

- ✓ Procurement and installation of ICT equipment
- ✓ Software for office applications, web development, e-shop services etc.
- ✓ Digital services (Digital advertising, e -security certifications, data entry and transfer etc.)
- ✓ Wage costs for new personnel

Through the participation in the Action, the enterprise achieved:

- ✓ Competitiveness improvement
- ✓ Increase of profitability
- ✓ Reinforcement of an extrovert business profile
- ✓ Enhancement of entrepreneurship
- ✓ Creation /maintenance of high quality job positions
- ✓ Other

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

