



Upgrading Micro & Small Businesses to Develop their Skills in New Markets

This enterprise has been co-financed by the above mentioned Action, which aims at the upgrading of the competitive position of very small and small businesses.

The investment concerns the technological, organizational and commercial improvement and/or the reorganization of the firm and its products/services.

Below are the economic sectors which are being financed by the Action:

- Agri-food /food industry
- Energy sector
- Environmental sector
- Information & communication technologies (ICT)
- Logistics
- Health and pharmaceutical industry
- Materials – construction
- Creative and cultural industries



European Union
European Regional
Development Fund



HELLENIC REPUBLIC
MINISTRY OF
DEVELOPMENT AND INVESTMENTS
SPECIAL SECRETARIAT FOR
ERDF & CF PROGRAMMES
MANAGING AUTHORITY OF ΕΡΑνηΕΚ



ΕΡΑνηΕΚ 2014-2020
OPERATIONAL PROGRAMME
COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION



Competitiveness Toolbox

FOR SMALL AND VERY SMALL ENTERPRISES

The enterprise **RETIRE S.A.** based in **Eastern Macedonia & Thrace** 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 **161.220,92 €** out of which **99.999,94 €** 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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