

# ΕΡΑΝΕΚ 2014-2020 OPERATIONAL PROGRAMME COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION



## Supporting the Establishment and Operation of New SMEs in the Tourism Sector

The enterprise EUPHORIA PC based in Central Macedonia region, has joined the Action "Supporting the Establishment and Operation of New SMEs in the tourism sector" with a total budget of **689 million €** (500,6 million € from ΕΡΑΝΕΚ and 188,4 million € from Regional Operational Programmes). The Action aims at supporting tourism entrepreneurship by establishing new very small, small and medium - sized enterprises in the tourism sector.

The investment's total budget is 398.000,00 € out of which 199.000,00 € is public expenditure. The Action is co-financed by Greece and the European Union - European Regional Development Fund.

### The approved subsidised Business Plan includes expenditures on the following categories:

- ✓ Machinery, installations and environmental protection equipment along with energy and water saving equipment.
- ✓ Certification of quality assurance systems and environmental management
- ✓ Promotion - Participation in exhibitions
- ✓ Preparation and monitoring the implementation of the Investment Plan

### Through the participation in the Action, the enterprise achieved:

- ✓ Competitiveness improvement
- ✓ Increase of profitability
- ✓ Reinforcing an extrovert business profile
- ✓ Market expenditure by adopting new products and services
- ✓ Creating better quality products and services
- ✓ Increasing productivity and improvement of operational procedures
- ✓ Reinforcing entrepreneurship
- ✓ Creating / maintaining job positions

The support of ΕΡΑΝΕΚ 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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MINISTRY OF  
DEVELOPMENT AND INVESTMENTS  
SPECIAL SECRETARIAT FOR  
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