



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
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HELLENIC REPUBLIC
MINISTRY OF
DEVELOPMENT AND INVESTMENTS
SPECIAL SECRETARIAT FOR
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MANAGING AUTHORITY OF ΕΡΑνηΕΚ



ΕΡΑνεΚ 2014-2020
OPERATIONAL PROGRAMME
COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION

DIGITAL step
DIGITAL UPGRADING OF ENTERPRISES



The enterprise ANTONIOU ANTONIOS 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 43.083,08 € out of which 21.523,63 € 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 ΕΡΑνεΚ proved beneficial, not only for the enterprise but also for the competitiveness of the national as well as the local economy.



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