EPANEK 2014–2020 OPERATIONAL PROGRAMME COMPETITIVENESS ENTREPRENEURSHIP INNOVATION



WE VENTURE ABROAD

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





HELLENIC REPUBLIC

MINISTRY OF

DEVELOPMENT AND INVESTMENTS

SPECIAL SECRETARIAT FOR
ERDF & CF PROGRAMMES

MANAGING AUTHORITY OF EPANEK





EPAnEK 2014-2020 OPERATIONAL PROGRAMME COMPETITIVENESS-ENTREPRENEURSHIP-INNOVATION



The enterprise PRIMULA S.A. 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 24.755,10€ out of which 11.785,04 € is public expenditure. The Action is cofinanced 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

The support of EPAnEK 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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The enterprise PRIMULA S.A. based in Central Macedonia region, has joined the Action "Upgrading micro & small businesses to develop their skills in new markets" with a total budget of **310 million €**. The Action aims at the upgrading of the competitive position of very small and small enterprises.

The investment's total budget is 86.936,16 € out of which 34.774,46 € is public expenditure. The Action is cofinanced by Greece and the European Union - European Regional Development Fund.

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

- ✓ Buildings, other facilities and surrounding area
- ✓ Machinery Equipment
- ✓ Intangible expenses
- √ Wage costs for personnel (current and /or new employees)

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



Development Fund





