

**EPAnEK 2014-2020**  
**OPERATIONAL PROGRAMME**  
**COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION**

**DIGITAL step**   
DIGITAL UPGRADING OF ENTERPRISES

The enterprise SAMARAS & ASSOCIATES LTD 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€ out of which 25.000€ 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.)

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

- ✓ Competitiveness improvement
- ✓ Increase of profitability
- ✓ Reinforcement of an extrovert business profile
- ✓ Enhancement of entrepreneurship

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.



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



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

The enterprise Samaras & Associates Ltd 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 84.445,97 € out of which 42.222,99 € 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:

- ✓ 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.

