

ΕΡΑνηΕΚ 2014-2020
OPERATIONAL PROGRAMME
COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION

DIGITAL step
DIGITAL UPGRADING OF ENTERPRISES



The enterprise Alcon Pest Control Co 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 50.000,00 € out of which 25.000,00 € is public expenditure. The Action is co-financed by Greece and the European Union - European Regional Development Fund.

The approved subsidised Business Plan includes 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 ΕΡΑνηΕΚ 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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MINISTRY OF
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Competitiveness Toolbox

FOR SMALL AND VERY SMALL ENTERPRISES

The enterprise **Alcon Pest Control Co** based in **CENTRAL MACEDONIA** 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 200.000,00 € out of which 100.000,00 € 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
- ✓ Means of transportation

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

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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Technology Vouchers
for small and micro enterprises
of the Region of Central Macedonia

The enterprise Alvon Pest-Control Co with headquarters in the Region of Central Macedonia, was co-financed by the European Regional Development Fund (ERDF) of the European Union for the implementation of its project under the Action "Technology Vouchers for small and micro enterprises of the Region of Central Macedonia".

The Action is aimed at empowering small and micro enterprises, through the purchase of innovative ICT applications, in order to strengthen the ICT implementation strand, as key support technology, to achieve improvements in productivity terms and promotional activities.



REGION OF CENTRAL MACEDONIA
MANAGING AUTHORITY
O.P. Region of Central Macedonia





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**MODERNIZATION OF VERY SMALL,
SMALL AND MEDIUM SIZED TRADE AND SERVICE PROVIDERS
IN THE REGION OF CENTRAL MACEDONIA**

The enterprise Alcon Pest Control Co, which is headquartered in the Region of Central Macedonia, was co-financed by the European Regional Development Fund (ERDF) of the European Union for the implementation of its project under the Action "Modernization of Very Small, Small and Medium Sized Trade and service Providers" in the Region of Central Macedonia, under the framework of the Operational Program "Central Macedonia 2014-2020".

The Action aims to assist small and medium-sized enterprises in implementing investment projects to modernize their organization and operation, and improving their position in the domestic and international market.

The total investment budget is 100.000,00 €, of which public expenditure is 50.000,00 €.



REGION OF CENTRAL MACEDONIA
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