

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

**DIGITAL step**  
DIGITAL UPGRADING OF ENTERPRISES



The enterprise "Systegasmaena Farmakeia Anesti kai Georgiou Mystridi O.E." 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.



**European Union**  
European Regional  
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HELLENIC REPUBLIC  
MINISTRY OF  
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Co-financed by Greece and the European Union

**EPAnEK 2014-2020**  
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# Entrepreneurship Toolbox

COMMERCE - CATERING - EDUCATION

The enterprise "Systegasmaena Farmakeia Anesti kai Georgiou Mystridi OE" based in Central Macedonia region, has joined the Action "Entrepreneurship Toolbox" with a total budget of **80 million €**. The Action aims at supporting existing small and very small enterprises, operating in the following categories:

- Retailing
- Catering services
- Educational and social services

The investment's total budget is 100,000.00 € out of which 50,000.00 € 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 in the following categories:**

- ✓ Improvement of the business's premises for energy efficiency, health, safety and accessibility improvement
- ✓ Machinery and equipment for energy efficiency, health and safety improvement, ICT.
- ✓ Service and procedures standardization
- ✓ Digital Promotion
- ✓ Wage cost for new personnel
- ✓ Cost of preparation/implementation/monitoring of the business plan.

**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
- ✓ Creation/ retention of jobs

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



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