

ΕΡΑνεΚ 2014-2020 OPERATIONAL PROGRAMME COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION



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

The enterprise SERA 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 201.437,16 € out of which 80.000,00 € 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:

- ✓ Buildings, other facilities.
- ✓ Machinery – Equipment
- ✓ Wage costs for personnel (current 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

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



European Union
European Regional
Development Fund



HELLENIC REPUBLIC
MINISTRY OF
DEVELOPMENT AND INVESTMENTS
SPECIAL SECRETARIAT FOR
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Co-financed by Greece and the European Union