

ΕΡΑνΕΚ 2014-2020 OPERATIONAL PROGRAMME COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION



Supporting the Establishment and Operation of New SMEs in the Tourism Sector

The enterprise **TSVETKOVA KRISTINA** based in Eastern Macedonia and Thrace region, has joined the Action "Supporting the Establishment and Operation of New SMEs in the tourism sector" with a total budget of **689 million €** (500,6 million € from ΕΡΑνΕΚ and 188,4 million € from Regional Operational Programmes). The Action aims at supporting tourism entrepreneurship by establishing new very small, small and medium - sized enterprises in the tourism sector.

The investment's total budget is **400.000,00€** out of which **200.000,00€** is public expenditure. The Action is co-financed by Greece and the European Union - European Regional Development Fund.

The approved subsidised Business Plan includes expenditures on the following categories:

- ✓ Buildings, other facilities and surrounding area
- ✓ Machinery, installations and environmental protection equipment along with energy and water saving equipment.
- ✓ Certification of quality assurance systems and environmental management
- ✓ Promotion - Participation in exhibition
- ✓ Software and digital services

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

