

EPAnEK 2014-2020
OPERATIONAL PROGRAMME
COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION

DIGITAL step
DIGITAL UPGRADING OF ENTERPRISES

The enterprise PHYSIOMED HEALTH GROUP S.A. 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 8.121,00 € out of which 4.060,50 € 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
- ✓ Other

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.



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Competitiveness Toolbox

FOR SMALL AND VERY SMALL ENTERPRISES

The enterprise PHYSIOMED HEALTH GROUP S.A. 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 90.000,00 € out of which 45.000,00 € 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
- ✓ Digital Promotion
- ✓ Wage cost for new personnel

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
- ✓ Other

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



Co-financed by Greece and the European Union