

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



# Competitiveness Toolbox

FOR SMALL AND VERY SMALL ENTERPRISES

The enterprise WYLTOR S.A. based in Central Makedonia 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 153.800,00€ out of which 99.970,00€ 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
- ✓ Quality system, Standardization, Certifications etc (up to 100% of the total budget)
- ✓ Means of transportation
- ✓ Packaging & Branding
- ✓ 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

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

# EPAnEK 2014-2020 OPERATIONAL PROGRAMME COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION



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

The enterprise WYLTOR S.A. based in Central Makedonia 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 199.998,06€ out of which 99.999,03€ 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:

- ✓ Machinery – Equipment
- ✓ Intangible expenses
- ✓ Wage costs for personnel (current and /or new 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
- ✓ Creating / maintaining job positions

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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European Union  
European Regional  
Development Fund



## Establishment and Modernization of existing Very Small, Small and Medium Sized Manufacture and Tourism Enterprises

The enterprise WYLTOR S.A., 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 «Establishment and Modernization of existing Very Small, Small and Medium Sized Manufacture and Tourism Enterprises» 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 increase competitiveness and in extension to improve their position in the domestic and international market.

investment's total budget is 599.904,74€ out of which 269.957,12€ is public expenditure. The Action is co-financed by Greece and the European Union - European Regional Development Fund.



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

