

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



# Competitiveness Toolbox

FOR SMALL AND VERY SMALL ENTERPRISES

The enterprise MEDITRON SA 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 131.072, € out of which 65.535,99€ 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
- ✓ Means of transportation
- ✓ 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 ΕΡΑνηΕΚ 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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MANAGING AUTHORITY OF ΕΡΑνηΕΚ





European Union  
European Regional  
Development Fund



Technology Vouchers  
for small and micro enterprises  
of the Region of Central Macedonia

The enterprise MEDITRON S.A. with headquarters 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 "Technology Vouchers for small and micro enterprises of the Region of Central Macedonia".

The Action is aimed at empowering small and micro enterprises, through the purchase of innovative ICT applications, in order to strengthen the ICT implementation strand, as key support technology, to achieve improvements in productivity terms and promotional activities.



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

