

# ΕΡΑνηΕΚ 2014-2020

## OPERATIONAL PROGRAMME

### COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION



Strengthening tourism SMEs for their modernization and quality improvement of service

The enterprise NIKOLAOS IOANNIDIS HOTEL VIENNA TOURIST ENTERPRISES S.A. based in EASTERN MACEDONIA AND THRACE region, has joined the Action "Strengthening SME Tourism for modernizing and improving the quality of their services" with a total budget of **110 million €**. The Action aims at supporting very small, small and medium sized tourism enterprises, in order to enhance their competitiveness in the Greek and international tourism market.

The investment's total budget is 137.640,00 € out of which 55.056,00 € 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 on the following categories:**

- ✓ Buildings, other facilities and surrounding area
- ✓ Machinery, equipment ,installations and environmental protection equipment along with energy and water saving equipment
- ✓ Promotion - Participation in exhibitions
- ✓ Market research and other development studies
- ✓ Preparation and monitoring the implementation of the Investment Plan
- ✓ Labor 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 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  
ERDF & CF PROGRAMMES  
MANAGING AUTHORITY OF ΕΡΑνηΕΚ



Co-financed by Greece and the European Union