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



The enterprise **Palestrou Eirini Pharmacy** based in **North Aegean** 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 **50.000,00** € out of which **25.000,00** € is public expenditure. The Action is cofinanced 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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MINISTRY OF
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