

EPAnEK 2014-2020
OPERATIONAL PROGRAMME
COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION

DIGITAL step
DIGITAL UPGRADING OF ENTERPRISES

The enterprise **GIALOURIS G. MICHAIL** based in **Central Greece (Stereas Elladas)** 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 **18.242,51 €** out of which **9.121,25 €** 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 etc.
- ✓ Digital services (Digital advertising, development of e-security policy, Social Media presence, development of digital ads content etc.)

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.

