



## SUPPORT MICRO AND SMALL ENTERPRISES AFFECTED BY COVID-19 IN CENTRAL MAKEDONIA

The enterprise HOTEL PEFKA S.A with headquarters in the Region of Central Macedonia, was co-financed by the European Regional Development Fund (ERDF) of the European Union (EE) for the implementation of its project under the Action "Support micro and small enterprises affected by Covid-19 in Central Macedonia" under the framework of the Operational Program «Central Macedonia» 2014-2020.

The Action is aimed at empowering micro and small enterprises in the Region of Central Macedonia in the form of a non-repayable grant to ensure sufficient liquidity to deal with the effects of the Covid-19 pandemic.

Investment's total budget is 50.000,00 € (100% 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



Co-financed by Greece and the European Union

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



Strengthening tourism SMEs for  
their modernization and quality  
improvement of service

The enterprise **TA PEFKA S.A.** based in **Central Macedonia** 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 **53.243,45€** out of which **21.297,38€** 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
- ✓ 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  
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DEVELOPMENT AND INVESTMENTS  
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