

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



**Working Capital to companies  
continuously and severely  
affected by COVID-19**

**in the sectors of Entertainment,  
Events & Exhibitions Organisers,  
Event Catering Businesses, Gyms & Dance Schools**

The enterprise has been funded by the above mentioned Action, which aims to strengthen companies in the sectors of Entertainment, Events and Exhibitions Organizers, Event Catering Businesses, Gyms and Dance Schools, which face insufficient liquidity, but also suffer significant financial losses due to the ongoing measures to reduce the outbreak of COVID-19.

The funding covers operating expenses and in part the financial liquidity needed, for the enterprises to resume their business.



**European Union**  
European Regional  
Development Fund



HELLENIC REPUBLIC  
MINISTRY OF  
DEVELOPMENT AND INVESTMENTS  
SPECIAL SECRETARIAT FOR  
ERDF & CF PROGRAMMES  
MANAGING AUTHORITY OF ΕΡΑνεΚ



ανάπτυξη - εργασία - αλληλεγγύη  
**Partnership Agreement  
2014 - 2020**

**ΕΡΑνηΕΚ 2014-2020**  
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**DIGITAL step**  
DIGITAL UPGRADING OF ENTERPRISES



The enterprise BEAUTY GREECE TSIRIMOKOU based in ATTICA 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 48.901,21 € out of which 24.450,60 € 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, e-shop services etc.
- ✓ Digital services (Digital advertising, e -security certifications, data entry and transfer etc.)

**Through the participation in the Action, the enterprise achieved:**

- ✓ Competitiveness improvement
- ✓ Increase of profitability
- ✓ Reinforcement of an extrovert business profile
- ✓ Enhancement of entrepreneurship

The support of ΕΡΑνηΕΚ 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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Co-financed by Greece and the European Union