



QUALITY MODERNIZATION

QUALITY ORIENTED ENTREPRENEURSHIP

The enterprise ATHENS HOLIDAYS SA based in Northern Aegean region, has joined the Action "Quality Modernization" with a total budget of **150 million €**. The Action aims at the digital upgrading of very small, small and medium sized enterprises.

The investment's total budget is 125.609,55 € out of which 62.804,77 € 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:

- ✓ Machinery – Equipment
- ✓ Labor costs for new personnel

Through the participation in the Action, the enterprise achieved:

- ✓ Competiveness improvement
- ✓ Increase of profitability
- ✓ Reinforcement of an extrovert business profile
- ✓ Market expansion by adopting new products and services
- ✓ Creation of better quality products and services
- ✓ Increased productivity and improvement of operational procedures
- ✓ Enhancement of entrepreneurship
- ✓ Creation /maintenance of high quality job positions

The support of EPAnEK 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



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