

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



# Competitiveness Toolbox

FOR SMALL AND VERY SMALL ENTERPRISES

The enterprise FERI-TRI SOCIETE ANONYME INDUSTRIAL AND COMMERCIAL SOCIETE OF WATER AND TREATMENT PRODUCTS based in CENTRAL MAKEDONIA region, has joined the Action "Competitiveness Toolbox" with a total budget of **400 million €**. The Action aims at supporting existing small and very small enterprises, in order to upgrade and improve their competitive position in domestic and international markets, by investing in the modernization of their production equipment and by adopting product certifications.

The investment's total budget is 152.800,00 € out of which 76.400,00 € is public expenditure. The Action is co-financed by Greece and the European Union - European Regional Development Fund.

**The approved co-financed Business Plan includes investments on the following categories:**

- ✓ Machinery – Equipment
- ✓ Quality system, Standardization, Certifications etc (up to 100% of the total budget)
- ✓ Packaging & Branding
- ✓ Digital Promotion
- ✓ Wage cost for new personnel

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

- ✓ Competitiveness improvement
- ✓ Increase of profitability
- ✓ Reinforcement of an extrovert business profile
- ✓ Market expenditure by adopting new products and services
- ✓ Creation of better quality products and services
- ✓ Increase of productivity and improvement of operational procedures
- ✓ Entrepreneurship Reinforcement
- ✓ Creation/ retention of jobs
- ✓

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



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MINISTRY OF  
DEVELOPMENT AND INVESTMENTS  
SPECIAL SECRETARIAT FOR  
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Co-financed by Greece and the European Union