



## Co-financed by Greece and the European Union

The company Hergkeltzakis Spyridon and Co., based in the region of Attiki, joined the action "Supporting the establishment and operation of new tourism SMEs" with a budget of € 190.000.000. The action aims to improve the competitiveness of small and micro enterprises by investing in their productive modernization and digital promotion.

The total investment budget is € 33.605,31 of which the public expenditure amounts to € 15.122,39 and is co-financed by Greece and the European Regional Development Fund of the European Union.

The business plan approved for funding and being implemented includes investments in the following categories:

- ✓ Buildings, facilities, and surroundings
- ✓ Machinery – Equipment
- ✓ Digital equipment and software
- ✓ Other equipment
- ✓ Start-up aid (SME start-up)
- ✓ Promotion and outreach costs
- ✓ Technical studies
- ✓ Consultancy services
- ✓ Means of transport
- ✓ Indirect costs (up to 7% of the eligible direct costs of the investment project)

By participating in the Action, the company succeeded in the following areas:

- ✓ improving the competitiveness of the
- ✓ increase its profitability
- ✓ strengthening its extroversion
- ✓ expanding the market by adding new products & services
- ✓ ensuring higher quality products & services
- ✓ increase productivity & improve operational processes
- ✓ enhancing entrepreneurship
- ✓ creating/maintaining quality jobs