

ΕΡΑνεΚ 2014-2020 OPERATIONAL PROGRAMME COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION



Strengthening Tourism SMEs for their Modernization and Quality Improvement of Service

The enterprise **GOLDEN STAR CITY RESORT** 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 **147,889.14€** out of which **59,155.66€** 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
- ✓ Certification of quality assurance systems and environmental management
- ✓ Preparation and monitoring the implementation of the Investment Plan

Through the participation in the Action, the enterprise achieved:

- ✓ Competitiveness improvement
- ✓ Increase of profitability
- ✓ Creating better quality products and services
- ✓ Increasing productivity and improvement of operational procedures
- ✓ Reinforcing entrepreneurship

The support of ΕΡΑνεΚ proved beneficial, not only for the enterprise but for the competitiveness of the national as well as the local economy.

