

Project activities carried out by the ASSOCIATION OF ENTREPRENEURS IN GOTSE DELCHEV REGION:

- Organizing and conducting of two training seminars to improve the competitiveness of companies
- Providing services to enhance cooperation and exchange of ideas between businesses in different sectors of the economy involving young people
- Developing a web-based platform for touristic thermal routes
- Providing support to increase the competitiveness of businesses with a focus on thermal tourism, using research, analysis, databases and roundtables
- Publicity and Visibility of the project



Project activities carried out by the IN FOCUS ASSOCIATION:

- Providing business consultations in order to promote youth entrepreneurship
- Organizing and conducting of two business seminars and two business forums to support entrepreneurship and stimulate networking
- Creating a mobile application to promote tourism opportunities in the region and development of businesses supporting the sector
- Promoting the VR marketing as an opportunity to develop SMEs
- Activities for popularizing the goals, planned activities and achieved results of the project implementation among the general public.

PROJECT BENEFICIARIES

Lead Beneficiary:

Thessaloniki chamber of tradesmen, Greece



ΕΠΑΓΓΕΛΜΑΤΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΘΕΣΣΑΛΟΝΙΚΗΣ
THESSALONIKI CHAMBER OF TRADESMEN



PB 2: Professionals' association of Thessaloniki historical center, Greece



PB 3: Association of entrepreneurs Gotse Delchev region, Bulgaria

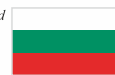


PB 4: IN FOCUS association, Bulgaria

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PROJECT

Strengthening the Competitiveness and Extraversion of cross-border BUSINESS by implementing INNovative and Specialized Actions

INNOBUS



Subsidy Contract: № B6.3a.14/13.04.2021

Budget: 652 200,00 €

Implementation period: 13.04.2021 – 12.04.2023

The overall project's objective is to strengthen the factors affecting entrepreneurial success by enhancing competitiveness, networking, SMEs' extraversion, and quality entrepreneurship with the cutting edge of innovation and the creation of added value by involving the business world and all stakeholders.



Specific objectives:

- The development of a supportive environment for SMEs that is meant to strengthen the factors affecting entrepreneurial success.
- The proceeding from the era of the graphic business creation to creating a service delivery framework supporting targeted SMEs in the region, meeting the needs of modern business development
- The networking of SMEs looking forward to the development of partnerships for the benefit of the cross border area
- The adoption of innovative methods and procedures for the development of products and services;
- The support of new business ideas and their sustainability
- The revitalization of the business environment in the cross-border area with the application of advanced tools.

Project Activities

- ✚ **Supporting clusters** in strategic areas of the regional economy and creating business networks, using different chambers as facilitators.
- ✚ **Consulting support for SMEs**, especially in the field of export orientation, innovation, dynamism and extroversion.
- ✚ **Specialized consulting services** including market analysis, legal and accounting issues, business plan development, human resource management, development and upgrading of marketing tools, which are targeting markets in or outside the program area, promotion and use of new financial instruments and services for access to available funds, product labeling and certification and other educational/training services.



- ✚ **Developing a web-based platform** to promote networking for SMEs.
- ✚ **Organizing networking events (B2B events)** in the business community at cross-border level.
- ✚ **Structuring creative entrepreneurship** in which the participants follow a specific way of dealing with the problem they want to solve.

- ✚ **Developing and promoting the historical identity of City Centers** for commercial activities and implementing of pilot actions in the field of sustainable tourism.

Expected Results

- ✚ Improving the business environment in the cross-border region
- ✚ Network development
- ✚ Strengthening the processes for support and development of SMEs
- ✚ Making the innovations a priority and connecting them to business
- ✚ Targeted educational/training services aiming to mature innovative business ideas.

Target Groups

- Representatives of SMEs in the cross-border region
- Young people who plan to start their own business or to improve an existing one
- Business networks, clusters and other organizations with similar goals and vision that work to support business and develop entrepreneurship

