

Interreg Greece-Bulgaria INNOBUS

European Regional Development Fund



Project's Overview/ Nikos Vadolas

Project Acronym: INNOBUS

Project Title: “Strengthening the Competitiveness and Extraversion of cross-border BUSiness by implementing INNovative and Specialized Actions”

Project Website: to be created within this month

Thessaloniki Professionals Chamber- Venue, 13-14/11/2023

The project is co-funded by the European Union and National Resources of the participating countries under the " INTERREG V-A GREECE - BULGARIA 2014-2020 "Cooperation Program



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Project's Identification

Starting Date	Ending Date
13/04/2021	30/11/2023
Call for Proposals	6th
PRIORITY AXIS	1- A Competitive and Innovative Cross-Border Area
INVESTMENT PRIORITY	3a- Promoting entrepreneurship, in particular by facilitating economic exploitation new ideas and supporting the creation of new businesses, including through incubators businesses
Special Target	To Improve entrepreneurship SME support systems
Intervention Categories	Advanced support services for SMEs and SME groups (including management, marketing and planning services)

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Project's Identification

BENEFICIARIES	BUDGET
Thessaloniki's Professionals Chamber	441.550,00€
SEPIK	
ASSOCIATION OF ENTREPRENEUR S GOTSE DELCHEV REGION	
IN FOCUS ASSOCIATION	

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Introduction to the INTERREG GR-BG Programme

Greece and Bulgaria, two neighboring countries with a rich past, since the end of the 1990s have entered an era of closer cooperation, due to the INTERREG Programme “Greece-Bulgaria”.

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Introduction to the INTERREG GR-BG Programme

The main idea behind “INTERREG” is that countries have issues which can be better solved if they work together with their neighbors than if each one remains confined within its borders.

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Project's ID

The main idea behind “INTERREG” is that countries have issues which can be better solved if they work together with their neighbors than if each one remains confined within its borders.

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Project's Background

The necessity:

The business environment in the cross-border area presents weaknesses in providing financial tools to SMEs, either at the stage of their establishment or at the level of existing ones that require working capital (funds).

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Project's Background

The project's proposed solution:

The proposed project comes to cover the aforementioned gap by providing specialized support that takes into account the profiles of the stakeholders and aims to highlight and use new financial instruments (tools) and services of access to working capital (funds).

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Project's Background

The project's proposed solution:

The proposed project foresees the establishment and operation of a Structure of Creative Entrepreneurship in which the participants will follow a specific way of dealing with the problem they want to solve.

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Project's Background

The project's proposed solution:

With criteria the human needs, the technologically feasible implementation and the business viability, they will discover what are the characteristics and qualities that their product or service must have in order to solve the problem efficiently and effectively.

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Project's Background

The project's proposed solution:

The Structure of Creative Entrepreneurship will be the cross-border reference point for innovation, research and support regarding the development of ideas and products.

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Project's Background

The project's proposed solution:

The reduction of operating costs without affecting quality factors, it is one of the most significant challenges in the modern business environment, especially in recent years with the presence of countries that have compressed the above costs and appear highly competitive.

Project's Background

The project's proposed solution:

The proposed project will apply cost-cutting technologies and processes, on a pilot basis, which will be implemented to a specific number of companies which will be selected by the final beneficiaries.

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Project's Background

The project's proposed solution:

The issue of linking the labor market and the business world has been and continues to be a hot topic.

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Project's Background

The project's proposed solution:

It is not so much the level of education, but the specialized knowledge and practice that should cover the business needs.

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Project's Background

The project's proposed solution:

The proposed project will reflect their needs, in collaboration with specialists, in targeted education and training of their staff so that they represent real data, taking into account all the requirements of the cross-border area.

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Thank you for your attention!