

STRENGTHEN project falls within

Priority Axis:

1 - A Competitive and Innovative Cross-Border Area

Specific Objective:

To Improve entrepreneurship SME support systems



Interreg
Greece-Bulgaria



European Regional Development Fund



The project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Programme

The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority

PROJECT PARTNERS



**CHAMBER
OF SERRES**

Chamber of Serres (LB)



Life Long Learning Center
Region
of Central Macedonia

Lifelong Learning Center of Region
of Central Macedonia SA



Chamber of Commerce
and Industry - Blagoevgrad



European Information
and Consultancy Center - BG Regions

PROJECT BUDGET:
527.900,00€

Interreg
Greece-Bulgaria



STRENGTHEN

European Regional Development Fund



**STRENGTHENING THE ENTREPRENEURSHIP
CULTURE AND COLLABORATION
IN THE ELIGIBLE PROGRAMME AREA**

www.strengthen-project.eu

ABOUT THE PROJECT

“STRENGTHEN” project aims at capacity building through the provision of non-formal, general adult education and the formulation of a joint strategy for the enhancement of collaboration in the cross-border area (in addition to business support and actions targeting the entrepreneurship climate).

Project Objectives:

- Enhancement of competitiveness, sustainability and management capacity of targeted SMEs in the cross border area by stimulating cross border cooperation, enabling the promotion of local products and services and improving services and tools for business support and internationalization
- Exploitation of opportunities for cross border cooperation by developing common mechanisms and actions on strategic issues, such as the creation of conditions for the future development of competitive cross-border clusters

EXPECTED RESULTS

“STRENGTHEN” project contributes to the socio-economic development of the border region, providing coherence and raising the region's competitiveness.

It promotes the region as attractive tourism destination and a reliable economic player and creates opportunities for joint initiatives.

Main results include:

- Mobilization of regional policy mechanisms towards the support of SMEs
- Enhancement and extroversion of the cross border area with multiple benefits for professionals and the entire cross border community
- Extension of the geographical scope of the economic activity of SMEs
- Broadening of SMEs' customer base by exploiting jointly the traditional promotional techniques, especially in economic sectors highlighted by national, regional and European strategies
- Upgrade of human capital skills
- Implementation of joint initiatives to strengthen the local economy focusing in tourism, building / construction, creative industry and the agro-food sector
- Promotion of the commercial cooperation in the cross border area and cross border economy reinforcement



TARGET GROUPS

Entrepreneurs will benefit from training seminars and develop business knowledge, upgrade their skills and attitudes

Young unemployed potential entrepreneurs will benefit from the project by giving them access to sector relevant networks (customers, suppliers) as they will get in touch with established entrepreneurs in their sector of interest

Policy makers will benefit from the project by participating in focus groups for the investigation of competitive clusters and the formation of a joint strategy and action plan for the design of future cluster policies

