

**ΕΡΑνεΚ 2014-2020**  
**OPERATIONAL PROGRAMME**  
**COMPETITIVENESS • ENTREPRENEURSHIP • INNOVATION**

**DIGITAL saltation**  
DIGITAL TRANSFORMATION OF ENTERPRISES



The enterprise DANAI HOTEL based in CENTRAL MAKEDONIA region, has joined the Action "Digital Saltation" with a total budget of **51,6 million €**. The Action aims at the digital transformation of very small, small and medium - sized enterprises.

The investment's total budget is 213.640 € out of which 106.820 € 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 in the following categories:**

- ✓ Procurement and installation of ICT equipment
- ✓ Software for office applications, web development, e-shop services etc.
- ✓ Digital services (Digital advertising, e -security certifications, data entry and transfer etc.)
- ✓ Wage costs for new personnel

**Through the participation in the Action, the enterprise achieved:**

- ✓ Competitiveness improvement
- ✓ Increase of profitability
- ✓ Reinforcement of an extrovert business profile
- ✓ Enhancement of entrepreneurship
- ✓ Creation /maintenance of high quality job positions

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



**European Union**  
European Regional  
Development Fund



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