

## EUROPEAN UNION GRANTS ADVISOR

# SMEs in Greece Use IT to Boost Competitiveness in Labour Market



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## FAST FACTS »

### Situation

The Operational Programme for Competitiveness (OP COM) is a major government development initiative in Greece. It focuses on improving the business services for small and medium-sized enterprises (SMEs) and their integration into the new economy.

The Streamline Group—comprising two very small partner enterprises in Greece—wanted to modernise its IT infrastructure. This modernisation investment project involved purchasing and installing new computer hardware, standard and specialised software applications, and specialised office equipment.

### Solution

Through several meetings with the IT manager, the European Union Grants Advisor consultant established that the best way to approach the application was to break it into two project plans. The first application was for traditional investments, the second for IT investments. Of all the applications submitted in the region, only 33 per cent were awarded a grant. The two businesses in the Streamline Group were among the chosen SMEs. The project—costing €170,000 (U.S.\$216,200)—was awarded a 45 per cent subsidy from the OP COM.

### Benefits

- Streamline Group is better able to organise its business and offer quality-orientated customer service.
- Streamline Group now operates more efficiently and has increased business capacity.
- SMEs in Greece are using IT to increase competitiveness in the labour market.