

EUROPEAN UNION GRANTS ADVISOR

Spanish SMEs in Sporting Manufacturing and Commerce Sector Benefit from New Telecommunications Services Platform



“This grant is historic. The sporting goods manufacturing and commerce sectors have never before been awarded government grants in Spain. Thanks to the help from the EUGA programme, now we can spread the use of IT throughout all industry sectors and collectively improve Spain’s competitiveness.”

Mario Mahr Avila, EUGA, Spain

FAST FACTS »

Situation

The Spanish Sport Industry Association (AFYDAD) wanted to increase the competitiveness of its sector and address the regional development issues in Spain. It recognises that the key to modernisation is information and communication technology (ICT). It wanted to spread the use of ICT in less developed regions, but lacked the funds to do so.

Solution

With the help of the European Union Grants Advisor (EUGA) programme, AFYDAD successfully applied for financial support from the Artepyme II programme—a government-funded grant scheme used to boost the use of modern technology to overcome regional imbalances. AFYDAD was awarded €804,250 (U.S.\$1 million) to implement and deploy its Sportmas project. AFYDAD aims to implement advanced telecommunications services in small and medium-sized enterprises (SMEs) in the sporting goods manufacturing and commerce sector in Spain. It will include an independent software vendor platform to manage the exchange of business data, a common language among providers and retailers. As part of Sportmas, SMEs will be trained to use the new telecommunications platform. This project aims to close the regional development gap in Spain.

Benefits

- AFYDAD was awarded €804,250 to implement and deploy its Sportmas project.
- Employees will benefit from granted implementation and IT training.
- SMEs in Objective 2 areas are given a chance to increase competitiveness and close the regional development gap.