

# enterprise europe network



«Οι υπηρεσίες του Enterprise Europe Network του ΣΒΒΕ για την υποστήριξη και διευκόλυνση των ελληνικών επιχειρήσεων»

Enterprise Europe Network – Hellas  
Σύνδεσμος Βιομηχανιών Βορείου Ελλάδος



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Ένα παγκόσμιο δίκτυο για την  
υποστήριξη των μικρομεσαίων επιχειρήσεων

Enterprise Europe Network - Hellas | 1/11/2016 | 2



600 συνεργαζόμενοι φορείς, 63  
χώρες,  
> 3.000 εξειδικευμένα στελέχη,  
17 ομάδες εμπειρογνομόνων σε  
διάφορους βιομηχανικούς τομείς



“one stop shop  
—  
no wrong door”

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- Το **Enterprise Europe Network - Hellas** είναι ένα δίκτυο ολοκληρωμένης επιχειρηματικής υποστήριξης στην Ελλάδα αποτελούμενο από βιομηχανικούς συνδέσμους, ερευνητικά και τεχνολογικά ιδρύματα, εμπορικά και βιομηχανικά επιμελητήρια και καταξιωμένους φορείς στο χώρο της καινοτομίας και των μικρομεσαίων επιχειρήσεων (ΜΜΕ).
- Το έργο του δικτύου υλοποιείται από μια κοινοπραξία 12 οργανισμών κατανεμημένων σε όλη την ελληνική επικράτεια, οι οποίοι δραστηριοποιούνται σε θέματα καινοτομίας, μεταφοράς τεχνολογίας και διεθνούς συνεργασίας.

<http://www.enterprise-hellas.gr>

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# Εταίροι του Enterprise Europe Network - Hellas



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## 1. Πληροφόρηση, ανατροφοδότηση, διεθνής συνεργασία



## 2. Υπηρεσίες καινοτομίας και μεταφοράς τεχνολογίας



## 3. Υποστήριξη συμμετοχής σε προγράμματα E&TA

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# 1. Πληροφόρηση, ανατροφοδότηση, διεθνής συνεργασία

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- ✓ Ευαισθητοποίηση και παροχή πληροφόρησης προς επιχειρήσεις και Ερευνητικά Κέντρα σε θέματα Ευρωπαϊκής Ένωσης καθώς και ενημέρωση σχετικά με ευρωπαϊκά προγράμματα, πρωτοβουλίες και χρηματοδοτικά εργαλεία.
- ✓ Υπηρεσίες διεθνούς επιχειρηματικής/τεχνολογικής/ερευνητικής συνεργασίας (εξεύρεση εταίρων).
- ✓ Υπηρεσίες προς την Ευρωπαϊκή Επιτροπή για θέματα κοινοτικής νομοθεσίας και πολιτικών μέσω της διαδικασίας ανατροφοδότησης από μικρομεσαίες επιχειρήσεις.

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## 2. Καινοτομία και μεταφορά τεχνολογίας

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- ✓ Ευαισθητοποίηση και παροχή πληροφόρησης σε θέματα νομοθεσίας και προγραμμάτων πάνω σε Καινοτομία και Μεταφορά Τεχνολογίας.
- ✓ Διάδοση και αξιοποίηση ερευνητικών αποτελεσμάτων.
- ✓ Υπηρεσίες διαμεσολάβησης για μεταφορά τεχνολογίας.
- ✓ Σύνδεση με άλλες υπηρεσίες σε θέματα καινοτομίας (χρηματοδότηση, διανοητική ιδιοκτησία, διαχείριση καινοτομίας).

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## 3. Συμμετοχή σε προγράμματα Ε&ΤΑ

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- ✓ Υπηρεσίες ευαισθητοποίησης και πληροφόρησης πάνω στα προγράμματα του ΟΡΙΖΟΝΤΑ 2020 και άλλων προγραμμάτων Ε&ΤΑ.
- ✓ Εντοπισμός αναγκών ή στόχων σε θέματα Έρευνας και Τεχνολογικής Ανάπτυξης και αναζήτηση εταιρών για συμμετοχή σε ερευνητικές προτάσεις.
- ✓ Υποβοήθηση στη δημιουργία ερευνητικών προτάσεων

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## Εργαλεία - Δραστηριότητες

- Πανευρωπαϊκές ηλεκτρονικές βάσεις δεδομένων
- Παρακολούθηση νομοθεσίας
- Δημοσίευση μελετών, εκθέσεων
- Οργάνωση ομάδων δοκιμής νέων νομοθεσιών
- Καμπάνιες ενημέρωσης, ημερίδες, ηλεκτρονικά & έντυπα Newsletters
- Επισκέψεις σε επιχειρήσεις
- Τεχνοδιαγνώσεις
- Διοργάνωση και συμμετοχή σε σεμινάρια
- Διοργάνωση και συμμετοχή σε διεθνείς εκδηλώσεις μεσιτείας
- Εξατομικευμένη παροχή υπηρεσιών, helpdesk
- Διοργάνωση εισερχόμενων και εξερχόμενων επιχειρηματικών αποστολών
- Υποστήριξη clusters

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## Ανέυρεση Συνεργασιών - 1

enterprise  
europe  
network



Profile Template  
(2016)

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FEDERATION  
OF INDUSTRIES  
OF NORTHERN GREECE



Φόρμα για την αναζήτηση  
συνεργατών μέσω από τη  
βάση επιχειρηματικής /  
τεχνολογικής / ερευνητικής  
συνεργασίας του EEN

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## Ανεύρεση Συνεργασιών - 2

### H2020: Design of an optimal efficiency wind energy conversion system and energy saving systems for domestic applications.

*Greek university active in energy efficiency systems is looking for partners (company or research & technology centre), in order to submit a proposal under the H2020 Call: Energy Efficiency / demand response in blocks of buildings. The project aims at the development of an energy efficient system for elevators, as well as optical management and management efficiency of the energy produced from renewable sources that could fulfil the electrical energy demands in a block of buildings.*

#### Αποτελέσματα

- 18 εκδηλώσεις ενδιαφέροντος
- 9 συμμετοχές στην τελική κοινοπραξία
- Πρόταση υποβλήθηκε και είναι στη φάση αξιολόγησης

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## Ανεύρεση Συνεργασιών - 3

### H2020: Innovative environmental strategies and products using green technologies on vines and olive trees

*A Greek company with expertise in the fields of sustainable agriculture is preparing a research project on enhancement of resource productivity (land and biomass) and minimization of waste by using hitherto discarded by-products from wine and olive oil production to recover valuable materials. The proposal will be submitted under the H2020 call WASTE-7-2015: Ensuring sustainable use of agricultural waste, co-products and by-products. The company is looking for research or industrial partners with access to agricultural activities, able to conduct field trials.*

#### Αποτελέσματα

- 7 εκδηλώσεις ενδιαφέροντος
- 1 συμμετοχή στην τελική κοινοπραξία
- Πρόταση υποβλήθηκε και είναι στη φάση αξιολόγησης

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## Εκδηλώσεις - Workshops

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- 17/3/2015: Επιχειρηματικές Ευκαιρίες στο Χονγκ Κονγκ
- 27/3/2015: Πράσινη Επιχειρηματικότητα στη Βόρεια Ελλάδα
- 4/9/2015: Επιπτώσεις των Capital Controls και του Μνημονίου στην Επιχειρηματικότητα και τη Διεθνοποίηση
- 12/11/2015: Εργαλεία χρηματοδότησης της έρευνας και καινοτομίας στον αγροδιατροφικό κλάδο
- 29/3/2016: Στρογγυλή τραπέζη για Ευρωπαϊκά δάνεια στο πλαίσιο διεθνών αναπτυξιακών τραπεζών
- 21/4/2016: Από την επιστήμη τροφίμων στη βιομηχανία τροφίμων

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## Εκδηλώσεις – Workshops (εικόνες)

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- 12/3/2015: Επιχειρηματικές Ευκαιρίες στην Υποσαχάρια Αφρική
- 8/6/2015: HORIZON 2020 fast track to funding: Χρηματοδοτικές ευκαιρίες για τη βιομηχανία και τις επιχειρήσεις
- 9/6/2015: Εξαγωγικές Πιστώσεις & Εξωστρέφεια
- 26/6/2015: Επανεκκίνηση της Ελληνικής Βιομηχανίας. Οι παράμετροι της παραγωγικής ανασυγκρότησης
- 10/9/2015: ΟΡΙΖΟΝΤΑΣ 2020: Οι προκηρύξεις για Ε&ΤΑ το 2016-2017
- 11/9/2015: Χρηματοδότηση για Καινοτομία και Επιχειρηματικότητα

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# Εκδηλώσεις – InfoDays (εικόνες)



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# Ιστορίες Επιτυχίας – LINK TECHNOLOGIES

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## LINK TECHNOLOGIES >>

Greek-Hong Kong synergy for smart solutions in public transport ticketing

- Joint Venture has set up for a project in Philippines. A contract is signed with Cebu (Philippines) and the project is half way to completion
- Turnover increase by 4% (0,2 / 5 mil)
- Further collaboration in joint bidding for tenders and applying for EU-funded research projects



Greek-Hong Kong smart synergy for transport ticketing



Launching your products on a new market, especially one so far away as Hong Kong, can be a long and tricky process, even hit and miss sometimes. LINK TECHNOLOGIES International Project Manager Nicholas Damianos asked his local Enterprise Europe Network office at the Federation of Industries of Northern Greece (FING) for their help in making the process quicker and less "noisy".

Mr. Damianos was particularly enthusiastic about the support he received from the network staff at FING. He said most emphatically that: "We are very happy with our co-operation with the FING - Enterprise Europe Network office, since they helped us to find a suitable technological partner operating in the Asian market, and specifically in Hong Kong (ACTS) that best fitted our business profile. We were also assisted by FING to receive funding through a travel grant initiative which covered all our travelling expenses in order for us to present our company to the potential partner and conduct in-depth discussions on possible collaboration." He also mentioned that: "Through this co-operation agreement, we have made the first step in order to expand our business to Asia and establish our first joint ventures. This will result in the creation of new jobs and a flow of highly-skilled workers between Greece and China. Such a flow will lead to the mutually beneficial exchange of cutting-edge technology knowledge and business practices, helping both us and our partners inject novel approaches into our respective markets. Specifically, we feel that Greece could benefit from introducing advanced hardware design practices that prevail in China, while we can provide software development techniques that we've perfected over the years. Our goal, together with our Chinese counterpart, is to develop novel products that will improve the efficiency of public transport organisations. This will both lower operating costs and decrease the carbon footprint of such organisations."

As a result of the funding support and customised assistance provided by FING staff, the two companies agreed to exchange their expertise in order to provide various solutions for their existing clients. They also planned to join forces in bidding for a public tender in the Philippines for Smart Ticketing and Bus Terminal Management, as well as for a public tender for Fleet Management and Smart Ticketing in Greece.



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# Ιστορίες Επιτυχίας – AMALTHIA FARM

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AMALTHIA FARM >> Small farm with big aspirations - High-quality traditionally-farmed goat's milk products from Greece for German market



Small Greek goat farm with big aspirations aims for German market

A small family-owned business, AMALTHIA FARM, located in a mountainous area in the north of Greece, specialises in producing high-quality cheese and butter made exclusively from goat's milk. The company's Founder and Owner, Dimitris Minoopoulos, wasn't afraid about thinking big, but thinking specific too. He was sure about the freshness, quality and uniqueness of his product, but he was also well aware of the constraints of ensuring that his product got from farm to consumer well within the 10-day lead delivery time. He knew that there are well-run transportation channels between northern Greece and southern Germany, so he set his sights on finding a way into the local market there. He contacted the Enterprise Europe Network office at the Federation of Industries of Northern Greece (FING) and asked for their support in putting his plan into action.

Mr. Minoopoulos said that: "For a small company identifying partners abroad is a major task. This is why having an Enterprise Europe Network office within the Federation of Industries in Thessaloniki is a great help. It would have been very difficult for me to identify the right brokerage event to go to. The EEN office did that for me and supported me in the preparation phase and in the identification of the right company to meet with. This was an invaluable assistance. The EEN office also identified a funding opportunity for me to cover my travelling expenses through the TRADET project."



As a result of the funding support and tailor-made assistance provided by FING staff, Mr. Minoopoulos took part in the ANUGA FoodTec Brokerage Event in Cologne, and had very constructive meetings with 5 German companies. One of his meetings was with an experienced business consultant, Thomas Drick, who agreed to identify potential trade intermediary service providers in Munich, and initiate contact with the most promising partner in order to commercialise the Greek products in the specifically-targeted region of Germany.

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# Ιστορίες Επιτυχίας – MUMU ORGANIC

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## MUMU ORGANIC >>

### Greek-Dutch e-synergy for friendly fashion



#### Greek eco-friendly fashion finds digital way into Dutch market

Combining fair-trade, eco-friendly fabrics, with prints based on original ecological paintings produced by a Dutch artist, and clothing designs inspired by the breathtaking and versatile natural environment of the Greek islands, was the culmination of a self-taught Greek entrepreneur's dream: stylish and timeless womenswear, with an ethical label, made locally in Greece. But Athena Bertila, Founder and Owner of MUMU ORGANIC, was not satisfied. She wanted to see her fresh approach to organic fashion items travel beyond the Greek borders. She hunted on the internet and came across the Enterprise Europe Network site of the Federation of Industries of Northern Greece (FING). While browsing what was an offer, (including foreign profiles selected from the Network database and published by FING), the description of a Dutch company caught her eye. So Mrs. Bertila asked FING Information Officer, Monika Nagy, for her help in initiating contact.

Mrs. Bertila immediately e-mailed the corresponding Network centre in The Netherlands, and contact details and company information were exchanged. The 2 clients started discussions and quickly agreed to work together. But their plans for collaboration had to be put on hold until the Dutch company's (MCOAWORLD) specialised online marketplace was finalised and activated. This process took over a year, but as soon as the digital trading platform was up and running, Mrs. Bertila's products were among the first to be displayed.

Mrs. Bertila told FING staff: "With the dedicated assistance of the Enterprise Europe Network, I have found an exciting way to expand my business into an interesting new market and to promote my unique products."



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# Ιστορίες Επιτυχίας - BRENTAS

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## BRENTAS >> Italian company agrees to supply electronic power supplies for desalination systems for distribution to the European and Arab market



#### Italian company provides electronic ballast to Greek SME for desalination systems, with EU and Arab markets in mind

BRENTAS LTD is a dynamic Greek SME with over 10 years of experience in producing various types of specialised equipment, including water treatment and firefighting systems. Recently, the company's co-owner, Mr. Dinos Megkos, has been personally involved in the development of a new series of desalination systems. In order to complete the development of this new product he was looking for a particular device called electronic ballast, which was intended to limit the amount of current from the electric circuit to the device.

As Mr. Megkos himself admitted: "We are a small company trying to develop innovative products and are constantly looking for new technologies to implement. Without the dedicated support of the Enterprise Europe Network office of FING, it would have been, if not impossible, at least very time-consuming for us, to identify the right suppliers, approach them and negotiate with them. We value the advice of the Network office of FING, since they guided us to the right Brokerage Events and Fairs and helped us through the whole participation procedure, as well as with the follow-up process until an agreement was achieved".

There is a continuous need to develop new products and expand to new markets, as Mr. Megkos told FING staff. With this new line of products, the company expects to increase its profit and thus maintain existing jobs, and hopefully even to hire more personnel. The Network office of FING has supported the company to boost its competitiveness and sustainability, since it is now capable of introducing a new and innovative product on the European and hopefully Arab markets. FING has also assisted the company to improve the quality of its products because the device is designed to help reduce energy consumption, and to better meet customer demands.



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## Ιστορίες Επιτυχίας - VIDAVO

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**VIDAVO** was established in 2002 by a group of experienced scientists with the aim to develop novel **e-service solutions targeting the healthcare sector**.

VIDAVO is a FING company member & a long-standing client of the FING-EEN office. Due to the fact that it is a hi-tech company, its business potential reaches beyond the national borders.



### 3 POD profiles created:-

**BOGR20150129001:** Greek company specialized in providing consultancy services to medical professionals on innovative mobile applications

**TOGR20150121002:** Innovative telemonitoring web-based application for remote monitoring of patients

**RDGR20150121001:** H2020 Self-management of health and disease facilitated by decision support systems based on predictive computer modelling.

As a result of the support provided by FING, **VIDAVO** participated successfully in the travel scheme to China, and following a particularly fruitful meeting with Beijing Technology Exchange and Promotion Center (BTEPC), finally decided to open a new branch office in China within the BTEPC premises. The 2 partners also agreed that BTEPC would undertake to promote **VIDAVO's** products on the Chinese market.

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## Ιστορίες Επιτυχίας - SIC

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**SIC** was established in 2006 as an international business development & consultancy company. Its main sector of expertise was tourism, but the company founder-owner was also interested in exploring other potentially strong sectors, particularly agrofood (e.g. traditional Greek food products & cuisine). The client had conducted initial research & already formulated a draft business plan in order to set up a catering business in the UK. London was of interest as a viable location &, as a long-standing client of the FING Network centre, the entrepreneur turned to FING for specialised information & customised assistance.

After discussions, the initial strategy targeting London was revised & Amsterdam was selected instead, as the most viable choice of location to set up the first catering outlet. FING contacted its Dutch Network colleagues to collect all the relevant information on step-by-step procedures to follow & documentation required, as well as expected timeframe for completion of registration process.

As a result, the **company successfully launched the first outlet of its catering business in Amsterdam offering traditional food products supplied exclusively by Greek manufacturers.**



### Expected impact:-

- **10% increase in market share**
- **5% increase in turnover**
- **1 existing job maintained**
- **3 new jobs created.**

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## Ιστορίες Επιτυχίας – SIC (εικόνες)

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## Ιστορίες Επιτυχίας - 7

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Περισσότερες  
επιτυχίες στη  
μπροσούρα του  
EEN-Hellas και στην  
ιστοσελίδα του ΣΒΒΕ  
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page\\_id=1067](http://www.sbbe.gr/?page_id=1067)



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**Σας ευχαριστώ για την προσοχή σας.**

**Μόνικα Νάζη**

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