

# network

enterprise europe

## success stories

### **Innovation Coupon funding for Greek SME to cut into German market**



Like many SMEs, KYKE HELLAS S.A., a dynamic micro-enterprise based in Thessaloniki, has limited resources but no shortage of ideas. The General Manager Nikos Nikolaidis was working on the development of a new range of digital printing inks and required financial and technical support.

Dr Nikolaidis contacted his local Network office at the Federation of Industries of Northern Greece and asked for their assistance. He explains: "We are a small company so we often have to look for back-up elsewhere. The positive support and constant 'hands-on' assistance provided by the Enterprise Europe Network – Hellas staff in Thessaloniki was invaluable to the successful outcome of our

application for the Innovation Coupons and the signing of the agreement with the German company."

With the innovation funding, KYKE HELLAS S.A. was able to subcontract essential laboratory work to the Aristotelio University of Thessaloniki in order to develop commercially-viable products for specialised applications in various fields. Network Information Officer Monika Nagy had initially assisted the company in applying for the funding, and then followed up with targeted research and immediate support to help the Greek company set up the co-operation agreement with the German partner in order to produce and commercialise the inks for the German market.

The results for the Greek company were above all expectations - 1 full-time job was maintained and 1 part-time job was created, while it was able to increase its turnover by 14%.

"The Network is here to back up the efforts of our clients with tailored services and specialised assistance in order to ensure the most effective results," explains Ms Nagy.

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