

enterprise europe network

Federation of Industries of Northern Greece

Enterprise Europe Network – Hellas

Monika Nagy – Information Officer



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A worldwide support network for SMEs

HIGHLIGHTS | 2



600 member organisations
63 participating countries
3.000 skilled members of staff
17 specialised sector groups

“one stop shop
—
no wrong door”

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- The **Enterprise Europe Network - Hellas** is a network of integrated business support services in Greece consisting of industrial associations, research and technological institutions, chambers of commerce and reputable bodies in the field of innovation and SMEs.
- The Network's activities are being implemented by a consortium of 12 organizations located all around Greece, which are active in innovation, technology transfer and international co-operation.



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Services



Business information about EU topics

- ✓ International business co-operation
- ✓ Updates on European programmes, initiatives and financial instruments
- ✓ Services to the EU on EU legislation and policies through consultation and feedback from SMEs.



Technology Transfer services and Innovation

- ✓ Provide information about legal issues, intellectual property and funding programmes
- ✓ Dissemination and exploitation of research results
- ✓ Intermediation for international technological co-operation.



Support to SMEs for participation in EU RTD programmes

- ✓ Identify needs or objectives of SMEs in research and technological development and partner search for participation in research proposals
- ✓ Assistance in creating research proposals.

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Ask... we are here to help you

HIGHLIGHTS | 5

How can I enter the international market?

Am I eligible for European funding?

I am looking for a business partner abroad...

How can I promote my own innovative technology?

What does this European legislation mean for my business?



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Finding a business / technological / research partner abroad

HIGHLIGHTS | 6

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Profile Template (2016)

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Form to complete to submit profile to EEN Partnering Opportunities Database (POD)

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Events (Workshops) – in numbers

HIGHLIGHTS | 7

- 27/3/2015: Green Business in Northern Greece
- 4/9/2015: Capital Controls & their impact on Entrepreneurship & Internationalisation
- 7/3/2016: Roundtable discussion on Economic Recovery & Political Strategy
- 24/3/2016: Roundtable discussion on Fiscal Policy & Economic Growth
- 29/3/2016: Roundtable discussion on European loans under international development banks
- 21/4/2016: From food science to food production
- 15/3/2017: Hong Kong: Gateway to Asia

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Events (Workshops) – in pictures

HIGHLIGHTS | 8



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Events (InfoDays) – in numbers

HIGHLIGHTS | 9

- 12/3/2015: Business Opportunities in Sub-Saharan Africa
- 27/3/2015: Business Opportunities with Green Entrepreneurship
- 8/6/2015: HORIZON 2020 - fast track to funding for industry & SMEs
- 9/6/2015: Export Credit & Internationalisation
- 26/6/2015: Restarting Greek Industry – what are the parameters involved in rebuilding the manufacturing sector?
- 10/9/2015: HORIZON 2020 Open Calls
- 11/9/2015: Funding for Innovation & Entrepreneurship
- 30/9/2015: Access to Financing for micro enterprises & SMEs
- 13/6/2016: Economic developments & business impact

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Events (InfoDays) – in pictures

HIGHLIGHTS | 10



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Greek-Serbian Business Forum & B2B (19/03/2018)

HIGHLIGHTS | 11



- Co-organisers of Forum: **Enterprise Greece, Greek Embassy in Belgrade, Greek-Serbian Chamber.**
- Co-organisers of B2B session during the Forum: **Federation of Industries of Northern Greece and the Institute Mikhailo Pupin**, both members of the **Enterprise Europe Network**, Association of Business Women of Serbia, and the Real Estate Cluster **NEKRETNINE.**

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Greek-Serbian Business Forum & B2B (19/03/2018)

HIGHLIGHTS | 12

- **Results of B2B session: 250 B2B meetings** were performed between entrepreneurs and executives from **100 Greek and 70 Serbian companies** which participated in the Forum from the following sectors: energy, tourism, real estate, agriculture, food, pharmaceuticals, health, ICT, construction and building materials, industry, transport and logistics, business consulting, etc.



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Success Stories (1)

HIGHLIGHTS | 13

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



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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Success Stories (2)

HIGHLIGHTS | 14

LINK TECHNOLOGIES >>

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

- nominated for **Network Awards 2016 - New partnerships**
- 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 on 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 for 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 risky.

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 (ACS), 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 steps in 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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Success Stories (3)

HIGHLIGHTS | 15

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 Minopoulos, 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. Minopoulos 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 EN 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 EN office also identified a funding opportunity for me to cover my travelling expenses through the TRAGETT project."



As a result of the funding support and tailor-made assistance provided by FING staff, Mr. Minopoulos 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 Driek, who agreed to identify potential 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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Success Stories (4)

HIGHLIGHTS | 16

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 Bentila, 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 on offer, (including foreign profiles selected from the Network database and published by FING), the description of a Dutch company caught her eye. So Mrs. Bentila asked FING Information Officer, Monika Nagy, for her help in initiating contact.

Ms. Nagy 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 (MOGAWORLD) 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. Bentila's products were among the first to be displayed. Mrs. Bentila 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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Business Support on Your Doorstep



Success Stories (5)

HIGHLIGHTS | 17

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 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 the Federation of Industries of Northern Greece (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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Success Stories (6a)

HIGHLIGHTS | 18

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.

Actual impact:-

- 11% increase in market share
- 4% increase in turnover
- 2 existing jobs maintained
- 1 new jobs created.

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Success Stories (6b)

HIGHLIGHTS | 19



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Success Stories (more information)

HIGHLIGHTS | 20

Find out more about these and other EEN-Hellas/FING success stories on our website:

http://www.sbbe.gr/?page_id=1067



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Thank you for your attention.

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