

Interreg Greece-Bulgaria SeeG

European Regional Development Fund



EUROPEAN UNION

PROJECT OUTPUTS

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The **Rodopi Chamber of Commerce** and Industry has implemented a series of actions and working packages in the framework of the project titled “**Empowering Businesses Seeking Growth**” (**SeeG**) which is approved for funding by the Operational Programme **Interreg V-A Greece-Bulgaria 2014-2020 (MIS 5070714)**. The project idea has been jointly developed by the partners having in mind the common challenges that the SMEs of the region are facing, in order to jointly develop an ecosystem that nurtures entrepreneurship and entrepreneurs.

The main outputs of the project that significantly improved entrepreneurship conditions in the CB area and contributed to the main objectives of the project are:

- ▶ the implementation of networking actions such as round tables, business forums, thematic workshops & a partnership opportunity platform, contributing to the promotion of transnational cooperation,
- ▶ the development of a business growth strategic framework containing a mapping study on a CB region and at EU level best practices on matters of innovation, extroversion, and CSR,
- ▶ enhancing the SMEs' support system through the development of a training material, including webinars & toolkits,
- ▶ the implementation of training focusing on the organization & management of SMEs with emphasis on crisis periods, viable financial management-debt recovery techniques, low-cost IT efficient technologies, growth accelerators, constraint eliminators, etc.,
- ▶ the implementation of boosting business skills sessions focused on 2 main categories, upon profiling of the beneficiaries (a) promoting personal growth, self-confidence & networking skills for new or to-be entrepreneurs & (b) business adaptation to new ISO standards requirements, risk analysis – management, business continuity plan, GDPR etc.,
- ▶ the realization of thematic workshops, including study visits, focusing on innovation management, extroversion, social economy, startups, evaluating funding opportunities, equal opportunities & non-discrimination in business, e-commerce & cyber security,
- ▶ the development of an entrepreneurship support model including the provision of consultancy services at the business level or group, personalized consultancy services & business coaching for entrepreneurs.



The project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A «Greece-Bulgaria 2014-2020» cooperation programme.