The enterprise DiL Fashion Group S.A. based in Central Macedonia region, has joined the Action “Digital Step” with a total budget of 84 million €. The Action aims at the digital upgrading of very small, small and medium-sized enterprises.

The investment’s total budget is 49,551,94 € out of which 24,775,97 € is public expenditure. The Action is co-financed by Greece and the European Union - European Regional Development Fund.

The approved subsidised Business Plan includes investments in the following categories:

✓ Procurement and installation of ICT equipment
✓ Software for office applications, web development, e-shop services etc.
✓ Digital services (Digital advertising, e-security certifications, data entry and transfer etc.)
✓ Wage costs for new personnel

Through the participation in the Action, the enterprise achieved:

✓ Competitiveness improvement
✓ Increase of profitability
✓ Reinforcement of an extrovert business profile
✓ Enhancement of entrepreneurship
✓ Creation /maintenance of high quality job positions
✓ Other ..........................................................

The support of EPAnEK proved beneficial, not only for the enterprise but also for the competitiveness of the national as well as the local economy.