



Project title: RE-thinking MICROcredit as a tool to support SMEs and boost LOCAL economies

Acronym: REMICRO LOCAL

Deliverable: 2.1.3 Dissemination Events

Partner: Business and Cultural Development Centre

Subcontractor's name: DIKTYO EPIXEIRIN KOINSEP



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The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Cooperation Programme Interreg V-A "Greece-Bulgaria 2014-2020".



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INVITATION

Business and Cultural Development Centre (KEPA) invites you to the opening event that will take place in the framework of the project:

RE-thinking MICROcredit as a tool to support SMEs and boost LOCAL economies - REMICO LOCAL

The event will take place on:
Tuesday December 7th 2021
at
14.00 p.m.
Location: [Thessaloniki Innovation Zone](#)

Attendees will have the chance to learn about the project's forthcoming training activities with major focus given to the cultivation of business, soft and green skills for small businesses.

We would be honored by your presence.

The president of KEPA
Thomas Fotiou-Agiaroglou

For more information, please visit our website at: [REMICO LOCAL](#)

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3. Report of the Subcontractor that had undertaken to deliver this activity.



Report of the opening event for the project REMICRO LOCAL

The opening event of the project "REMICRO LOCAL" was successfully held on Tuesday, December 7, 2021, in Alexandria Innovation Zone in Thessaloniki.

The event was held within the project entitled "RE-thinking MICROcredit as a tool to support SMEs and boost LOCAL economies" and acronym REMICRO LOCAL and is implemented within the program Cooperation Program INTERREG V-A GREECE-BULGARIA 2014-2020.

The participants had the opportunity to be informed about the goals and expected results of the project as well as future educational activities that aim at cultivating professional, mild, technological and green skills for small businesses and people interested in entrepreneurship.

The event started with a presentation by Mrs. Despina Kabouridou, EU funded projects coordinator from the Center for Business & Cultural Development (KEPA). Mrs. Kabouridou started her speech by a reference to KEPA's accomplishments and activities so far and actions that have been taken by the organization which are related to the implementation of national and European programs. Continuing her speech, she analyzed the basic elements of the project "REMICRO LOCAL" referring to the project's partners, the cross-border implementation area, as well as the goals that have been set for project's implementation. Extensive reference was made to the individual activities of the project, including the provision of consulting support and mentoring sessions, the conduct of thematic workshops for small businesses and startupper, the creation and operation of business support and information points in four cities. Closing her speech Mrs. Kabouridou underlined the expected results of the project.

The event continued with the next speech being made by Mrs. Vasiliki Bitsiou, external collaborator of the Chamber Urban Development Company of Serres (EPANESER), who presented the upcoming actions of the project with emphasis on the Regional Unit of Serres. Mrs. Bitsiou started with a brief reference to the identity of EPANESER and its activities. She focused on the actions of the "REMICRO LOCAL" project and the benefits arising for small and very small businesses in the greater Serres area. In particular, she referred to actions such as the organization of networking days, which aim at the interconnection between the beneficiaries of the project and the exchange of know-how, as well as publicity actions, aimed at promoting the project through printed and digital material and internet promotion actions. She closed her speech by making a special reference to the creation of the e-matching platform, which provides interconnection between the entrepreneurs of the cross-border area, and by pointing out the significant benefits that will be obtained by the participants of this platform.

The last speaker of the event was Mr. Konstantinos Papachatzis, Director of Human Resources of the company Consulting Business "ANADIKSI" and a certified trainer of business executives, who is an external collaborator of KEPA, in his speech he pointed out the skills that are necessary to be obtained by small and micro business owners and executives. Mr. Papachatzis started his speech by presenting the educational program of the project, he made a reference to the goals of the educational programs and the professional skills that have been in high demand in recent years. He, also, highlighted the soft and entrepreneurial skills that can be developed through the project's training programs, as well as the green skills, which are part of a broader framework of action promoted by the European Union for a sustainable development.

At the end of the presentations, a discussion followed in which the speakers answered participant's questions.

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Publicity and Promotion

The event was made public in the following ways:

- The invitation of the event was sent via newsletter.
- Facebook event in the project's facebook page.
- Sponsored advertisement on facebook

Event's objectives

The participants had the opportunity to be informed about the goals and expected results of the project as well as the educational activities and programs that will follow.

Beneficiaries

- i. Business and Cultural Development Centre. Greece
- ii. Serres Chamber's Development Company, Greece
- iii. Alliance for Regional Cooperation and Development, Bulgaria
- iv. Rhodopes Regional Tourism Association, Bulgaria

Objectives

The project' overall objective is the development of a cross border scheme composed of business support organizations that will exchange good practices and cooperate with a goal to jointly tackle the issue of empowering existing and new businesses in the cross border area. This will be achieved by improving the supply of high quality business support and capacity building services tailored to their specific needs so that they enhance their competences and grow. The services will tackle challenges such as the access to information, external cooperation and partnerships, acquisition of entrepreneurial knowledge and entrepreneurial training. Furthermore, the project will focus on the transfer of innovation as vehicle for the development and growth of the local businesses by organizing networks, training and soft actions with the participation of innovation experts and organizations.

Partners through their joining forces will achieve to:

- Stimulate business creation as well as strengthen business survival
- Enable existing and potential entrepreneurs to acquire the necessary skills, enhance competitiveness and introduce innovation
- Encourage social entrepreneurship and start-ups.
- Support micro entrepreneurs through linking them with microcredit providers
- Facilitate transfer of knowledge
- Contribute to E2020 strategy by granting special attention to the "smart growth" "sustainable growth" and "inclusive growth" goals
- Increase employment opportunities in the programme area and reduce brain drain

Target-group

- Owners / employees of small and very small businesses
- Start-uppers
- Social entrepreneurs
- Second chance entrepreneurs

4. Pictures of the Opening Event

Pictures of the event are available [here](#).

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