



# EUROMED INVEST Academy

12-14 November 2014, Thessaloniki

# Fundraising for new entrepreneurs:

engineering the financial mechanism to finance new networks

*“The past, the current and the future”*

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**Thessaloniki, 13 November 2014**



# Business & Cultural Development Centre KEPA

## I. Who we are

**Business and Cultural Development Centre (KEPA)** is a private company with headquarters in Thessaloniki.

It was formed in March 1991 by the **Federation of Industries of Northern Greece (FING)** and **Greek International Business Association (SEVE)**.

Since **1993**, KEPA has proved its success as an Intermediate Management Agency for National and Community Programs at regional and national level.

The Centre's efforts have made their mark by enhancing the competitiveness, of all types of business'. It has had a particular impact on Small and Medium Enterprises operating in Northern Greece, providing tangible support and assistance.



# Business & Cultural Development Centre KEPA

## I. Who we are

In **1997** KEPA with Central and Western Macedonia Chambers of Industry, Commerce and craft Industry, and Western Macedonia Development Company ANKO formed the Developmental Union of Macedonia Agency (**ANEM**).

In November of **2002**, KEPA and ANEM formed the consortium **KEPA-ANEM**, in order to undertake the project management in the context of the Operational Programme “Competitiveness” 2000-2006.

KEPA-ANEM agency uses the infrastructure and human resources of KEPA which, as an Intermediary Managing Agency, is also the operational and management responsible of the programmes that KEPA-ANEM manages.



# Business & Cultural Development Centre KEPA

## II. Expertise

Throughout its long-standing operation, KEPA has acquired substantial experience in:

- ❖ Designing and tailoring specific actions that co-finance development activities, both on a geographical and sectoral basis;
- ❖ Managing national programmes to support entrepreneurship and especially Small and Medium Enterprises, that are co-financed by the European Union under the Community Support Frameworks and the National Strategic Reference Framework for 2007-2013.
- ❖ International development programmes and projects co-financed by the European Union, such as:
  - ✓ European Design Innovation Platform (Design for Europe)
  - ✓ SEE Platform
  - ✓ SCOW Project



# Business & Cultural Development Centre KEPA

## II. Expertise

- ❖ Preparing sectoral/branch studies and research for the diagnosis of the development features and activities of businesses;
- ❖ Evaluating technical/economic and construction investment/business plans through the creation and use of suitable statistical and IT tools;
- ❖ Drafting technical/economic reports and proposals for enterprise development programmes;
- ❖ Implementing of energy inspections to certify the energy -related result of large energy investments.

Due to the above experience, KEPA's executives participate in designing and management committees of national programmes, as well as a number of committees set up by businesses at local, regional and national level.



# Business & Cultural Development Centre KEPA

## II. Results of Project Management

Period	Number of Programmes	Number of Projects (SMEs)	Budget (€)	Public Financing (€)
A' OPC	1	44	5.779.278,96	4.334.459,22
B' OPC	28	2520	314.378.428,10	154.985.698,67
C' OPC REGION	20	3859	688.764.502,00	284.946.327,00
C' OPC GREECE	8	3621	334.819.256,71	167.652.762,12
NSRF REGION	11	2883	287.630.230,55	158.299.719,97
NSRF GREECE	2	1529	137.777.303,65	86.171.599,50
<b>Total</b>	<b>70</b>	<b>14.456</b>	<b>1.769.149.099,97</b>	<b>856.390.566,48</b>



# Business & Cultural Development Centre KEPA

## III. Innovation and new entrepreneurship

During our 21-years experience as an Intermediate Management Agency for the Regions of Central and Western Macedonia, we have managed a total of 70 programmes to date, involving 14,456 projects with a total budget of €1.77 billion, disbursing €856.4 million to Greek businesses.

The submitted projects are subject to evaluation. To succeed in the evaluating process, the project proposals had to exceed the grade limit of 50/100, in order to be eligible for funding. This is not always enough to guarantee the funding, as other businesses may overpass this grade and earn the funding.

Especially during the NSRF 2007-2013 programming period, one of the most significant grading criterion was innovation. The level of innovation impacted on the grade, giving the opportunity to those implementing innovative investments through the funding achieve higher grades



# Business & Cultural Development Centre KEPA

## III. Innovation and new entrepreneurship

Moreover, KEPA managed a special programme “**New Innovative Entrepreneurship**” programme, part of the Operational Program for Competitiveness and Entrepreneurship of the NSRF 2007-2013, which aimed at establishing, encouraging and strengthening the innovative entrepreneurship as a strong and sufficient clause for production in the country, for goods and services with high added value, by integrating knowledge, quality and environmental sensitivity.

### **Percentage of public funding**

The rate of aid (public funding) is 60% of eligible costs for the whole territory. The program is governed by the De Minimis regulation (no.1998/2006). The public expenditure of the programme was co-financed by the European Regional Development Fund (ERDF) and the Greek state.



# Business & Cultural Development Centre KEPA

## III. Innovation and new entrepreneurship

### Eligibility

- ✓ All individuals who are at least 18 years old at the date of the submission of the proposal and who wanted to start a small and micro enterprises, which had to operate in Greece and in the specific eligible areas of economic activity, such as those detailed in the program guide.
- ✓ Newly established micro and small businesses, corporate / commercial, and personal enterprises and cooperatives, active in Greece, which have been set up and operating without having completed one full fiscal year, but operating in eligible areas economic activity.
- ✓ Existing (new) small and micro enterprises corporate / commercial and personal enterprises and cooperatives, which had been operating between one to five full fiscal years, active in Greece, in eligible areas of economic activities



# Business & Cultural Development Centre KEPA

## III. Innovation and new entrepreneurship

### Proposed projects' budget

The programme supported projects with a budget of € 30.000 investment of up to €300.000 for the processing or from € 20.000 to € 200.000 for projects operating in all other eligible sectors of economic activity.

The duration of implementation of approved projects shall be 18 months from the date of the accession of the operation option six (6) extension.



# Business & Cultural Development Centre KEPA

## III. Innovation and new entrepreneurship

### Eligible program costs

Mechanical and Laboratory Equipment	Costs of Technical, Scientific and Advisory Support	Custom Building / Shaping buildings and spaces / Special Facilities
Information technology / telecommunications	Costs of communication and visibility for the (mostly outgoing) and promote products and services	Design and certification of products, services and processes / Certification of Management Systems
Domain - Modify Patent - Intellectual Property / Use and Protection of patent rights and intellectual property / knowledge transfer	Development of specialized personnel and human resources	Operating Expenses (related to the business plan) for being established and start-ups

Develop prototypes and technical documentation



# Business & Cultural Development Centre KEPA

## IV. Entrepreneurship & Access to finance

### KEPA's intentions

Unemployment, particularly among young people, has increased dramatically since the onset of the crisis and poverty levels have reached unacceptably high levels. The goal of KEPA for the next years is not only focusing on supporting the development but also focuses on the creation of a social safety net for vulnerable groups and rationalizing social protection policies to be adequate, efficient and sustainable.

Our managerial power as organization and our knowledge of Greece's markets needs through our contact with businesses, as mentioned above, led us decide to take the proper actions to boost the recovery of our economy. For this purpose, KEPA's executives and board members have participated in training sessions under EU's JASMINE program, in order to get the proper education and needed information to carry out this mission.

KEPA intends to capitalize the gained knowledge by establishing the first microcredit institution in Greece



# Business & Cultural Development Centre KEPA

## IV. Entrepreneurship & Access to finance

### Microcredit

According to the definition of the European Commission microcredit is a microloan up to 25.000 € without high securing collateral, aimed at small companies and unemployed people who want to start a business but do not have access to traditional banking services.

### BDS

Business Development Services are designed to help enterprise owners overcome certain constraints. Microentrepreneurs are frequently hampered in their business' growth by non-financial factors, such as low educational level, inadequate technical skills, lack of information and poor market access. Despite access to capital, these factors can have a negative impact on the small businesses' prosperity. The term "BDS" therefore refers to multiple kinds of non-financial services accompanying microloans. BDS are provided in order to procure an entrepreneur with new ideas and boost the productivity, profitability and competitiveness of his/her enterprise. This project is trying to solve these issues by allocating specialized local BDS.



# Business & Cultural Development Centre KEPA

## IV. Entrepreneurship & Access to finance

### **Current status of microcredit initiative**

Also, moving forward in our microcredit initiative we are delighted to inform you about a highly ambitious project that was currently approved. The project titled “Invest in people of the cross-border area” – “MicroStars”, is being implemented under Priority Axis 1: “Enhancement of cross-border economic development” of the "Greece – The former Yugoslav Republic of Macedonia IPA Cross-Border Programme 2007-2013" which is co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA).

*The purpose of this project is to create a sustainable structure in order to provide business development services or BDS in the cross border area that will support micro-entrepreneurs and facilitate the establishment of start ups.*



# Business & Cultural Development Centre KEPA

The screenshot shows the website for the Business & Cultural Development Centre (KEPA). The browser address bar displays <http://www.e-kepa.gr/frontend/index.php>. The page features the KEPA logo and the text "BUSINESS & CULTURAL DEVELOPMENT CENTRE" and "MANAGEMENT PROGRAMS AGENCY". Navigation links include "Latest news", "About us", "Programmes", "Photo Gallery", and "Contact us". A search bar is located below the navigation menu. The page is supported by several partners, including the European Union, the Hellenic Republic Ministry for Development & Competitiveness, NSRF 2007-2013, and EFEPAE. A "Latest News" section highlights a "SCOW Implementation Report and News" dated 05/11/2014, with a "read more" link. Other logos visible include SEVE and FING. The browser's taskbar at the bottom shows the system clock as 3:22 PM on 11/11/2014.

Thank You

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Project financed by the European Union, the MedAlliance and the local authorities of Marseille - PACA



Project implemented by the MedAlliance consortium under ANIMA coordination

