

EAST MACEDONIA

<p>1. Title of the practice</p> <p>CENTRE FOR BUSINESS AND TECHNOLOGICAL DEVELOPMENT OF EAST MACEDONIA – THRACE (K.E.T.A. – E.M.-Th.)</p>
<p>2. Precise theme/issue tackled by the practice</p> <p>In the framework of the implementation of Action 1.4.1 of the Operational Program ‘Competitiveness’, the Greek Ministry of Development formed an integrated network of structures for the support of enterprises called ‘Centre for Business and Technological Development’ (K.E.T.A.). The reason behind the creation of the network was the previous existence of a large number of support structures for SMEs in regional level, that had no sectoral specialization neither adequate coordination. K.E.T.A. of East Macedonia – Thrace is one of the 13 regional bodies that were founded in each region of the country and constitutes one of the main targets of the regional business support bodies, since the need for quality consulting services in order for the SMEs to improve their business function, to strengthen their technological potential and facilitate their access to European and national financial instruments and funding, is finally recognized.</p>
<p>3. Objectives of the practice</p> <p>The main objective of K.E.T.A. E.M.TH. is the exploitation of the existing structures (i.e. Chambers, Collective Business Entities, Development Agencies, Research Centers, University and Technological Institutes etc.) in order to provide reliable information and consulting services to businesses. This includes, among others, information about funding support potentials, provision of basic information and orientation in specialized issues (i.e. legal, credit, searching of suppliers, finding collaborations etc.) and improving the extroversion of businesses.</p>
<p>4. Location</p> <p>The central structure is situated in Komotini, Greece. Local - branch offices were created inside the Chambers of each of the five Prefectures of the Region (Prefectures of Drama, Evros, Kavala, Rodopi, Xanthi)</p>
<p>5. Detailed description of the practice</p> <p><u>- Origin</u> K.E.T.A. was organised in the frame of the 3rd Community Support Framework (2000-2006) Operational Programme Competitiveness and it is financed by the European Union and the Greek State.</p> <p><u>Timescale</u> After the ending of the 3rd Community Support Framework it is anticipated whether it will continue functioning in the next programming period.</p> <p><u>Bodies involved / implementation</u></p> <ul style="list-style-type: none">- Chamber of Commerce and Industry of Rodopi Prefecture- Chamber of Professionals and Handicrafts of Rodopi Prefecture- Chambers of Evros, Xanthi, Kavala and Drama Prefecture- The Prefectural Authority of Rodopi – Evros- The Prefectural Authority of Drama – Kavala – Xanthi

- The Union of Development Companies in East Macedonia and Thrace
- The Federation of Industries of Northern Greece
- The Regional Development Fund of East Macedonia – Thrace

Process and detailed content of the practice

The main activities of the Center are following:

- Briefing – Information – Cultivation of enterprising spirit
- Follow-up of SME competitiveness
- Individualised support / Core of enterprising advisers
- Organisation of enterprising services
- Mediation and exploitation of financial tools
- Action to support the enterprise's internationalisation – export orientation

Legal framework

K.E.T.A.- E.M.Th. is a civil, non profit company.

Financial framework

3rd Community Support Framework (2000-2006), Operational Programme 'Competitiveness', financed by the European Union and the Greek State (70% European Regional Development Fund, 30 % Greek State).

6. Evaluation

Possible demonstrated results

- Business information meetings
- (International) Business match-making meetings
- Establishing contacts between enterprises
- Investors support to set up an enterprise
- Organization of business delegations abroad
- Co-ordination of local bodies that deal with enterprises
- Researches on entrepreneurship

Possible success factors

- After the accession of Bulgaria in the E.U. (2007) and the acceptance of Turkey as an E.U. candidate country, there is a potential development of cross-border character due to strategic geopolitical position of the Region.
- Stronger promotion of its consulting role in a national and international level.

Difficulties encountered

- Co-operation amongst SMEs and the Centre not yet developed to a satisfactory level.
- Not yet significantly connected to the cross-border idea.

Transferability of the practice to other regions

Experts dealing with the implementation of project are convinced that method would be would be easily transferred to the other regions.

Contribution to enhancement of CBC cooperation - Adaptability for SME support

The Centre could also create a tight network amongst SMEs from the three neighbouring countries, as well as other Regions from the Balkan Peninsula and the Black Sea Basin.

7. Lessons learnt from the practice

The practice shows us that the Centre is fully capable to support the entrepreneurs who wish to do business in the Region. Potential investors have a chance to get specialised professional support and get accustomed to procedures concerning the setting up or the support of an enterprise.

8. Contact information

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9. Other possible interesting information

www.keta-amth.gr

1. Title of the practice

INTERNATIONAL EXHIBITION CENTER (IEC) OF EAST MACEDONIA - THRACE

2. Precise theme/issue tackled by the practice

The International Exhibition Center (IEC) was founded in order to bring into existence, to manage and supervise the Business and Conference Center in the Industrial Area of Komotini. The ultimate target is the promotion of entrepreneurship, the support of regional development and the elevation of the Region of East Macedonia – Thrace (REMTH) in an economic, technological and research center in the North of Greece.

3. Objectives of the practice

Except from the promotion of entrepreneurship, the support of regional development, the IEC's main axis of activity remains the representation of REMTH in international tourism exhibitions in Greece or abroad. At the same time it coordinates and manages parallel activities such as business meetings and forums. Its main development steps have been made through the organization of the National Commercial Exhibition "THRACE" and other branch exhibitions (such as "HOME" and "CAR & MOTORCYCLE"). It aims to the organisation, the management and the coordination of exhibition related activities in regional level. At its modern establishment, which is situated at the Industrial Area of Komotini, the IEC hosts commercial and branch exhibitions, which are included to the biggest and most important exhibition activities in Greece with participations from all over the country and abroad. At the same time it supports parallel cultural activities. Furthermore the IEC prepares and organizes the participation of REMTH to the international tourism exhibitions in Greece and abroad.

4. Location

The administrative offices are situated in Komotini, Greece.

The Business and Conference Center is situated in the Industrial Area of Komotini.

5. Detailed description of the practice

- Origin

The International Exhibition Center (IEC) was founded in ... in order to bring into existence, to manage and supervise the Business and Conference Center in the Industrial Area of Komotini .

Timescale

There is no time limit to the function of this practice

Bodies involved / implementation

- Region of East Macedonia – Thrace
- International Fair of Thessaloniki S.A.
- Prefectural Authority of Rodopi-Evros
- Prefectural Authority of Xanthi-Kavala-Drama
- Prefecture of Evros
- Prefecture of Rodopi
- Prefecture of Xanthi
- Prefecture of Drama
- Commercial and Industrial Chamber of Rodopi
- Business and Handicraft Chamber of Rodopi
- Chamber of Xanthi
- Chamber of Evros
- Chamber of Drama

Process and detailed content of the practice

Main activities:

- Researching the local market of the North of Greece / branches analysis
- Direct mail marketing and business ‘matchmaking’
- Study visits to the commercial attaché of the Greek Embassies abroad
- Cooperation with the local Faculty of Economics (Democritus University of Thrace), the Centre for Business and Technological Development of Eastern Macedonia – Thrace, local Development Agencies etc.
- Provision of complete technical support to local authorities concerning the organization of events
- Dissemination of information of commercial, financial or business nature
- Logistics
- Agency
- Representation, Promotion and Publicity, direct communication with the Media

Legal framework

The IEC of REMTH is a civil, non profit company.

Financial framework

The IEC is financed by its members’ contribution and by the revenue of its activities.

6. Evaluation

Possible demonstrated results

- Close cooperation with all the market-connected bodies (Chambers, Unions etc.)
- Common events (eg foreign investment forums)
- Establishing contacts between enterprises between countries (Balkan and Black Sea Area)

Possible success factors

- Establishment of a large scale annual cross-border fair with many relevant parallel events
- Idea of development of business match-making among SMEs in the broader area

Difficulties encountered

- Weak administrative capacity
- Infrastructure difficulties:
 - Lack of vertical exit from Egnatia Highway, straight to the industrial zone (where I.E.C. is located)
 - Limited infrastructure capacity and lack of potential due to the χωρητικότητα

Transferability of the practice to other regions

The practice may well be transferred to other Regions especially those close to external borders, since it offers a forum for business promotion. Financial and political support as well as effective management seem essential for the success of the practice.

Contribution to enhancement of CBC cooperation - Adaptability for SME support

The practice serves as a bridge between enterprises from the cross-border region. Provides for a forum where enterprises of at least 3 countries join their experience and expertise.

7. Lessons learnt from the practice

The practice shows us that system is able to support the entrepreneurs who wish to invest in region, exploit business opportunity to grow the business. It adds to the horizontal synergy between SMEs and it is a unique opportunity to improve to the internationalisation of a small and medium sized enterprise.

8. Contact information

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9. Other possible interesting information

www.dekamath.gr

1. Title of the practice

ROUND TABLES – STUDY VISITS

2. Precise theme/issue tackled by the practice

Round tables and Study Visits are mainly established by the six Chambers of the five Prefectures. These are the following:

- The Commercial & Industrial Chamber of Rodopi
- The handicrafts and professionals Chamber of Rodopi
- The Chamber of Kavala
- Chamber of Evros
- Chamber of Drama
- Chamber of Xanthi

The Chambers' main target is to provide information and advice on issues and problems faced by businessmen, to offer a support mechanism for trade, industry and the professionals in each area and uses often its influence in the government decision-making process on matters relevant to the business world, supply with consultative and information services provided to small and medium sized enterprises and other services closely related to businesses.

In summation, the Chamber's services are the following:

- Promoting and lobbying for business interests vis-à-vis the authorities by giving advice and supplying support
- Supporting entrepreneurial initiatives by providing information and other services
- Implementing and following-up on various rules of commerce and legislative acts relating to business

3. Objectives of the practice

Over the past few years there have been insisting efforts among different institutions (connected more or less with business & entrepreneurship) between Greece and Turkey to develop mutual contacts among businessmen of all fields of economy. These contacts were established mainly by the common study visits & round tables initiated by Chambers of various cities and enforced by other institutional or governmental bodies such as business associations, consulates, Municipalities, Prefectures e.t.c. These study visits at first level were constituted by variety of business fields and after some years sector-based groups of businessmen were developed in order to rate the needs and the prospects of different regions and consumer-groups. All these efforts led to significant development of Chambers' relationships as well as to important memoranda for collaboration and further development of the commerce and entrepreneurship between the two countries.

4. Location

The offices are situated in each capital of the five prefectures (Cities of Alexandroupolis, Drama, Kavala, Komotini, Xanthi).

5. Detailed description of the practice

- Origin

The Chambers are compulsory unions that were created in different dates and under different conditions. However, they all serve the same need which is the authentic support for private initiative which is accomplished mainly by providing information and advice on issues and problems faced by businessmen as well as contributing to the development of each area.

- Timescale

There is no time limit concerning the operation of Chambers.

Bodies involved / implementation

Industrial, Handicrafts, Commercial, Professional and Touristic businesses are involved in the practice.

Process and detailed content of the practice

Main activities:

- Solving the problems of the enterprises
- Influence the government decision-making process on matters relevant to the business world
- Consultative and information services provided to small and medium sized enterprises
- Promoting and lobbying for business interests vis-à-vis the authorities by giving advice and supplying support
- Implementing and following-up on various rules of commerce and legislative acts relating to business
- Organization of business delegations abroad and hosting round table meetings

Legal framework

The Chambers are legal entities of public law and are governed by Law 2081/92 & 3419/2005.

Financial framework

Chambers are financed by their members' contribution and several national and European funded programs.

6. Evaluation

Possible demonstrated results

- Round Tables
- Study tours / business delegations

Possible success factors

- Meetings between entrepreneurs from the two sides of the borders can only be successful if properly organised by official bodies such as the Chambers.
- There is security and trust between the relations of the two sides
- Internationalization of small and medium sized enterprises
- Joint confrontation of common regional challenges

Difficulties encountered

- Usually work on a Prefecture to Prefecture basis, so there is no collective regional approach
- No adequate funding for frequent organization of study tours and round tables
- No regular institutional basis behind the organization of the meetings

Transferability of the practice to other regions

Chambers already exist in most of the European border regions. The practice can easily be used as a model for the kick-off of cross-border business relations.

Contribution to enhancement of CBC cooperation - Adaptability for SME support

The Chambers maintain a tight network amongst SMEs from the cross-border regions, as well as other Regions from the Balkan Peninsula and the Black Sea Basin.

7. Lessons learnt from the practice

The practice has proved its usefulness by the large numbers of established cross-border co-operations. However, the study tours and the round tables must be institutionalised so that they acquire a permanent basis as well as an administrative background. Coordination between the 6 Chambers must be established so that good experiences and best practices are disseminated throughout the Region.

8. Contact information

1) Chamber of Evros Leoforos Dimokratias 307 68100 Alexandroupolis 2551026223	2) Chamber of Drama L. Labrianidi 40 66100 Drama 2521022750 ccidrama@dramanet.gr	3) Chamber of Kavala Omonoias 50 65 302 Kavala 2510222212 info@chamberofkavala.gr
4) Chamber of Commerce & Industry Chamber of Rodopi Vas. Georgiou 2B 69100 Komotini 2531022831 info@rodopicci.gr	5) Handicrafts and Professionals Chamber of Rodopi Kaviron 12 69100 Komotini 2531022547 info@everodopi.gr	6) Chamber of Xanthi Vas. Konstantinou 1 67100 Xanthi 2541022533 info@ebex.gr

9. Other possible interesting information

<http://www.dramanet.gr>

<http://www.kcci.gr>

<http://www.rodopicci.gr>

<http://www.ebex.gr>

<http://www.everodopi.gr/>