

# “Networking of SMEs from Creative Industry in Cross Border Region” – PARK



The sector of creative industries has great opportunities for the entrepreneurial spirit and engagement in CB region. However, this sector is still insufficiently understood and developed, especially in the CB region. Although having high potential for further development, the firms are largely left alone and are lack of skills and marketing for their products. Unfortunately, many of these companies are closed during the first two years of their establishment because lack of support.



SME are the driving force of economic development. Within the region, there is lack of institutions to offer support to SMEs through the provision of premises and consulting and other services at below-market prices in order to help these businesses in the stabilization period and to survive on the market.

Innovation today is an imperative if one hopes to succeed, but unfortunately, the financial capacity of newly-formed SMEs is, for the most part, limited and fails to provide research and development of new ideas, one of the most basic problems in the business.

That's why this project aims towards improving the business environment and helping the SMEs in improving their businesses.

## Short description of the project:

### Lead Partner:

Life Long Learning (Level 2) Center of Central Macedonia Region – Regional Unit of Serres

### Project Partner:

Centre for Development of the South-East Planning Region

### Duration:

15 months

### Financed by:

This project is co-funded by the European Union and by National Funds of the Participating Countries under the IPA Cross – Border Programme Greece - R. Macedonia 2007 – 2013

### Objective of the project:

Overall objective is to improve the business environment and to increase joint initiatives for economic cooperation in CB region.

### Contact:

Dance Pop-Ivanova Ilieva  
St. Boro Dzoni Nr. 10  
2400 Strumica  
mob. 071/ 364-934  
Tel/Fax 034/ 340-139  
E-mail: [dance.popivanova@gmail.com](mailto:dance.popivanova@gmail.com)



### Objectives of the project:

- Establishment of Incubator Department in Serres and system of e-classes;
- Introducing new communication technologies and providing joint ICT services in the area of e-learning;
- To introduce innovative approaches in the field of company marketing;
- To promote CB business partnerships and networking through creation of Joint Web-based Business Promotional Platform, organization of Business meetings and forums;
- To increase the capacity of SMEs through conducting several trainings, forums and workshops;
- To promote the cross-border region.

### Results of the project:

- Increased cross border exchange of knowledge through shared experience, common knowledge resources and cross fertilized practices on doing business of SME's in CB Region;
- Informed entrepreneurs and improved business environment in cross border region based on new collaboration and experience exchange platforms (CB business network is created);
- Improved SME's capabilities for doing business;
- Improved business environment for SMEs particularly for creative industries through providing supporting services;
- Enabled business start-up for the young unemployed;
- Improved direct support to SMEs and established connections between science and the economy through and upgraded VTC.
- Transfer of University "know-how" through organized project events;
- High-level business advice for new and start-up businesses;
- Established Incubator Department, e-learning classrooms and programmes for e-learning