

Press release

Title: “Developments Induced by the New Sales Strategy of Gépbér-Színpad Kft. Based on Digitalization in the Sewing and Service Divisions”

31/10/2021

Lead:

Under the call for proposals numbered VEKOP-1.2.6-20 GÉPBÉR-Színpad Kft. was awarded HUF 19,2 million by a European Union grant, the physical completion of which was successfully completed on 31 October 2021.

The investment made the purchase of equipment and software development possible, which enabled the creation of a more efficient, performance-enhancing structure.

In the framework of call for proposals number VEKOP-1.2.6-20, entitled ‘supporting developments to adapt micro, small and medium-sized enterprises to modern business and production challenges’ GÉPBÉR-Színpad Kft. was awarded a grant of HUF 19,202,490, letting the company acquire nine new instruments and develop a new business CRM feature supporting sales. The Company can thus quickly adapt to modern market challenges and increase its competitive edge.

The company has developed the production and design of stage technical elements for the project in question (TEAOR 8299’08M.ns other business support services), which has increased its resilience in the current changing economic environment. The investment has succeeded in maintaining the number of employees and realized an investment in technology, efficiency and building capacity. As a result of the development new work processes and work areas were established to retain the workforce.

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Project identification number: VEKOP-1.2.6-20-2020-00420

Amount of backing: 70%

The project was realized in the framework of the Széchenyi 2020 program, co-financed by the European Regional Development Fund and the budget of Hungary.

For more information on the project, visit <https://gepbersizinpad.com/>.

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