

## Call for Proposals for Establishing or Upgrading E-Commerce in SMEs in the Period 2019-2022 "EBUSINESS 2019-2022": UPGRADING E-BUSINESS IN THE COOKINOX COMPANY

The company **COOKINOX d.o.o.** has successfully obtained co-financing for the project of the operation "UPGRADING E-BUSINESS IN THE COOKINOX COMPANY" in the public tender for "Public Call for the Establishment or Upgrading of Electronic Commerce in SMEs in the Period 2019-2022" E-BUSINESS 2019-2022.

The objective of the invitation to tender from the perspective of the Operational Program for the Implementation of the European Cohesion Policy is to improve the opportunities for SMEs to enter or expand their business to foreign markets by establishing or upgrading e-commerce and thus increasing their international competitiveness.

The operation includes the following measures:

- Electronic exchange between partners
- Digitization of performances at fairs
- Websites for foreign markets
- Product sales video
- Strengthening of competences - training

The purpose of the Call for Proposals is to co-finance eligible costs of setting up or upgrading ecommerce to support SMEs that can easily enter global value chains and new markets by adopting ecommerce, enhance the international competitiveness of their business, improve and accelerate interaction with business partners abroad, send and collect information more efficiently and improve relationships throughout the supply chain.

We received co-financing in the amount of EUR 30.000.00 for the operation.

The implementation of the activity begins on 02.10.2021. The planned completion of the activity is 30.09.2022.

The investment is co-financed by the Republic of Slovenia and the European Union from the European Regional Development Fund.

Link to the EKP website in Slovenia: [www.eu-skladi.si](http://www.eu-skladi.si)

