

## GREECE

### Implementing Local Developing Strategies

#### Location

Krokees, Lakonia

#### Programming period

2007-2013

#### Axis / Priority

Axis 4 – LEADER

#### Measure

M41 – Implementing Local Developing Strategies

#### Funding

Total budget 163 212 EUR  
EAFRD 77 526 EUR  
National/region. 4 080 EUR  
Private 81 607 EUR

#### Project duration

Jan 2013 – Dec 2015

#### Project promoter

Apostolos Pamboukis S.A.

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#### Website

n/a

Thanks to this LEADER supported investment, a shoe repair and manufacturing company was able to move to a new facility benefiting from savings on rent and easier access to market.

### Summary

The company is a small but integrated plant that carries out all stage of shoe production, from their design to the finished article, without the supply of ready parts from subcontractors. It specialises in the manufacture of footwear for people with disabilities and special requirements that are not available in the market.



The company also contributes to the local economy as it acquires raw materials primarily from the local market of Laconia and is receiving orders nationally and internationally.

The company, however, has been operating since 1977 from a rented ground floor of an building constructed in 1951. The age of the building meant it was necessary to relocate to a newer building. Thanks to support from the Greek Rural development programme, the company relocated to a new building near the central square in the village of Krokees, Laconia.

The building, which was constructed on a plot of land owned by the company's owner, Mr Apostolos Pampoukis, has good transportation connections. The ground floor, which is home to the workshop and exhibition space, has a surface area of 126.42 m<sup>2</sup> while the basement area of nearly 90 m<sup>2</sup> is used to store raw materials. The new site has been kitted out with the company's existing equipment that was considered fit for purpose. The project also enabled the company to carry out some promotional activities such as the creation of a business sign and a website that will help reach a wider customer base.

### Results

Moving to its own building has reduced the company's operating costs and created a better working environment. It is also a more attractive place for customers to visit.

This investment foresees the likely creation of new jobs and the continued development of a modern, profitable business for the owner's son to take over.

The new location provides easy access to the region's capital, Sparta, as well as to the rest of the country.

### Lessons & Recommendations

- ❑ This is an example of how a small investment can make a big difference for an SME operating in a rural area. Improving the production facilities and increasing access to the market can ensure the continued viability of local businesses with wider benefits for the local economy.