



ЕВРОПЕЙСКИ СЪЮЗ  
ЕВРОПЕЙСКИ СТРУКТУРНИ И  
ИНВЕСТИЦИОННИ ФОНДОВЕ



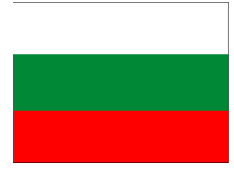
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РАЗВИТИЕ НА  
СЕЛСКИТЕ РАЙОНИ



ОПЕРАТИВНА ПРОГРАМА  
ИНОВАЦИИ И  
КОНКУРЕНТОСПОСОБНОСТ



ОПЕРАТИВНА ПРОГРАМА  
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ЧОВЕШКИТЕ РЕСУРСИ



EUROPEAN AGRICULTURAL FUND FOR RURAL DEVELOPMENT

**SUMMARY**

Name of the applicant	112517483 ZARYA-2000 EAD
Name of the project	Improving the production capacity of ZARYA-2000 EAD
Identification No.	BG16RFOP002-2.020-0003
Contract No.	Contract No. BG16RFOP002-2.020-0003-C01 / 30/05/2019
Funding programme	Operational Programme Innovation and Competitiveness (2014-2020)
Procedure	BG16RFOP002-2.020 LAG Belovo - Septemvri - Velingrad – Improving production capacity in SMEs
Priority field /compatibility with CLLD strategy of LAG Belovo - Septemvri - Velingrad/	<b>STRATEGIC GOAL 1 – ECONOMIC DEVELOPMENT OF TERRITORY, POVERTY REDUCTION AND PROVIDING EMPLOYMENT</b> <b>Priority 1 –</b> Achieving sustainable economic growth and creating employment <b>Specific goal 1.1</b> Technological renovation of SMEs and implementation of innovations
Territorial scope of implementation of the project	The town of Septemvri, Septemvri Municipality
Duration of the project	30/05/2019-30/08/2020 (15 months)
Total project budget	314,138,50 BGN
Funding by CLLD strategy /Grants	282,410,51 BGN
Support intensity	90.00 %
Main objective of the project	Increasing the competitiveness of the local economy and the opportunities for establishing a local business, incl. by diversification and alternative activities on the territory of LAG Belovo - Septemvri - Velingrad.
Specific goals	<ul style="list-style-type: none"> <li>- Increasing production capacity</li> <li>- Increasing energy efficiency levels in the company's manufacturing process</li> <li>- Reducing energy and resources consumption</li> <li>- Enhancing competitiveness</li> <li>- Increasing the share of export revenue</li> <li>- Reducing the idle time of production equipment as a result of accidents</li> <li>- Reduction of maintenance costs (external and own)</li> <li>- Reduction of the rejects of finished products and increasing the share of the fit ones</li> <li>- Strengthening the presence on target markets</li> <li>- Reducing dependence on external subcontractors</li> <li>- Lowering cost of production</li> <li>- Improving product quality</li> <li>- Increased degree of commitment to customers and increase of their satisfaction</li> <li>- Achieving an overall environmental and social impact while enabling sustainable economic growth</li> </ul>



Association of Local Action Group Belovo - Septemvri - Velingrad,  
Agreement to implement CLLD strategy ПД 50-189 / 29/11/2016  
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	<p>- Creating quality jobs and ensuring sustainable employment after the end of the project.</p>
Project activities	<p>Purchase, delivery and putting into operation of the following tangible fixed assets:</p> <ul style="list-style-type: none"><li>- a dough moulder 0,150 - 1.2 kg</li><li>- a clasp automat</li><li>- a horizontal Flowpack wrap machine</li><li>- a horizontal Flowpack wrap machine (for format bread).</li></ul>
Expected results	<p>Increase of the production capacity of the enterprise by the purchase and putting into operation of the new high-tech equipment, closing the production cycle inside the enterprise, and renewal and improvement of the existing production.</p> <ul style="list-style-type: none"><li>- Expansion of production capacity</li><li>- Increasing supply (quick and accurate business relationship with the customers)</li><li>- Increasing sales revenue</li><li>- Strengthening presence on the target markets</li><li>- Decreasing the cost of production</li><li>- Improving product quality</li><li>- Creating prerequisites for export of the company's production</li><li>- Increased degree of commitment to customers</li><li>- Improving and optimising the manufacturing process</li><li>- Modernisation of the technological base</li><li>- Increasing customer satisfaction who cannot be serviced at the moment due to lack of production capacity.</li></ul>
Indicators	<ol style="list-style-type: none"><li>1. Number of enterprises receiving grants – 1.</li><li>2. Number of projects with activities for improvement of resource efficiency: 1.</li><li>3. Private investments, supplementing the public support for the enterprises (grants): 16,222,26 EUR.</li><li>4. Certified expenses: 144,394,20 EUR.</li></ol>

Total value of the amounts paid under the project: 281 387,00 BGN.





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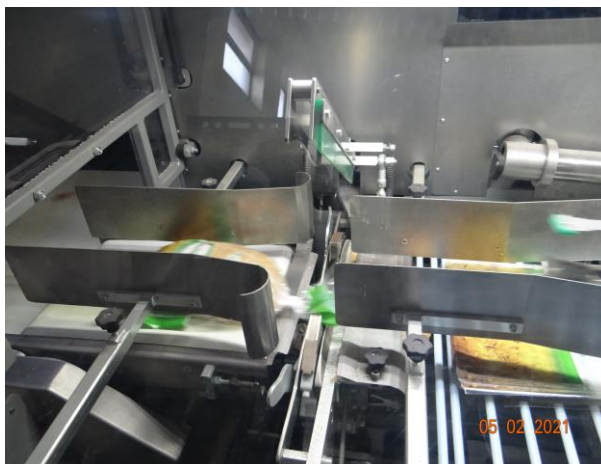
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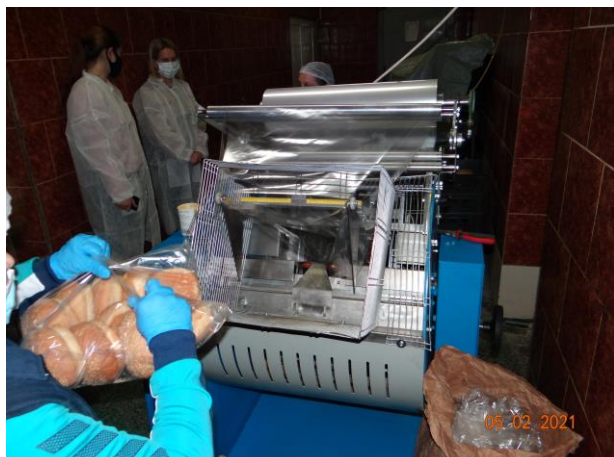
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