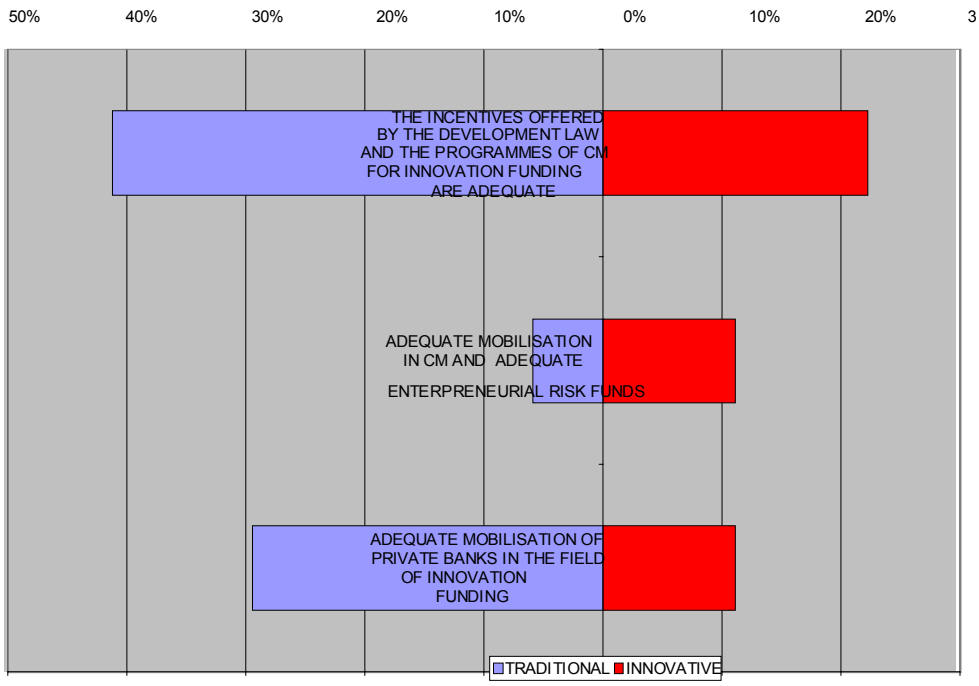
SECTION 3. REGIONAL STRENGTHS

In this module, the potential of the region as an environment supporting enterpreneurial activity is expressed by illustrating the position of the enterprises as to the possibilities and the investment opportunities, the investment plans of L2601/98 and the imports – exports analysis per country (intracommunitary trade) and per customs station in Greece.

3.1. ASSESSMENT OF CENTRAL MACEDONIA – THE POSITION OF THE ENTERPRISES

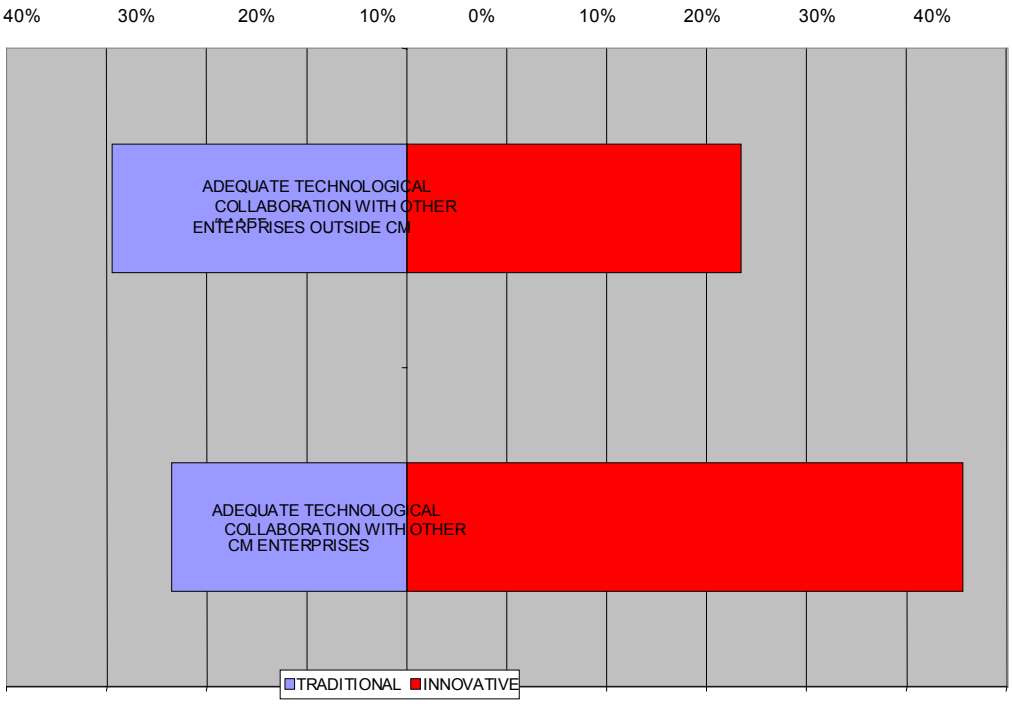
Figure 3.1.a illustrates the percentage of those enterprises that consider that Central Macedonia offers adequate possibilities regarding the incentives of the Law on Development, the mobilisation of enterpreneurial risk funds and the mobilisation of private banks in the field of innovation. In general, with the exception of enterpreneurial risk funds that are marginally (1/10) considered to be adequately mobilised, the acceptance percentage is nearly 10% for innovative enterprises and about 30% (1/3) for the remaining ones.

Figure 3.1.a: Percentage (%) of those enterprises that consider the innovation financing possibilities to be adequate



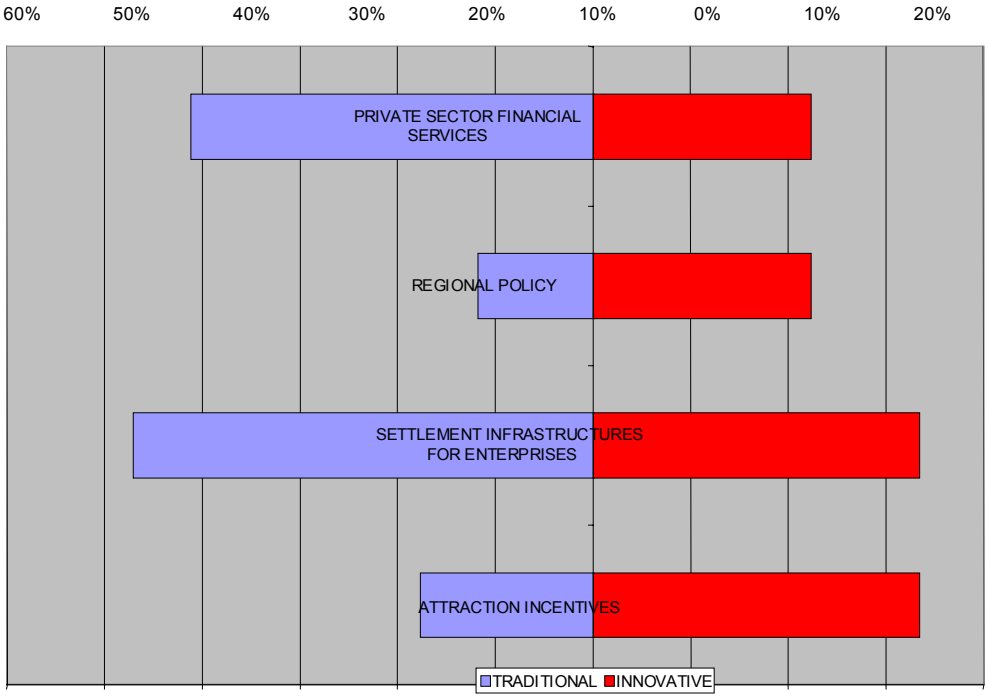
The technological collaboration between enterprises within and outside the limits of CM is considered to be adequate by approximately 1/3 of the enterprises. Almost half of the innovative enterprises deem that their collaboration within the region is adequate

Figure 3.1.b: Percentage (%) of the enterprises that considers that the possibilities of technological collaboration between enterprises are adequate



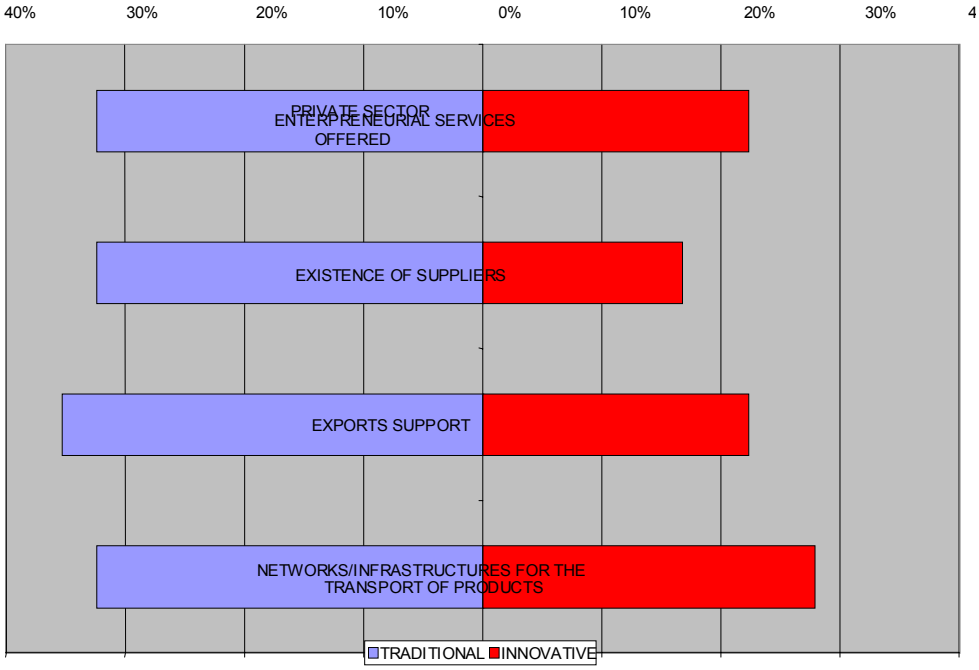
As an enterpreneurship environment, Central Macedonia received a positive assessment by traditional enterprises as to the settlement infrastructures (1/2) and the private sector financial services (4/10). The attraction incentives and the regional policy have been heavily critisized (1/10). One out of three of the innovative enterprises considers infrastructures and incentives to be adequate and one out of five considers financial services and regional policy to be adequate.

Figure 3.1.c: Percentage (%) of those enterprises that consider that the possibilities offered by Central Macedonia as an enterpreneurship environment are adequate as regards the



Finally, one third of the traditional enterprises considers that Central Macedonia has adequate networks and infrastructures for the transport of products, the support of exports, the existence of suppliers and the private sector enterpreneurial services offered that jointly form the axis for describing the region enterpreneurial environment. The respective percentage for innovative enterprises is approximately 20% (one out of five).

Figure 3.1.d: Percentage (%) of those enterprises that considers that Central Macedonia as an enterpreneurship environment offers adequate possibilities to enterprises as regards the



3.2. INVESTMENTS

3.2.1. PRIVATE PRODUCTION INVESTMENTS INTEGRATED IN THE NEW DEVELOPMENT LAW 2601/98

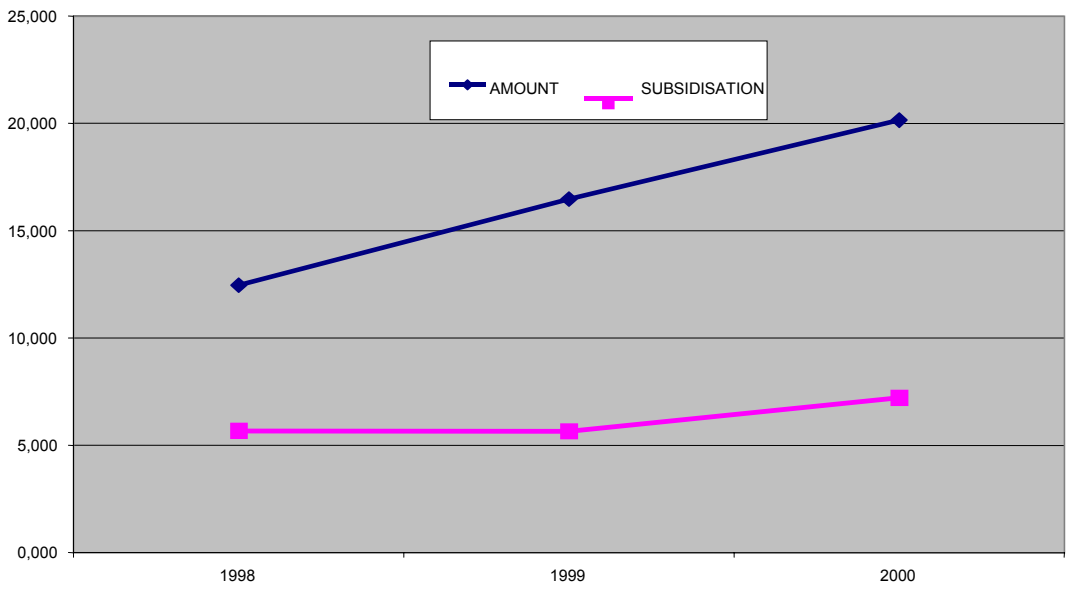
With the new provisions of this law, investment incentives continue to be one of the basic means of structural policy for the reinforcement of the production potential of the country, the improvement of the competitiveness of the Greek economy, the increase of employment and the balanced regional development.

Table 3.2.1 below illustrates the relevant data for Central Macedonia and Attica as regards the number of petitions, the amount of the investment, the subsidisation and the job openings, as well as the relevant percentages for the Entire Country for the year 2000.

	Number of petitions	Amount of investment (bil. GDR)	%	Subsidisation (bil. GDR)	%	Job openings	%
CM	68	20,152	9,6	6,53	9,6	540	13,5
AT	22	37,252	17,8	13,03	19,2	651	16,0
EC	456	209,139	100	67,93	100	3985	100

Figure 3.2.1 presents the course of the investments of L2601/98 for Central Macedonia, in fixed values.

Figure 3.2.1 Course of investments 98-00 L2601/98. Central Macedonia. Amount of investments and Subsidisation (bil. GDR)



3.3.2. OTHER INVESTMENTS IN CENTRAL MACEDONIA

In compliance with the basic objectives of the Regional Business Programme for Central Macedonia (1994-1999), the following projects and actions were funded (Table 3.3.2)

Table 3.3.2. RBP Projects and Actions for Central Macedonia

	TOTAL BUDGET	SUBSIDISATION AMOUNT	BENEFITED ENTERPRISES
SMEs integrated support programme	6,2	3,1	177
Industrial Information Technologies Applications	**1,75**	**0,875**	**27**
SMEs integrated programme of Enterpreneurial Diagnosis	0,15	0,09	36
Modernisation – integration of enterpreneurial infrastructures	**8,35**		
Development of transbalkan collaboration	1,95		
Tourism Programme	0,233	0,116	14
Decreasing Areas Programme	4,237	2,518	23
Reinforcement of Commercial and Service Provision SMEs	2,847	1,159	32
E-commerce model projects	0,188	0,094	39
Reinforcement of Women's Enterpreneurship	1,229	0,614	38

From the above, the "Industrial Information Technologies Applications" and "Modernisation – integration of enterpreneurial infrastructures" projects are particularly linked to innovation.

3.3. IMPORTS – EXPORTS

The description of the Central Macedonia import and export profile provides particularly useful information when compared to Attica and the total of imports – exports in the country. From the available GNSA data, we analyse that data that concerns the total of imports – exports per region and per product category for 1999, along with the data related to the intracommunitary trade per country.

3.3.1. IMPORTS – EXPORTS PER REGION

Table 3.3.1.a below provides the relevant percentages for Central Macedonia, Attica and the Entire Country as to imports and table 3.3.1.b as to exports per product category.

Table 3.3.1.a: Percentage (% on the value) of imports per product. Central Macedonia, Attica and Entire Country

	PRODUCT CATEGORY	CM	AT	EC
1	LIVESTOCK-ANIMAL PRODUCTS	4,72	1,97	2,09
2	VEGETAL PRODUCTS	3,37	2,07	2,92
3	FATS, OILS, WAXES OF ANIMAL-VEGETAL ORIGIN	0,09	0,24	0,28
4	DIETARY PRODUCTS. DRINKS, ALCOHOLIC BEVERAGES, TOBACCO	1,73	2,23	2,06
5	MINERAL PRODUCTS	27,99	10,14	15,22
6	CHEMICAL AND RELEVANT INDUSTRIES PRODUCTS	4,16	7,58	6,01
7	PLASTICS, RUBBER AND ARTIFACTS	3,28	2,43	2,20
8	LEATHER, FURS, ETC., TRAVELLING ITEMS, ETC.	0,53	0,85	1,05
9	TIMBER, CHARCOAL, CORK. BASKETRY ITEMS	4,80	1,10	1,95
10	WOOD PULP, PAPERWASTE, PAPER AND CARDBOARDS.	0,94	2,00	1,81
	PAPER ARTIFACTS			
11	TEXTILE MATERIAL AND TEXTILE ARTIFACTS	15,10	5,60	6,70
12	FOOTWARE, HEAD-DRESSES, UMBRELLAS, ETC.	1,37	1,22	0,97
13	STONE ARTIFACTS, CERAMICS, GLASSWARE	2,55	1,16	1,22
14	PEARLS, PRECIOUS STONES, COINS	0,08	0,31	0,21
15	COMMON METALS & METAL ARTIFACTS	7,03	5,93	8,65
16	MACHINES AND APPLIANCES, ELECTRICAL EQUIPMENT, ETC	13,10	16,69	13,55
17	TRANSPORT MATERIAL	4,54	31,76	27,62
18	OPTICAL INSTRUMENTS, HOROLOGY, MUSICAL INSTRUMENTS	1,26	3,75	2,68
19	WEAPONS, AMMUNITION, ACCESSORIES AND SPARE PARTS	0,07	0,22	0,35
20	MERCHANDISE AND VARIOUS PRODUCTS	2,55	2,56	2,02
21	ART OBJECTS, COLLECTOR'S ITEMS OR ANTIQUITIES	0,74	0,21	0,46

In Central Macedonia mineral products, textiles and machines-appliances-electrical equipment prevail.

Table 3.3.1.b: Percentage (% on the value) of exports per product. Central Macedonia, Attica and Entire Country

	PRODUCT CATEGORY	CM	AT	EC
1	LIVESTOCK-ANIMAL PRODUCTS	0,57	1,24	1,00
2	VEGETAL PRODUCTS	6,02	0,85	4,42
3	FATS, OILS, WAXES OF ANIMAL-VEGETAL ORIGIN	0,41	0,84	0,92
4	DIETARY PRODUCTS. DRINKS, ALCOHOLIC BEVERAGES, TOBACCO	20,66	5,87	13,33
5	MINERAL PRODUCTS	19,88	23,27	20,72
6	CHEMICAL AND RELEVANT INDUSTRIES PRODUCTS	7,18	9,18	7,74
7	PLASTICS, RUBBER AND ARTIFACTS	4,12	3,40	3,60
8	LEATHER, FURS, ETC., TRAVELLING ITEMS, ETC.	0,98	0,44	3,07
9	TIMBER, CHARCOAL, CORK. BASKETRY ITEMS	0,52	0,15	0,50
10	WOOD PULP, PAPERWASTE, PAPER AND CARDBOARDS.	1,36	2,39	1,86
	PAPER ARTIFACTS			
11	TEXTILE MATERIAL AND TEXTILE ARTIFACTS	19,92	11,07	13,40
12	FOOTWARE, HEAD-DRESSES, UMBRELLAS, ETC.	0,81	0,72	0,54
13	STONE ARTIFACTS, CERAMICS, GLASSWARE	2,01	2,16	2,33
14	PEARLS, PRECIOUS STONES, COINS	0,07	0,92	0,43
15	COMMON METALS & METAL ARTIFACTS	7,98	8,18	9,39
16	MACHINES AND APPLIANCES, ELECTRICAL EQUIPMENT, ETC	4,51	18,10	10,46
17	TRANSPORT MATERIAL	1,30	6,96	3,52
18	OPTICAL INSTRUMENTS, HOROLOGY, MUSICAL INSTRUMENTS	0,31	1,69	0,83
19	WEAPONS, AMMUNITION, ACCESSORIES AND SPARE PARTS	0,02	0,33	0,38
20	MERCHANDISE AND VARIOUS PRODUCTS	0,92	1,20	0,91
21	ART OBJECTS, COLLECTOR'S ITEMS OR ANTIQUITIES	0,45	1,03	0,65

Central Macedonia mainly exports dietary products, mineral products and textiles.

Figures 3.3.1.a and 3.3.1.b below illustrate the respective frequency bars for the figures of the above tables.

Figure 3.3.1.a Imports per product (% value). Central Macedonia, Attica and Entire Country

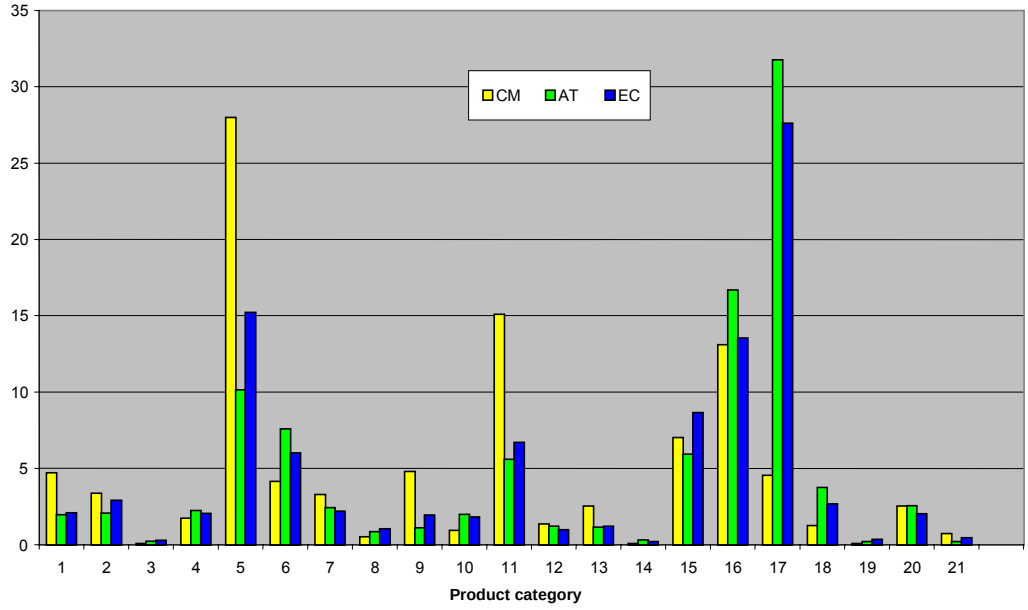
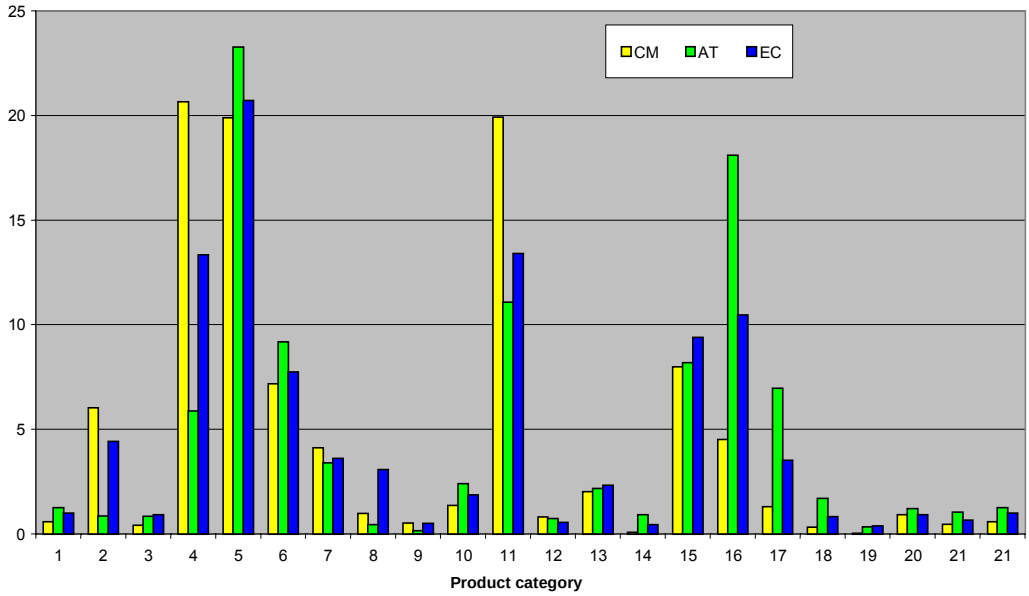
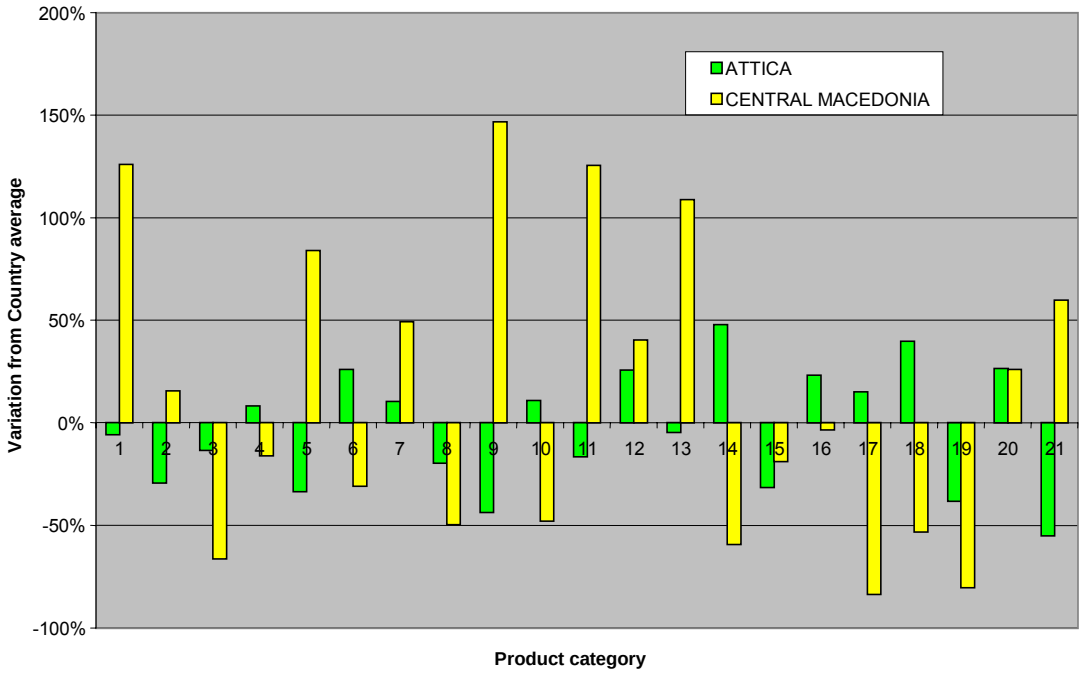


Figure 3.3.1.b Exports per product (% value). Central Macedonia, Attica and Entire Country



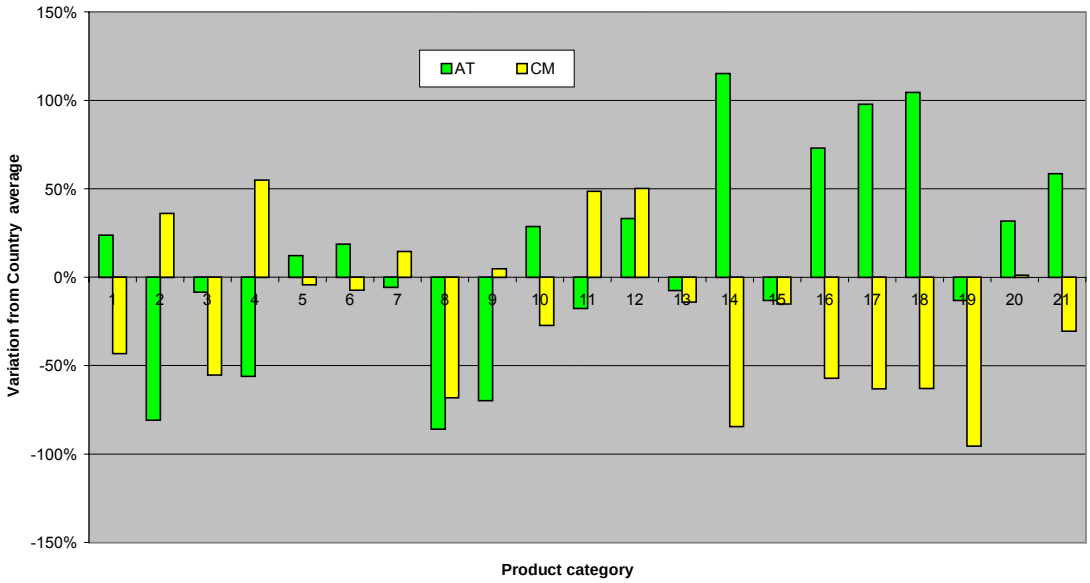
The variation from the Country average indicates the intensity of Central Macedonia in agricultural products, minerals, plastics, timber, textiles, footware, stone artifacts, etc. (above the Country average).

Figure 3.3.1.c 1999 Imports. Variation from Country average per product for Central Macedonia and Attica



As regards exports, the variation indicates the intensity in dietary items, plastics – rubber, textiles and footware (above the Country average).

Figure 3.3.1.d 1999 Exports. Variation from Country average per product for Central Macedonia and Attica



3.3.2. IMPORTS – EXPORTS FOR INTRACOMMUNITARY TRADE COUNTRIES PER COUNTRY AND PER SECTOR

In continuance, we present the data regarding imports and exports per sector and per country concerning the intracommunitary trade countries.

3.3.2.1. PER SECTOR

The same conclusions ensue from the following figures regarding exports and imports per sector of intracommunitary trade.

Figure 3.3.2.1.a Exports per sector. Central Macedonia, Attica and Entire Country

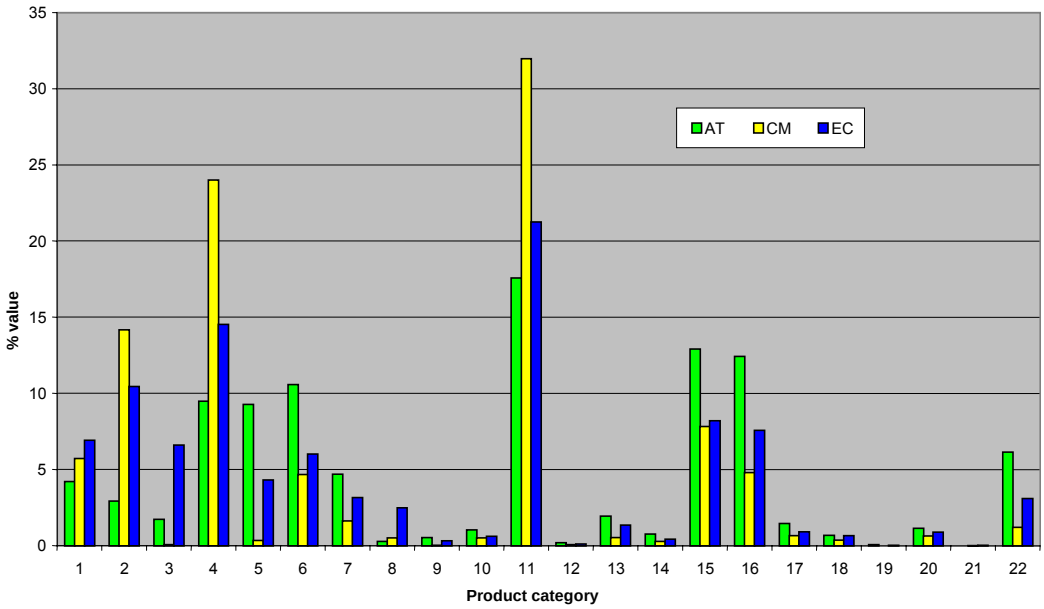


Figure 3.3.2.1.b Comparative position of Central Macedonia and Attica (Exports)

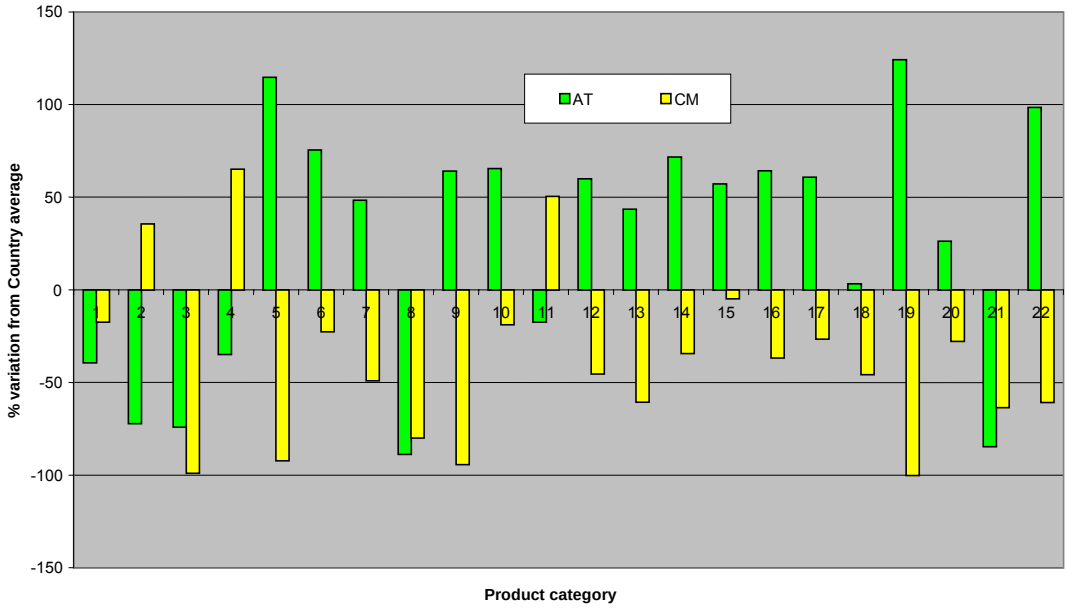


Figure 3.3.2.1.c Imports per sector. Central Macedonia, Attica and Entire Country

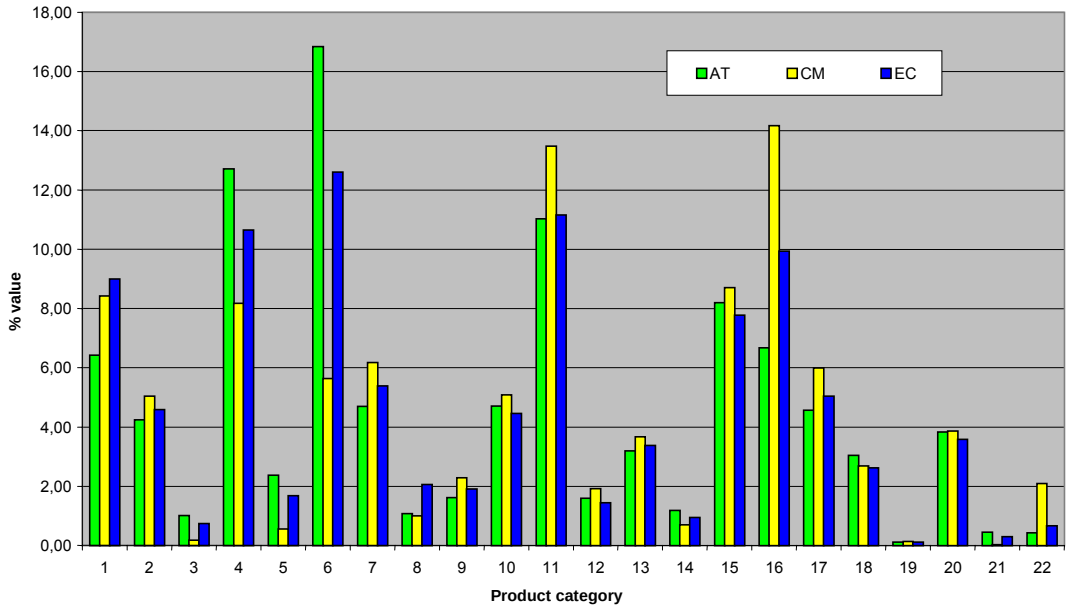
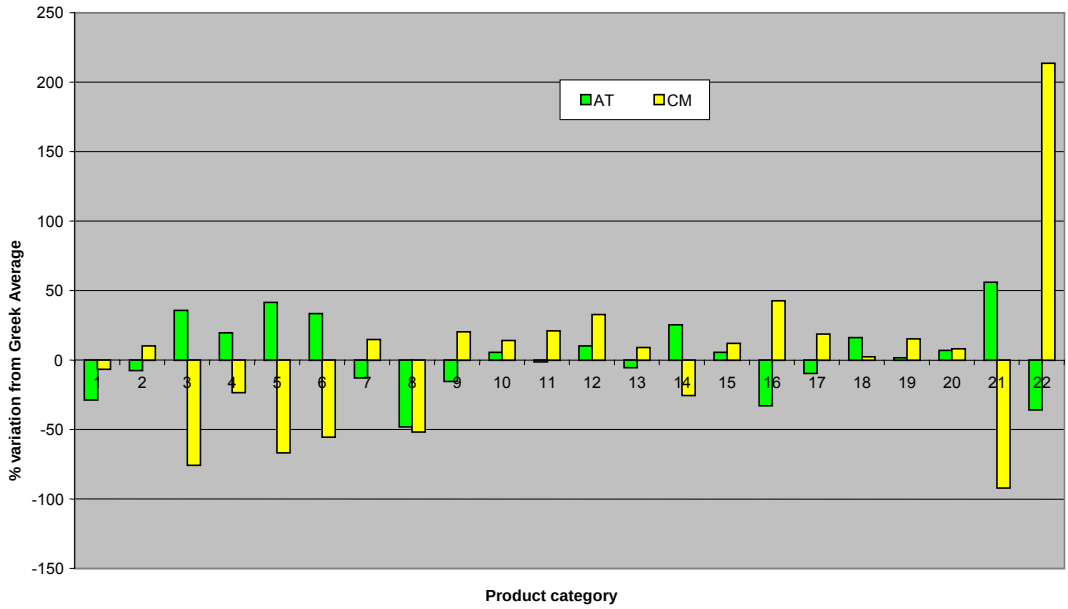


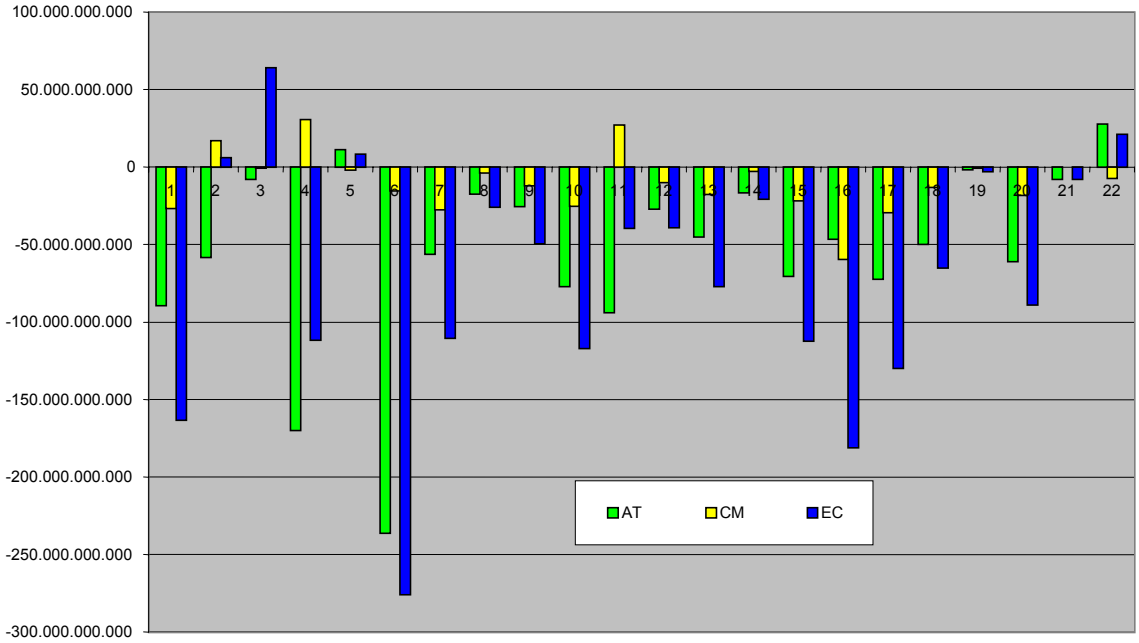
Figure 3.3.2.1.d Comparative position of Central Macedonia and Attica. Imports

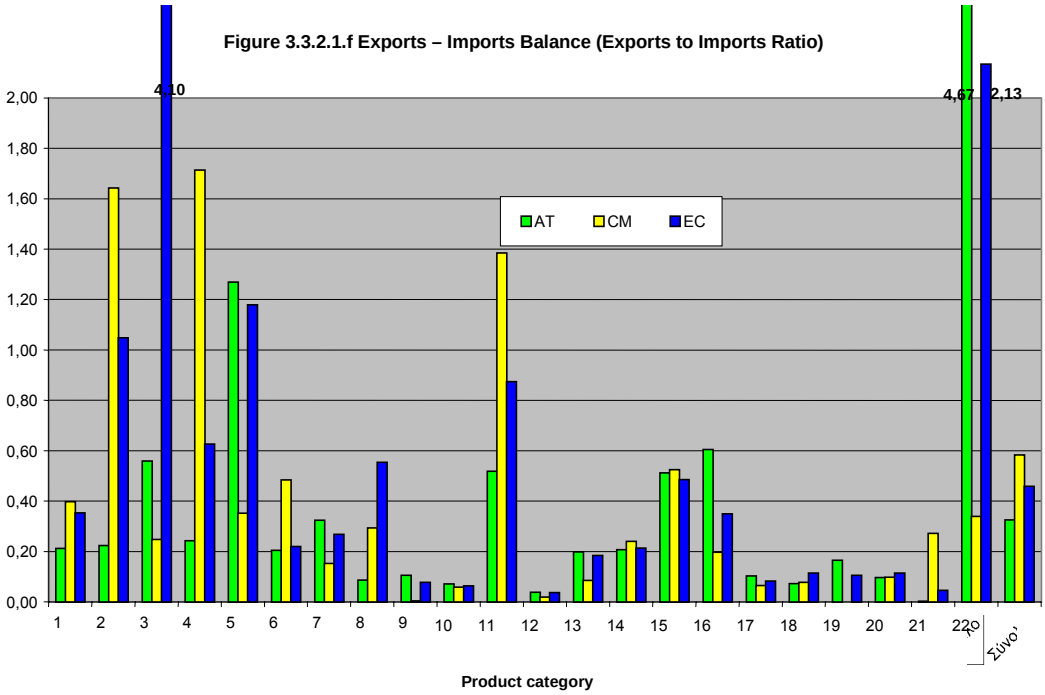


The next two figures depict the exports – imports balance per product category as an absolute figure (figure 3.3.2.1.e) and as an export to import ratio. Central Macedonia displays a positive balance in the "vegetal products", "processed dietary products, foods, beverages, tobacco" and "textile products and material" product categories. Attica has a positive balance in the "minerals" and "others" product categories. For the Entire Country, the product categories that have a positive balance are: "vegetal products", "fats and edible oils, waxes", "minerals" and "others".

Overall, the balance as an expression of the exports to imports ratio is 0,33 for Attica, 0,58 for Central Macedonia and 0,46 for the Entire Country.

Figure 3.3.2.1.e Exports – Imports Balance (Product Categories) GDR





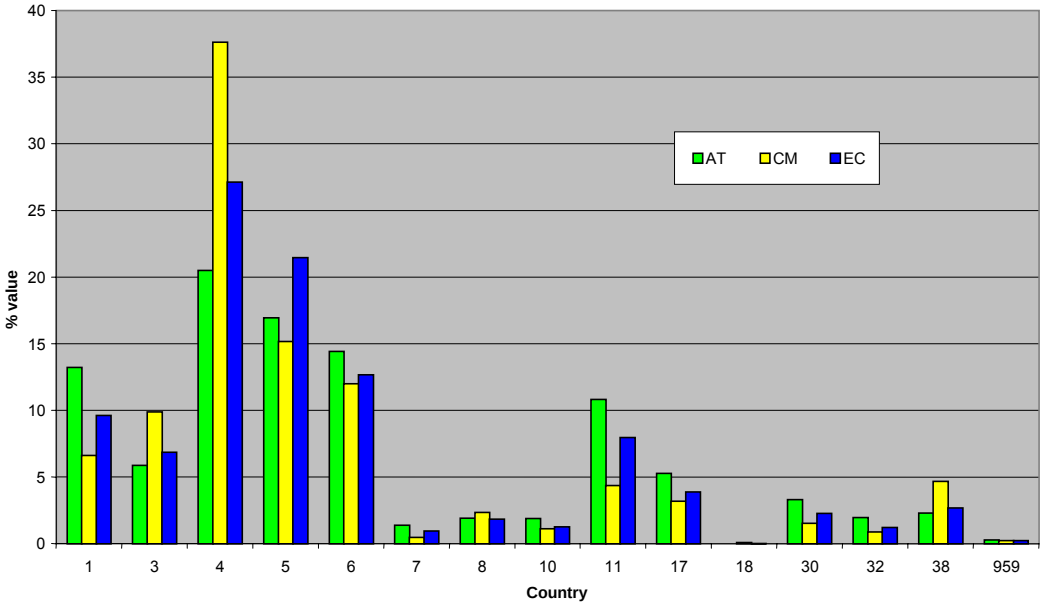
3.3.2.2. PER COUNTRY

According to the official journal of the European Communities (L 335/23-29/10-12-1998), the codification for the intracommunitary trade countries is as follows:

CODE	COUNTRY
1	France
3	The Netherlands
4	Germany
5	Italy
6	United Kingdom
7	Ireland
8	Denmark
9	Greece
10	Portugal
11	Spain
17	Belgium
18	Luxembourg
30	Sweden
32	Finland
38	Austria
959	Unspecified countries and territories

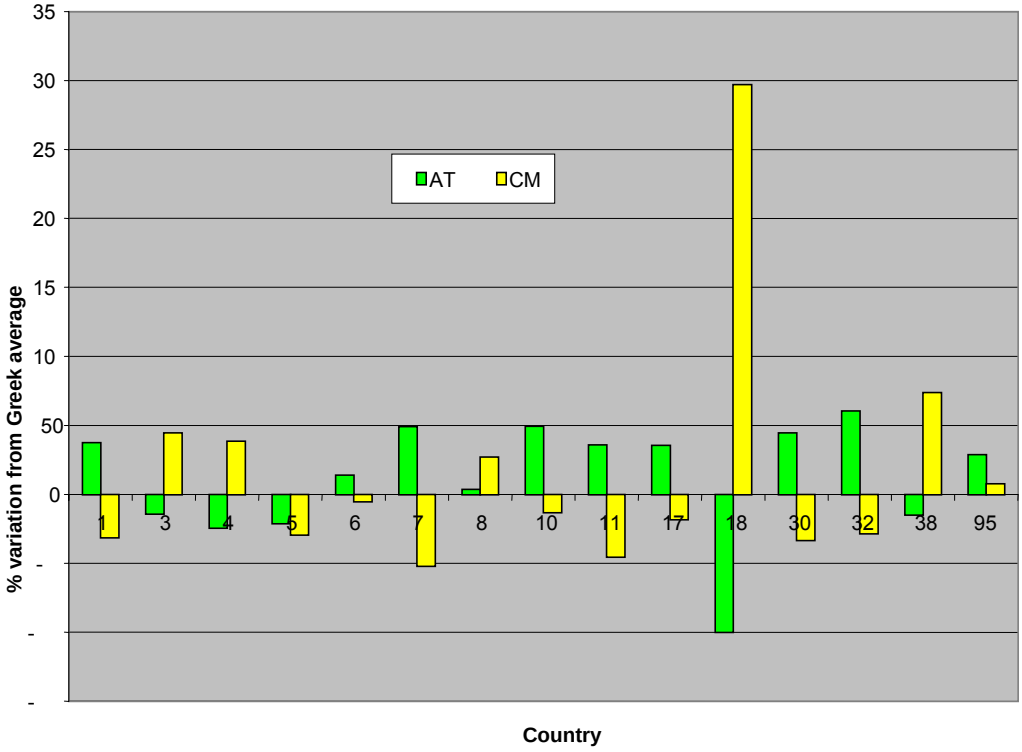
As regards exports from Central Macedonia, Attica, but also the Entire Country, the three main export destinations are in descending order Germany, Italy and the United Kingdom (figure 3.3.2.2.a).

Figure 3.3.2.2.a Exports per country. Central Macedonia, Attica and Entire Country



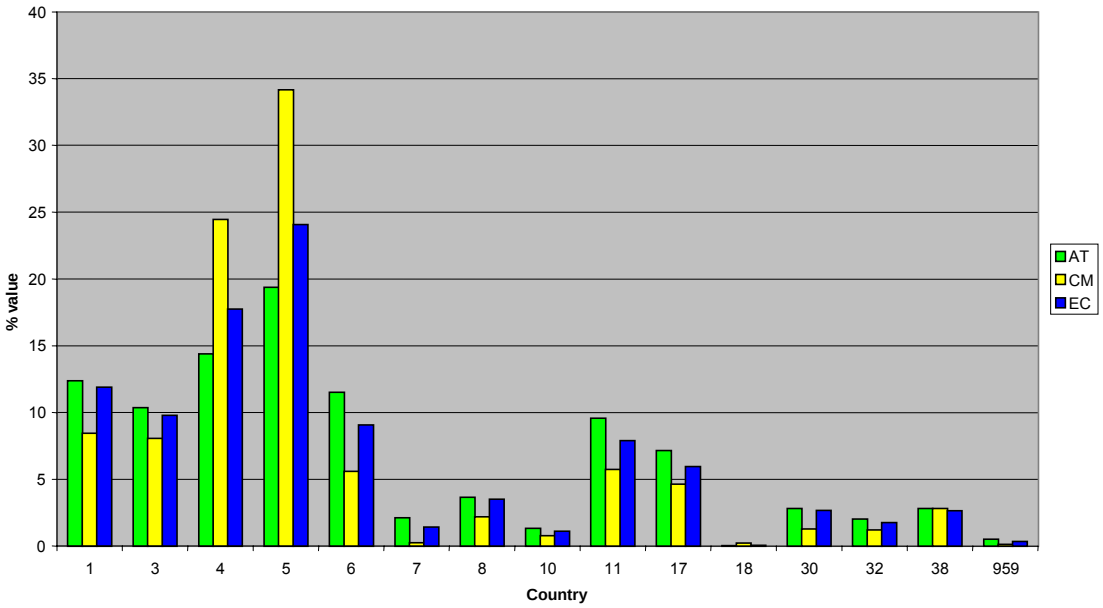
The comparative figure 3.3.2.2.b highlights the differences between the exporting profiles of Central Macedonia and Attica as to the variation of their exports percentage from the exports percentage of the Entire Country. The exporting profile of Central Macedonia is stronger for Germany, the Netherlands, Austria and Denmark. The exporting profile of Attica is stronger for Belgium, France, Ireland, Portugal, Spain, Sweden and Finland.

Figure 3.3.2.2.b Comparative position of Central Macedonia and Attica. Exports



As far as imports are concerned for Central Macedonia, as well as for the Entire Country, the main import countries (with a percentage higher than 10%) are in descending order Italy, Germany, France and the Netherlands (figure 3.3.2.2.c).

Figure 3.3.2.2.c Imports per country. Central Macedonia, Attica and Entire Greece



The comparative figure 3.3.2.2.d the differences between the importing profiles of Central Macedonia and Attica as to the variation of their imports percentage from the exports percentage of the Entire Country. The importing profile of Central Macedonia is stronger for Italy, Germany and Luxembourg. The importing profile of Attica is stronger for the United Kingdom and Ireland.

Figure 3.3.2.2.d Comparative position of Central Macedonia and Attica. Imports

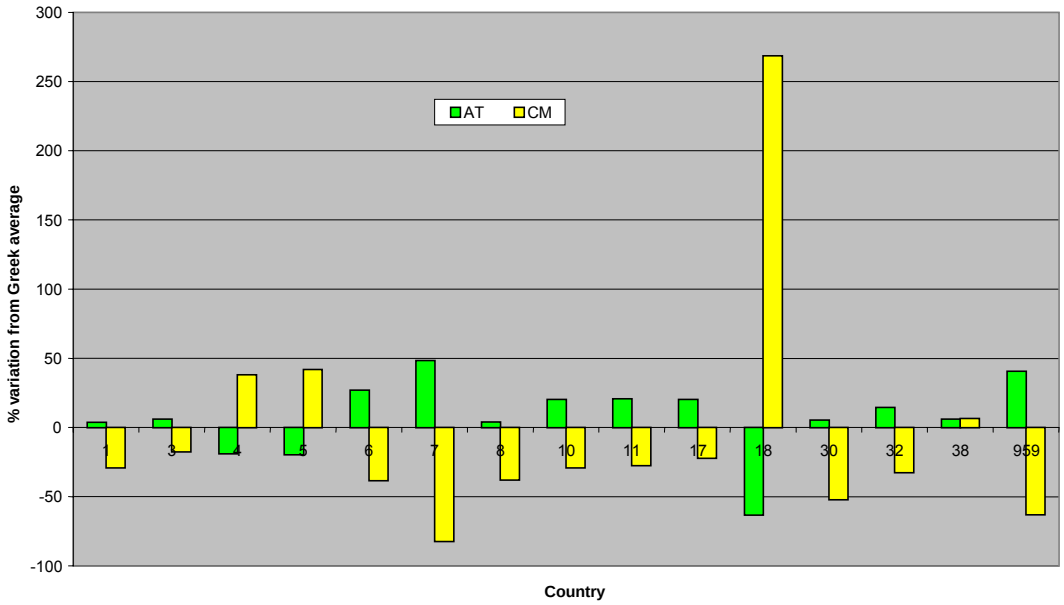
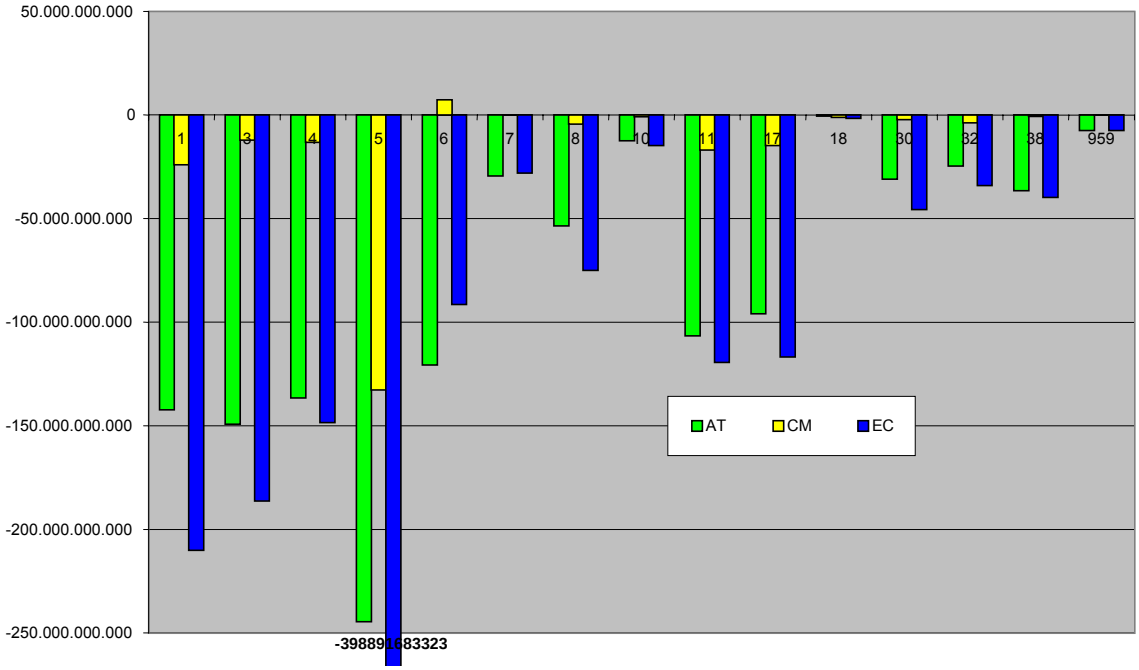


Figure 3.3.2.2.e Exports – Imports Balance per Country (GDR)



The exports – imports balance per intracommunitary trade country is positive only for Central Macedonia and the United Kingdom and Ireland.

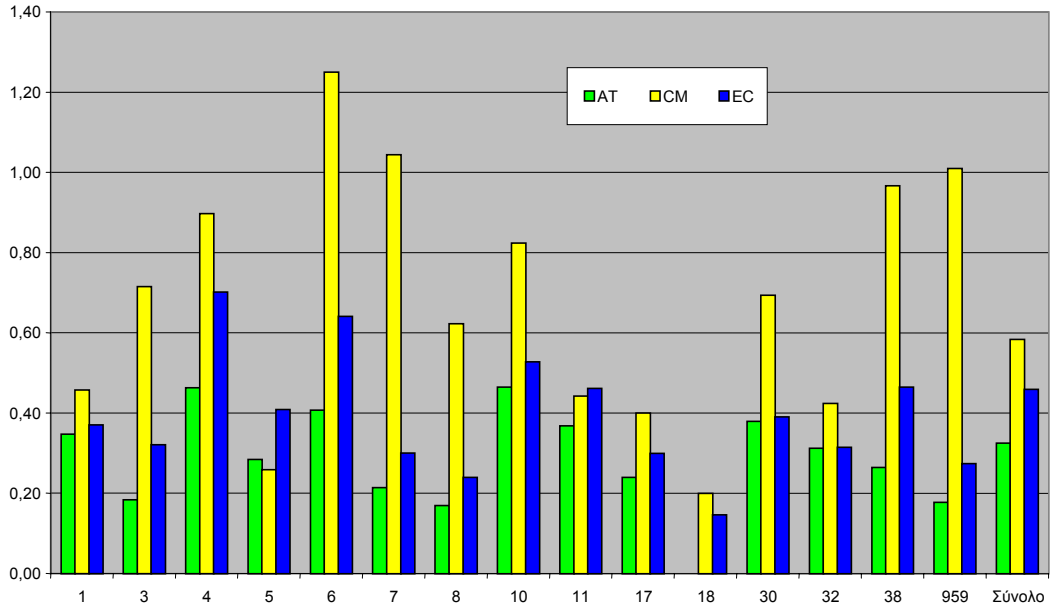



Figure 3.3.2.2.f Exports – Imports Balance (Exports to Imports Ratio)