

13th Newsletter



CROSS-INNO-CUT

Cross border implementation of
innovative cost cutting
technologies

Project Partners

*Federation of Industries
of Northern Greece*

*Aristotle University of
Thessaloniki*

URENIO Research Unit

*South-West University
"Neofit Rilski"*

*Industries Association of
Eastern Macedonia*

*Federation of Industries
of Rhodopi*

*Industrial Association of
Petritch*

*Union of Industry and
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*Industrial Association
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CROSS.INNO.CUT Inter-regional conference held in Thessaloniki

The final inter-regional conference focused on the rationale, the approach and the results of the CROSS.INNO.CUT project was held successfully in Thessaloniki on 13 & 14 of May 2013.

The two-day conference entitled: "Inter-regional conference for the impact of cost reduction innovation: Implementation of Innovative Cost Cutting Technologies in Small & Medium Enterprises" attracted a large number of attendants. During the first session, the project partners were honored by the participation of executives from the ETCP GR-BG 2007-2013 Managing Authority and the Joint Technical Secretariat.

The event is presented in detail in this newsletter.

The content of the presentations are available online via the project's web site:

www.cost-cutting.eu



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The “Cross.Inno.Cut” international conference comprised 4 sessions in 2 days. The 1st session, held on Monday the 13th of May, outlined the project objectives, activities and accomplishments.

The session was chaired by Mr Kiriakos Fotiadis, Coordinator of “Joint Technical Secretariat”, of the European Territorial Cooperation Program “Greece – Bulgaria” 2007 – 2013. In this first session, Mr Georgios Emmanouil, Head of the Greek Managing Authority for European Territorial Cooperation Programmes referred to the results of Cross.Inno.Cut as highly positive and commented that the project is hereby regarded as “Good practice” for the Programme “Greece - Bulgaria”.

In this frame, Mr Emmanouil announced that the project will be included in the forthcoming “Good practices” conference, scheduled for the 1st semester of 2014, where its innovative methodology and results will be presented.



Panel of the 1st session



Mr Georgios Emmanouil, Head of the Greek Managing Authority for European Territorial Cooperation Programmes

cutting methodology aiming at supporting as many as possible enterprises in Northern Greece and Southern Bulgaria.

Mr Athanassios Savvakis, General Secretary of the Federation of Industries of Northern Greece (FING), underlined the reusability and importance of the project pointing out that the project's innovative cost-cutting methodology can be a tool of significant importance for the SMEs to improve their competitiveness.



A view of the audience

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Mr Vasil Valtsev, General Consul of the Republic of Bulgaria



Mr Vasil Valtsev, General Consul of the Republic of Bulgaria, addressed the Cross.Inno.Cut project as one that contributed to the improvement of the cooperation relationship between the business communities of Greece and Bulgaria. Furthermore, he underlined the need to broaden this cooperation, by applying the project methodology to more enterprises. Mr Fanis Pappas, Regional Vice-Governor for the Environment, suggested that the Regional

Authority of Central Macedonia would try to embed the project's results in the framework of planning the SMEs' competitiveness support measures for the next programming period.

The 2nd and 3rd sessions of the conference went from the strategic level to tactical and operational respectively, with presentations by key project team members followed by specific examples of project methodology applications to SMEs in various technology themes and areas.

The Innovative Approach of the Cross-Inno-Cut Project for Reducing Operating Costs in a Small Enterprise was presented and discussed thoroughly. The 2nd session was chaired by Dr. Evangelos Kopsachilis, Head of Management Team of the CROSS – INNO – CUT project, who on behalf of the Federation of Industries of Northern

Greece (F.I.N.G) delivered the Greek

experience presentation of 70 cases reducing operating costs in small & medium enterprises in the cross-border area. Mr Isidoros Passas, from the Urban and Regional Innovation Research Unit «URENIO» of the Aristotle University of Thessaloniki, presented the diagnostic tool and information system, the indicators and diagnostic study. Chief

Assistant Prof. Dr. Teodora Kiryakova-Dineva, from the Faculty of Economics of the South West University «Neofit Rilski», presented the 30 cases of the Bulgarian experience.



Chief Assistant Prof. Dr. Teodora Kiryakova-Dineva, Faculty of Economics, the South West University Neofit Rilski



Panel of the 2nd session

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Panel of the 3rd session

The 3rd session chaired by Associate Prof. Dr. Preslav Dimitrov, Vice – Dean of the Faculty of Economics, South West University, «Neofit Rilski», comprised the presentation of results of the Project by thematic Area for reducing operating costs. Specific examples of applications were presented for 4 thematic areas, i.e. marketing and product promotion, reducing production operating costs through sensors, renewable energy resources and energy management, and

supply chain.

The final and conclusive 4th session was focused on the experience from the enterprises' point of view and comprised the plenary discussion and conclusions of the conference.

The final session was chaired by Christos Ev. Georgiou, Ph.D., Director, Research & Documentation Department, Project Manager of the CROSS – INNO – CUT project and comprised particularly interesting addresses by the representatives of 3 participant enterprises, Mr Christos Ginis, Charmain and CEO of EUROCO S.A., Mr Konstantinos Konstantinidis, CEO of PELOPAC S.A. and Mr Charis Dounas, Charmain and CEO of STATHIS S.A.



Panel of the 4th session



Christos Ev. Georgiou, Ph.D., Director, Research & Documentation Department, Project Manager of the CROSS – INNO – CUT project



A view of the audience

In the following pages the full program of the conference is presented.

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Monday, 13 May 2013	
17:00 - 18:00	Addresses – Welcome coffee
	<ul style="list-style-type: none"> › Apostolos Tzitzikostas, Regional Governor of Central Macedonia, <i>to be advised</i> › Athanasios Savvakis, General Secretary, Federation of Industries of Northern Greece (F.I.N.G) › Vasil Valtsev, Consul General of the Republic of Bulgaria
18:00 - 20:00	Cross-Border Cooperation & Fostering Competitiveness of Small Enterprises
Chairman	Kiriakos Fotiadis, Coordinator of "Joint Technical Secretariat", of the European Territorial Cooperation Program "Greece – Bulgaria" 2007 - 2013
Addresses	<ul style="list-style-type: none"> › Georgios Emmanouil, Head of the Managing Authority of European Territorial Cooperation Program «The contribution of cross-border cooperation programs to growth up today: results and new directions for the next programming period» › Prof. Nikos Komninos, Aristotle University of Thessaloniki, Urban and Regional Innovation Research Unit «URENIO», Scientific Manager of the CROSS – INNO – CUT project «Open innovation and smart business networks: saving resources and new products through outgoing cooperations» › Christos Ev. Georgiou, Ph.D., Director, Research & Documentation Department of Federation of Industries of Northern Greece (F.I.N.G), Project Manager of the CROSS – INNO – CUT project «Presentation of the CROSS – INNO – CUT project: fostering the competitiveness of small enterprises for reducing operating costs» › Associate Prof. Dr. Preslav Dimitrov, Vice - Dean of the Faculty of Economics, South West University, «Neofit Rilski» «Reducing operating costs in small enterprises in the cross-border area: the Bulgarian experience»
20:00 - 21:00	Open Discussion - Summary of 1 st day Brief Presentation of 2 nd day

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Tuesday, 14 May 2013	
09:00 - 09:30	Registration – Coffee
09:30 - 11:30	The Innovative Approach of the Cross-Inno-Cut Project for Reducing Operating Costs in a Small Enterprise
Chairman	Dr. Evangelos Kopsachilis , Researcher, Research & Documentation Department of Federation of Industries of Northern Greece (F.I.N.G), Head of Management Team of the CROSS – INNO – CUT project
Addressees	<ul style="list-style-type: none"> › Isidoros Passas, Urban and Regional Innovation Research Unit «URENIO», Aristotle University of Thessaloniki <i>«Presentation of the CROSS – INNO – CUT innovative approach: diagnostic tool, information system, indicators and diagnostic study»</i> › Dr. Evangelos Kopsachilis, Researcher, Research & Documentation Department of Federation of Industries of Northern Greece (F.I.N.G), Head of Management Team of the CROSS – INNO – CUT project <i>«70 cases of reducing operating costs in small & medium enterprises in the cross-border area Greece – Bulgaria: the Greek experience»</i> › Chief Assistant Prof. Dr. Teodora Kiryakova-Dineva, Faculty of Economics, South West University, «Neofit Rilski» <i>«30 cases of reducing operating costs in small & medium enterprises in the cross-border area Greece – Bulgaria: the Bulgarian experience»</i> › Theodoros Seremetakis, MBA, Consultant of the CROSS – INNO – CUT project <i>«From the diagnosis of problems' to the successful implementation: an indicative example of the CROSS – INNO – CUT approach»</i>
	Plenary Discussion
11:30 - 12:00	Coffee Break

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12:00 – 14:00	The Results of the Project by Thematic Area for Reducing Operating Costs: Case Presentations
Chairman	Associate Prof. Dr. Preslav Dimitrov , Vice – Dean of the Faculty of Economics, South West University, «Neofit Rilski»
Addresses	<p>› Dr. Sotiris Zigiariis, Urban and Regional Innovation Research Unit «URENIO», Aristotle University of Thessaloniki</p> <p>«Presentation of the CROSS – INNO – CUT innovative approach for reducing operating costs in the marketing and product promotion in a small & medium enterprise. Methodology, performance indicators diagnosis of areas with high cost»</p> <p>› Antonis Arletos, Consultant of the project CROSS – INNO – CUT</p> <p>«Reducing production operating costs through sensors: implementation of the project's CROSS – INNO – CUT project methodology in a small & medium enterprise from the distillery sector in Greece»</p> <p>› Costas Tramantzas, Consultant of the CROSS – INNO – CUT project</p> <p>«Reducing operating costs through renewable energy resources and energy management: implementation of the CROSS – INNO – CUT project methodology in a small & medium enterprise from the flexible material packing sector»</p> <p>› Spyros Chioteris, Consultant of the CROSS – INNO – CUT project</p> <p>«Reducing operating costs in the supply chain: implementation of the CROSS – INNO – CUT project methodology in a pipe manufacturer»</p> <p>› Associate Prof. Dr. Nikolay Marin, Vice – Dean of the Faculty of Law and History, South West University, «Neofit Rilski»</p> <p>«Reducing operating costs in high cost area "People and Processes" (the example of the Bulgarian enterprises)»</p> <p>Questions – Discussion</p>
14:00 – 15:30	Light Lunch Break
15:30 – 16:30	Round Table: Business Experience
Chairman	Christos Ev. Georgiou , Ph.D., Director, Research & Documentation Department, Project Manager of the CROSS – INNO – CUT project
Addresses	<p>› Christos Ginis, Charmain and CEO, EUROCO S.A..</p> <p>› Konstantinos Konstantinidis, CEO, PELOPAC S.A.</p> <p>› Charis Dounas, Charmain and CEO, STATHIS S.A.</p> <p>› Bulgarian entrepreneur, to be advised</p> <p>Plenary Discussion</p>
16:30 – 17:00	Conclusions

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