

Una manera de hacer Europa



SMEs Digital Transformation line of the Subsidy Programme for Industrial Development, the Improvement of Competitiveness, Digital Transformation and the Creation of Employment 2017-2020, in the province of Granada

Agency for Innovation and Development of Andalusia (IDEA)

**Programa Operativo
de Andalucía**

Año 2020

Fondo Europeo de Desarrollo Regional

The Good Practices of the Agency for Innovation and Development of Andalusia IDEA is presented herein, consisting of the aid granted in the SMEs Digital Transformation line of the Subsidy Programme for Industrial Development, the Improvement of Competitiveness, Digital Transformation and the Creation of Employment 2017-2020, in the province of Granada

This SMEs Digital Transformation line includes advanced service projects for the digital transformation of SMEs. Projects contracted by SMEs for the incorporation of information and communication technologies, which contribute to improving their competitiveness and productivity. Within this line, the aids for the province of Granada, and as part of them, the companies **World Vypmar**, in Motril, **Instituto Odontológico Integral Avanzado**, in Granada, and **Osunasport**, also in Granada, **are chosen as particular exponents of the foregoing.**

World Vypmar (which operates under the Enbox brand), is engaged in the sale, assembly and distribution of corrugated cardboard boxes, has digitised its departments and management system. It has implemented a new system to centrally control transactions, cost control, production and stock.

For its part, **Instituto Odontológico Integral Avanzado** has incorporated a buccal digital capture and printing system into the daily practice of its dental clinic. To achieve this, it has purchased an intraoral scanner. With the capture of all the jaw pieces in digital format, the model and tests can be sent electronically to the dental laboratory.

Osunasport is specialised in the sale of sports nutrition products, fitness and wellness machinery. Given its growth, the management saw the need to adapt to electronic commerce. Thus, it launched the online store masmusculo.com.

The eligible cost of this line of incentives in Granada is **1,200,494.00 euros**, of which **612,031.77 euros** correspond to financing from the European Regional Development Fund (ERDF).


It is considered good practice since it meets the criteria defined for this purpose.

1. The role of the ERDF has been conveniently disseminated amongst beneficiaries, potential beneficiaries and the general public¹

The companies have installed the mandatory identification plates both in a place accessible to the public and in the machinery acquired in the framework of the projects subsidised by the ERDF.



Likewise, the companies receiving aids have also resonated this on their webpages:



UNIÓN EUROPEA

Osunasport SL ha sido beneficiaria del Fondo Europeo de Desarrollo Regional cuyo objetivo es mejorar la competitividad de las Pymes y gracias al cual ha puesto en marcha un Plan de Acción con el objetivo de mejorar su posicionamiento en mercados exteriores a través de la gestión de la marca para la internacionalización en el año 2019-2020. Para ello ha contado con el apoyo del Programa GMI de la Cámara de Comercio de Granada.

Fondo Europeo de Desarrollo Regional.

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Osunasport S.L ha sido beneficiaria del Fondo de Desarrollo Regional cuyo objetivo es mejorar la competitividad de las Pymes y gracias a la cual ha puesto en marcha un Plan de Marketing Digital Internacional con el objetivo de mejorar su posicionamiento online en mercados exteriores durante el año 2019. Para ello ha contado con el apoyo del Programa XPANDE DIGITAL de la Cámara de Comercio de Granada.

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Se ha recibido un incentivo de la Agencia de Innovación y Desarrollo de Andalucía IDEA, de la Junta de Andalucía, por un importe de 42.481,46 €, cofinanciado en un 80% por la Unión Europea a través del Fondo Europeo de Desarrollo Regional, FEDER para la realización del proyecto 401N1800047 / DIGITALIZACIÓN DE PROCESOS DE NEGOCIO WORLD VYPMAR con objetivo de "Garantizar un mejor uso de las tecnologías de la información"

Furthermore, the investment made, and the financial support of ERDF funds has been reflected in the media through the dissemination in news outlets regarding aid in general or specific aid to these and other companies, as well as through the dissemination in local media (print edition, digital

¹ The data that appears in the press releases, publications on social networks and web pages, and in the audiovisual elements may have suffered some variation due to the evolution of the projects between their approval and their certification.

edition and profiles on social networks) in the province of Granada.

In the same way, this information has been disseminated through the official profiles of Twitter, Facebook and LinkedIn of the IDEA Agency and the Andalusian Regional Government to which the IDEA Agency is attached (currently the Ministry of Economic Transformation, Industry, Knowledge and Universities) and on the websites of both organizations:



It is worthwhile mentioning, aside from the foregoing, the undertaking of an audio-visual micro-space offering a description of each one of the projects and in which it is recorded that EFDR's support has been involved in these, as can be seen from the following screenshots:



These videos are published on the YouTube profile of the IDEA Agency, at the following links:

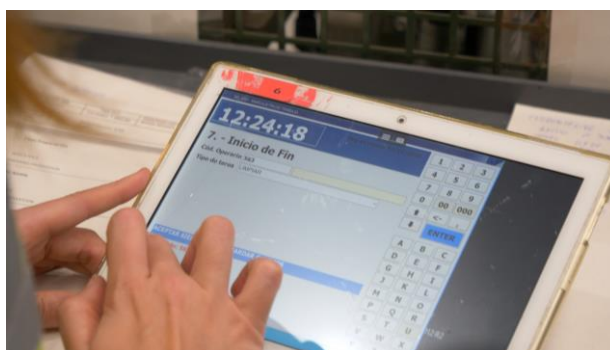
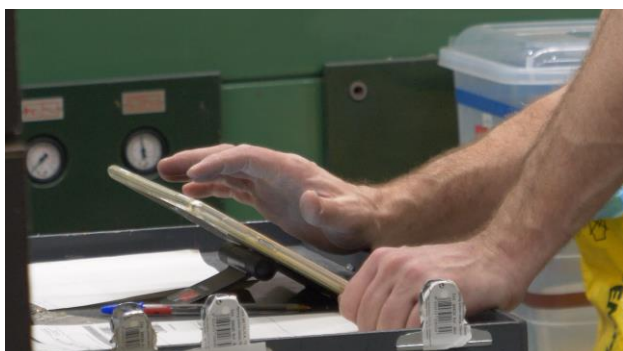
- **World Vypmar:** <https://youtu.be/8dvNPiP51JA>
- **Instituto Odontológico Integral Avanzado:** <https://youtu.be/KfIGaAFwb8o>

Likewise, the Osunasport project has had a microspace for its dissemination through the main radio stations in Andalusia, which can be accessed at the following link:

- **Osunasport:** <https://andaluciaesindustria.fondoseuropeos-agenciaidea.es/wp-content/uploads/2020/01/02-OSUNASPORT.wav>

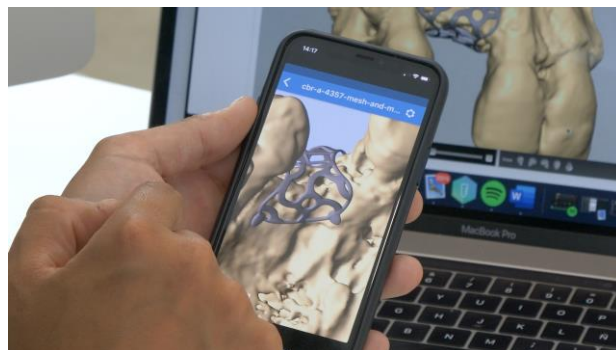
2. The activity incorporates innovative elements

This line of incentives has amongst its aims the improvement of the competitiveness of companies in Andalusia, through the incorporation of information technology and communication that contribute also to improvements in production.



In the case of **World Vypmar**, the ERDF incentives have been used to implement a new system to centrally control transactions, cost control, production and stock. Specifically, it has implemented a new ERP-CRM management system to unify and centralise all processes and departments. This includes accounting, logistics, Business Intelligence, technological processes and human resources. This digitisation process is completed with an improvement of ICT infrastructures so that the new applications of the system work with all the guarantees. The plan also includes a new website with an intranet to provide enhanced customer care. The portal has logged access and allows users to place online orders and transactions, keep a record and know product stock levels.

For its part, the **Instituto Odontológico Integral Avanzado** project has involved the incorporation of a buccal digital capture and printing system. For this, it has acquired an intraoral scanner, with which it captures all the maxillary pieces in digital format and thus the model and the tests can be sent electronically to the dental laboratory. The capture and digital print out of the patient's teeth also allows the dental clinic to digitise their medical records. The aim is to computerise a task that was hitherto carried out manually. It is also possible to design rapid simulations prior to rehabilitation.



Osunasport is one of the companies in its sector in Granada that has decided to adapt to electronic commerce due to the growth of its activity, the sale of sports nutrition products, fitness and wellness machinery. With this project it launched its online store. Osunasport has a wide range of sports nutrition

products and fitness machinery at competitive prices.

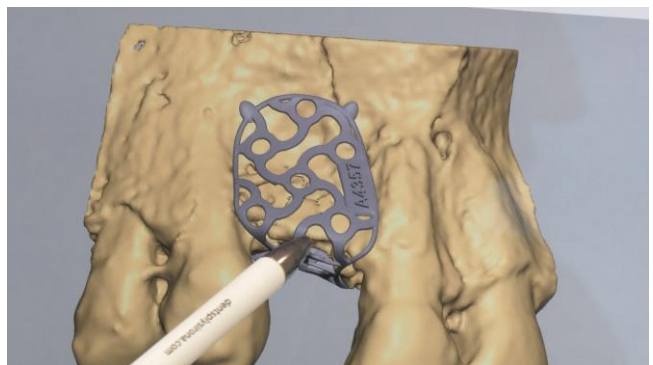
3. Adaptation of the results to the stated aims.

The incorporation of advanced services for digital transformation companies, such as those that have been supported in this line of SMEs Digital Transformation in the province of Granada, establishes a direct link with the increased competitiveness in their sectors.

In the case of **World Vypmar**, with this project the Granada firm aspires to become a benchmark in the fruit and vegetable sector of Granada and Malaga. It works mainly for the auxiliary industry of the horticultural sector of the coast in these two provinces. In 2015 the company moved its activity to a new 2,000 square meter centre in the Port of Motril to grow and open new horizons. Now it continues its improvements with the digitisation of all its processes.



The actions carried out by **Instituto Odontológico Integral Avanzado** give it a considerable technological advance. The institute was created in Granada in 2009 by health professionals with more than 20 years of experience in Dentistry and Traumatology. Currently, the management of the company is handled by the second generation of dentists in the family. Not only have they managed to improve their position among the competition by providing this innovative service, but they also carry out a task of permanent research and innovation to develop and market advanced dental products in patients, which also results in their safety.



In the case of **Osunasport**, the increase in its sales and its growth made it necessary to incorporate ICT tools to develop and strengthen its expansion capacity through new sales channels. Thus, the group adopted a commercial strategy for its online sales project through a virtual store. Furthermore, it is a formula that its customers already demanded.

4. Contribution to the resolution of a regional problem or weakness

This incentive programme, in its SMEs Digital Transformation line, tackles as its main challenge the increase and improvement of economic activity, generated by more and more competitive companies, this growth in activity inducing the creation of more and higher quality employments. In Andalusia, unemployment is compounded by the difficulty of access to business financing, a major obstacle faced by Andalusian companies, especially SMEs and which, on occasions, can slow down the development of investment plans, meaning that these projects are another instrument to contribute to reducing barriers to business development.

The adaptation of the SMEs Digital Transformation line of this incentive programme in the province of Granada is embodied in the fact that ERDF financing has promoted an investment of more than **1.2 million euros**. In the specific case of the projects of the companies **Osunasport**, **Instituto Odontológico Integral Avanzado** and **World Vypmar**, their eligible investment has been close to **300,000 euros**.

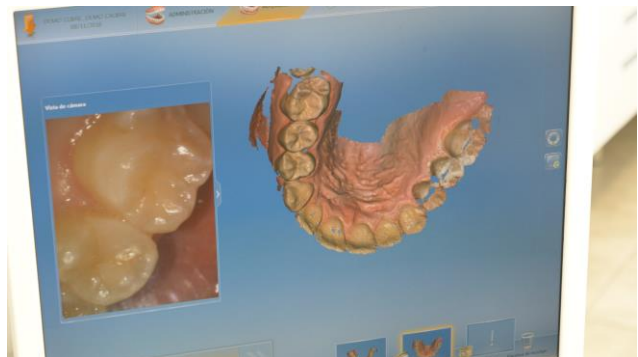
5. High degree of coverage of the target population

The SMEs Digital Transformation line of the Subsidy Programme for Industrial Development, the Improvement of Competitiveness, Digital Transformation and the Creation of Employment 2017-2020 covers all SMEs in the industrial sector and services to industry in the province of Granada.

In the case of **World Vypmar**, they have managed to become a benchmark in the fruit and vegetable sector in the provinces of Granada and Malaga. They have even become an official distributor of a large international brand in the sector. From their plant in the Port of Motril, they assemble more than 6 million containers per year.



On the other hand, the project carried out by **Instituto Odontológico Integral Avanzado** has greatly improved the process to obtain intraoral models from patients, becoming cleaner, since it avoids using plaster to make the molds, and has greater reliability and accuracy in the works. These digitization tasks are also of great help for the planning of interventions in patients, which also results in their safety. Its activity, as mentioned, focuses on the provision of services such as a dental clinic, but it also carries out an important work of continuous training for graduates.



With the investment made, **Osunasport** has created its online store, a benchmark in Spain and in continuous expansion throughout Europe. In it, the delivery of orders is guaranteed within a period of between 12 and 36 hours and with the most competitive prices. **Osunasport** soon began its expansion and since 2008 it has been closing distribution agreements with several brands in the United States, which also improves the offer to customers.

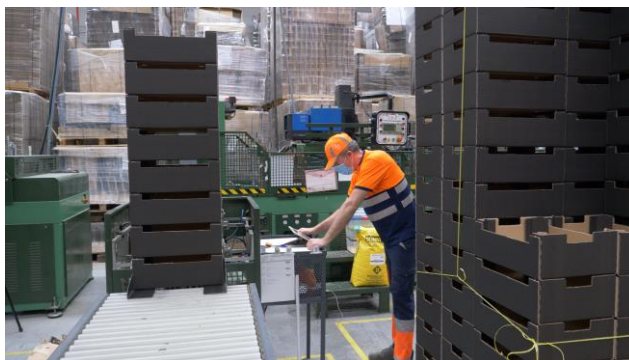
6. The horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability have been taken into account

This line of incentives in Granada aims, in a general way, to promote and encourage the employability of women, the entrepreneurial culture and enhance the social economy and contribute to the development of a sustainable and environmentally friendly industrial activity.

In the case of the project developed by **Instituto Odontológico Integral Avanzado**, the company has accomplished the digitisation of processes that previously required more time and greater consumption of materials, alongside contributing to patients' safety and welfare.

For its part, **World Vypmar** has managed with this digitisation process to streamline all its management, improving its production, but also the rationalisation and optimisation of warehouses and processes, and all this aimed at the manufacture of packaging for the fruit and vegetable sector into a recyclable material.

With regard to **Osunasport**, the company has incorporated new ITC tools to develop and bolster its expansive ability through new sales channels. The group has adopted a new sales strategy for its online sales project through an online store, in which sporting activity is encouraged, while also offering health tips.



7. Synergies with other public intervention policies or instruments

The aims of the SMEs Digital Transformation line are aligned with those of the Europe 2020 Strategy of the European Union on smart, sustainable and inclusive economic growth, which contribute to the generation of high levels of employment, productivity and social cohesion. This Strategy is reflected in different policies and strategies designed by the Government of Andalusia.

World Vypmar, along with **Instituto Odontológico Integral Avanzado** and **Osunasport**, have contributed with their projects to improving the competitiveness of SMEs.

On the other hand, these subsidies are also framed within the Industrial Strategy of Andalusia 2020, in its aim of industrialising Andalusia and increasing industrial employment, as well as creating a more efficient and competitive industry.

Additionally, the supported projects are in line with the Commission communication “A stronger European industry for growth and economic recovery”, especially in pillar A, which recommends “Facilitating

investment in new technologies and innovation”, and in the action "Sustainable industrial policy, construction and raw materials".

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BUENAS PRÁCTICAS
Actuaciones Cofinanciadas

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