

Workshop on the GBER SME Aid

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The training has been organised by EIPA and CPVA
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Case 1: GBER - Call Center in non-assisted area

A call center "A" with 200 employees and a turnover of 43 M€ and a balance sheet of 50 M€ is 24% owned by a large multinational group. It is located in a non-assisted area and has to hire 50 new employees due to new contracts (2 years wage costs = € 10 m). To accommodate these employees, the call center will extend its building on the site (€ 2 m costs).

Questions:

- 1 Is the call center an SME ?*
- 2 Is the recruitment project eligible for GBER aid, and if so, for what category(ies) of aid ?*
- 3 What are the eligible costs ?*
- 4 What is the maximum amount of aid allowable?*
- 5 What are the conditions to be met in order to subsidize the project ?*



Case 2: Participation in trade fairs

Italy has adopted a measure to support the participation of companies in trade fairs abroad.

Under the relevant law, any undertaking in any sector or region of the country may apply for a grant to cover its expenses directly incurred by participation in trade fairs abroad. Expenses are covered up to EUR 20,000.

Eligible undertakings : SMEs

Eligible costs: costs for renting, setting up and running the stand for the participation of an undertaking in any particular fair

Aid intensity: 50%

Does this measure constitute state aid?

If yes, how would it be compatible with the GBER?



Thank You!

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