

# network

enterprise europe

## success stories

### Greek-Hong Kong smart synergy for transport ticketing



Launching your products on a new market, especially one so far away as Hong Kong, can be a long and tricky process, even hit and miss sometimes. LINK TECHNOLOGIES International Project Manager Nicholas Damianos asked his local Enterprise Europe Network office at the Federation of Industries of Northern Greece (FING) for their help in making the process quicker and less 'risky.'

Mr. Damianos was particularly enthusiastic about the support he received from the Network staff at FING. He said most emphatically that: "We are very happy with our co-operation with the FING - Enterprise Europe Network office, since they helped us to find a suitable technological partner operating in the Asian market, and specifically in Hong Kong (ACS), that best fitted our business profile. We were also assisted by FING to receive funding through a travel grant initiative which covered all our travelling expenses in order for us to present our company to the potential partner and conduct in-depth discussions on possible collaboration." He also mentioned that: "Through this co-operation agreement, we have made the first step in order to expand our business to Asia and establish our first joint ventures. This will result in the creation of new jobs and a flow of highly-skilled workers between Greece and China. Such a flow will lead to the mutually beneficial exchange of cutting-edge technology knowledge and business practises, helping both us and our partners inject novel approaches into our respective markets. Specifically, we feel that Greece could benefit from introducing advanced hardware design practices that prevail in China, while we can provide software development techniques that we've perfected over the years. Our goal, together with our Chinese counterpart, is to develop novel products that will improve the efficiency of public transport organisations. This will both lower operating costs and decrease the carbon footprint of such organisations."

As a result of the funding support and customised assistance provided by FING staff, the two companies agreed to exchange their expertise in order to provide various solutions for their existing clients. They also planned to join forces in bidding for a public tender in the Philippines for Smart Ticketing and Bus Terminal Management, as well as for a public tender for Fleet Management and Smart Ticketing in Greece.



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