

## **Public Policies for SMEs: Designing blindfolded**

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In recent years, public policies, across the whole spectrum of socioeconomic environment, have been adopted in Greece and to a much greater extent than in previous years. Some of these policies had horizontal character while others were more market oriented. Finally, there were policies focusing on commercial entrepreneurship, such as the market's operating framework, which included the operation of shops on Sundays both at national level and in specialized geographic areas. At the same time, Greece faces a time lag and lag in the availability of numerical and quantitative business data, a critical parameter in the configuration, monitoring and evaluation of SMEs' policy. For example, retail trade accounts for 65% of commercial enterprises, while it offers 71.4% of jobs. The above figures imply in the most emphatic way the importance of retail trade for both trade and the economy as a whole. Nevertheless, the sources of analysis, due to the large concentration of micro and small enterprises in it, fall short of its importance. Official statistics that can better approximate the course of the sub-branch are either outdated in time (see Business Register) or give weight to larger enterprises of the sub-branch (see Turnover Index in Retail). The aim of the paper is to highlight the cruciality of this data deficit in designing and implementing policies and the parallel efforts of INEMY as a scientific institute of social partner (ESEE) to fill the gap and engage in public debate with substantiated proposals.