

THE OFFICIAL OPENING EVENT



The three-day Kick-off meeting and a Press Conference of the project entitled "Sustainable Agricultural Trade Network in the Black Sea Basin" (AgriTradeNet) BSB383, was successfully organized at the Grand Hotel Palace, Thessaloniki–Greece by the Traders' Association of Thessaloniki at 28th to 30th of November 2018.

The official opening of the project and the press conference at 28 of November 2018 was attended by the Minister of Rural Development - Mr. Stavros Arachovitis, the President of the International Exhibition of Thessaloniki- Mr. Anastasios Tzikas, the President of KEDE- Mr. George Patoulis, the former Minister of Foreign Affairs - Mr. Dimitris MARDAS, Vice-Governor of Prefecture of Central Macedonia - Mr. Alexandros Thanos, the General Director of the Market of the General Secretariat of Trade and Consumers of the Ministry of Economy and Development - Mr. Andreas Mourtsiadis and a large number of Representatives of the Bodies of Thessaloniki.

PROMOTING THE AGRITRADENET–BSB 383 PROJECT IN GREECE

Traders' Association of Thessaloniki–Greece (LPP) presented the AgriTradeNet BSB 383 project to the representatives of the Soil & Water Resources Institute-HAO (ELGO DIMITRA) on 23/01/2019. The meeting was organized in order to obtain valid information about the product selected by the Traders' Association of Thessaloniki to be certified and for which branding will take place, while it was of particular importance to explore the possibility of a broader co-operation between the Traders' Association Thessaloniki and the Institute of Soil & Water Resources (ELGO) DIMITRA in order to optimize all the procedures that are to be undertaken for the geographical identification of this product.

PROMOTING THE AGRITRADENET–BSB 383 PROJECT IN ROMANIA

Galati Foundation for the Promotion of Small and Medium Size Private Enterprises-Romania (PP3) presented the AgriTradeNet BSB 383 project to the representatives of the Galati County Department of Agriculture. In the working meeting, that took place on 11/01/2019, the General Manager of Galati County Department of Agriculture confirmed that they are interested in going along with the project initiative and support the project activities.



PROMOTING THE AGRITRADENET–BSB 383 PROJECT IN MOLDOVA

A.O. "Centrul de Consultanta in Afaceri" - Moldova (PP4) had a working meeting with the representatives of the State Agency on Intellectual Property, on 02/04/2019, in order to present the project "Sustainable Agricultural Trade Network in the Black Sea Basin - AgriTradeNet" BSB 383, funded by the Black Sea Basin Joint Operational Program 2014-2020.



Project funded by
EUROPEAN UNION

This publication has been produced with the financial assistance of the European Union. The contents of this publication are the sole responsibility of GALATI FOUNDATION FOR THE PROMOTION OF SMALL AND MEDIUM SIZED PRIVATE ENTERPRISES and can in no way be taken to reflect the views of the European Union.



A quarterly newsletter of the project AgriTradeNet BSB383

www.agritradenet.eu

Common borders. Common solutions.



ABOUT THE PROJECT

Duration : 27 months (02/08/2018 – 01/11/2020)

Total value: € 638 264.88

ENI Contribution: € 587 203.66

OVERVIEW

The key is to create **links between regional brands, local community and the region** to support its promotion and further development. **Certified local products can influence local business development** and affect other products positively—**increase their value, strengthen rural integration and valorize local resources.**

EXPECTED RESULTS

- **Research of local agricultural products, including local/regional products that have a potential to receive geographical Indication and to be placed under umbrella of local branding ;**
- **Study about the legislation related with production of these agricultural products and the needs of local producers ;**
- **Research about the opportunities for international trading of these products;**
- **Good examples for straightening the capacity of local producers: establishment of local production centers ;**
- **Local Trainings about the local branding and geographical Indication products certification process;**
- **Local producers' market, where local producers will present their traditional agricultural products;**
- **Links between producers from BSB through common promotion and trading IT tools as online marketing and trading instruments.**

PARTNERSHIP



TRADERS' ASSOCIATION
OF THESSALONIKI
(GREECE)



CHAMBER OF
COMMERCE AND
INDUSTRY - BOUR-
GAS (BULGARIA)



GALATI FOUNDATION FOR THE
PROMOTION OF SMALL AND
MEDIUM SIZED PRIVATE
ENTERPRISES (ROMANIA)



ASOCIATIA OBSTEASCA
"CENTRUL DE CONSULTANTA IN
AFACERI" (MOLDOVA)



DEMIRKOY MUNICIPALITY
(TURKEY)



INSTITUTE OF MARKET
PROBLEMS AND
ECONOMIC & ECOLOGICAL
RESEARCH NATIONAL
ACADEMY OF SCIENCES
OF UKRAINE

Joint Operational Programme Black Sea Basin 2014-2020
GALATI FOUNDATION FOR THE PROMOTION OF SMALL AND MEDIUM SIZED PRIVATE ENTERPRISES
April 2019

Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine.

This publication has been produced with the financial assistance of the European Union. The contents of this publication are the sole responsibility of GALATI FOUNDATION FOR THE PROMOTION OF SMALL AND MEDIUM SIZED PRIVATE ENTERPRISES and can in no way be taken to reflect the views of the European Union.



Project funded by
EUROPEAN UNION

