

AGRITRADENET – AUTUMN 2020 UPDATES

The situation with the COVID-19 does not allow the project to be implemented as originally envisaged in the GA 3 - an exhibition in Odesa, Ukraine and an exhibition and capitalization conference in Demirkoy, Turkey with 10 local producers from all partner countries.

The restrictions of COVID-19 do not allow travel for all / to all countries or allow it with quarantine measures that will make it very difficult for many involved to work before / after the trip. The partners therefore discussed several proposals as an alternative work plan for GA3 and agreed on the following:

- All partners will organize local exhibitions in their country, and the other partners will send samples of their products for promotional purposes.
- Based on the restrictions of COVID - 19 in each country, the partners will decide whether the exhibitions will be open to the general public or B2B (open only to interested professionals, importers, retailers, etc.).
- Demirkoy Municipality will organize an online conference for capitalization in English, on geographical identification of products, in which all partners must participate with about -10 - 15 producers and /or relevant experts.

The partners offered to organize local exhibitions as follows:

- **ESTH** - Greece □ between 7-15 November
- **IMPEER** - Ukraine □ approximately 16 November
- **GCCIA** - Romania □ 29-30 October
- **AO-CCA** - Moldova □ November 10
- **Demirkoy** - Turkey □ between 16-20 November
- **CCI-Bourgaz** - Bulgaria □ approximately after 15 November

If someone wants to participate or visit the local exhibitions he or she can contact the regional partner for more information about the event.

The partners will prepare and send samples of their local products to all partners for promotional purposes.

Demirkoy Municipality has prepared a draft agenda with a proposed date of 25 or 26 November for the organization of an online capitalization conference and all partners will participate with 10 -15 people each.



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A quarterly newsletter of the project

AgriTradeNet BSB383

www.agritradenet.eu

Common borders. Common solutions.



ABOUT THE PROJECT

Duration : 28 months (02/08/2018 – 01/12/2020)

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 - BOURGAS
(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



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