



Project funded by
EUROPEAN UNION



“BRIDGES” event

21-22 Oct 2022 (Municipality of Nestos, Greece)

Project Title: BRIDGES OF TRADE

<https://bridgesoftrade.net/>



Title of the programme: ENI CBC Black Sea Basin Programme 2014-2020

<https://blacksea-cbc.net/>

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Project Duration



- **Start date:** 01 Jun 2020 - **End date:** 30 Nov 2022
- **2nd Call for Proposals of the ENI CBC Black Sea Basin Programme 2014-2020** www.blacksea-cbc.net
- **Programme Priority 1.2** - Increase cross-border trade opportunities and modernization in the agricultural and connected sectors
- **Programme Specific Objective**
- **1** - Promote business and entrepreneurship within the Black Sea Basin



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Partnership: 5 eligible countries

- **Lead Beneficiary/Beneficiary 1**
Municipality of Nestos (GREECE)
- **Beneficiary 2**
Association of Cross-Border Cooperation "Lower Danube Euroregion" (ROMANIA)
- **Beneficiary 3**
Chamber of Commerce and Industry of the Republic of Armenia (ARMENIA)
- **Beneficiary 4**
City Hall of Bălți Municipality (MOLDAVIA)
- **Beneficiary 5**
Çatalca District Governorate (TURKEY)





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Completed project activities relevant with BRIDGES event in Greece 21-21 Oct 2022



- **GA T1** - Preliminary Actions (completed - year 2021/2022)
 - I. Study of international trade of agricultural and connected products in Greece (A.T1.1)
 - II. Identification of potential beneficiaries (buyers - sellers) in Greece (A.T1.2)
 - III. SMEs recruitment local conference in Greece (A.T1.3)
 - IV. Participants training course in Greece (A.T1.4)
- **GA C** - Communication (2 completed Promotional campaigns - year 2022)
 - Regional promotional campaigns in Greece (A.C1)



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Municipality of Nestos (Greece)



The Municipality of Nestos <https://dimosnestou.gov.gr/> is a Greek local public authority situated in the northern part of Greece, in Southern Europe. It was established in **2011** by the merger of 3 pre-existing municipalities (Keramoti, Oreinos and Chrysoupoli). The seat of the municipality is the town **Chrysoupoli** where about 30% of the population lives and all other settlements are villages. The Municipality of Nestos has an area of more than ~ 7 hund. square kilometres with population of ~ 22 thous. inhabitants and it was named after the river Nestos, which flows to its eastern borders.



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Municipality of Nestos (Greece)



The area of the Municipality of Nestos is located in the administrative Region of East Macedonia and Thrace, within the regional unit of Kavala (Greece) near to the island of Thassos (Greece). The Municipality of Nestos has a rich mountain with traditional villages and productive **agricultural zone**, tremendous beaches, enchanting deep forests, chestnuts, invigorating running waters, picturesque coastline and paths. To this exceptional puzzle are added the the Delta of river Nestos, Keramoti with its emerald sea water and **fish industry**.



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Municipality of Nestos (Greece)



The area around the river Nestos is full of history, which dates back to the Paleolithic era. Due to large-scale irrigation projects, Chrysoupoli is now the center of **agricultural production** on the west side of the delta of Nestos.

Agricultural cooperatives units standardize and export a large number of agricultural products to foreign markets. For the first time, and the **geothermal sector** of Nestos is operated by a company specializing in the production of ornamental and horticultural plants, and the development of manufacturing units continued, including the famous local alcohol distillery of Babatzim.



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Municipality of Nestos (Greece)



- Today the Municipality of Nestos area is dominated by the agricultural cultivation of **corn, rice, watermelon, beans, apricots, peaches and potatoes** (mainly in the Lekani area). Nestos's **kiwis and asparagus** are considered to be of high quality and are the most important exported agricultural products. In the mountainous settlements of the village Lekani, with large pastures, **organic livestock** is still flourishing. In addition, the Municipality of Nestos is also a major transit hub, as the **Kavala International Airport "Alexander the Great"** operates within its borders, as well as the Port of Keramoti, through which the sea transport of goods and passengers by ship is ensured to the nearby **Aegean island of Thassos**.



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Municipality of Nestos (Greece)



In the lagoons of **Keramoti** (villages of Vassova, Eratino, Agiasma) the hatcheries of **fish** with sea bream, crabs, mussels, sardines and mullets stand out. Near the village of **Avramilia** are cultivated vineyards that produce high quality **grapes and wine** (Chardonnay, Syrah, Merlot, Malagouzia, Mount Athos, Assyrtiko and Sauvignon) while **Monastiraki** produces high quality of local **honey**. The river Nestos is the natural border between the administrative units of Macedonia and Thrace in Greece.



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Municipality of Nestos (Greece)



There are 2 hydroelectric dams along the Greek side, called Thisavros and Platanovrisi. The famous **Delta of Nestos** occupies a large area in the prefectures of Kavala and Xanthi. The Delta of Nestos has been acclaimed a Wetland of International Significance under NATURA 2000 and it is protected by the Ramsar Convention.



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Municipality of Nestos (Greece)



Agricultural sector around the river of Nestos is a source of life and work for the people of the surrounding areas. The Municipality of Nestos is so much excited to participate in the BRIDGES event by contributing to the achievement of **sustainable joint results** and outputs by finding common solutions to increase CB trade opportunities in the agricultural and connected sectors and promote business and entrepreneurship within the **Black Sea Basin**.



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- Activity A.C.1 “Communication start-up activities”
- Deliverable Number “Deliverable D.C.1.1”
- Deliverable Title “Deliverables of the 1st promotional campaign (set)”
- Deliverable Description “1 TV presentation”
- Link: <https://youtu.be/YjpOKzwesWk>



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- Activity A.C.1 “Communication start-up activities”
- Deliverable Number “Deliverable D.C.1.2”
- Deliverable Title “Deliverables of the 1st promotional campaign (set)”
- Deliverable Description “1 TV presentation”
- Link: <https://youtu.be/Ka2P74Pb4n0>



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Conference for recruitment of beneficiaries (participants) SMEs in Greece



The Municipality of Nestos (Greece), as Lead Beneficiary of the project, organized a 1-day local conference on 20th of May 2022, aiming at recruiting the beneficiaries - SMEs from the Municipality of Nestos and NUTS III level EL515 THASOS, KAVALA region.



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Conference for recruitment of beneficiaries (participants) SMEs in Greece



The local conference in GR was promoted through an open call widely published & 2nd promotional campaign addressed to the identified **383 GR SMEs** potential beneficiaries. During the local conference in GR was presented and explained in details the nature, the content and the procedures of the project BRIDGES, as well as its feasibility and the expected results.



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Conference for recruitment of beneficiaries (participants) SMEs in Greece

The Municipality of Nestos (Greece) selected the final beneficiaries **GR SMEs** (buyers - external), according to criteria set during the 1st steering committee meeting that was held earlier in Romania, ensuring that the selection process is transparent and accessible by any SME having filled in a questionnaire. **All interested GR SMEs** have been informed in written (via e-mail & sms) about the selection results, procedures and next steps regarding SMEs participation in project activities.



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Conference for recruitment of beneficiaries (participants) SMEs in Greece





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Participants training the selected beneficiaries SMEs in Greece



The Municipality of Nestos (Greece), as a Lead Beneficiary of the project, organized a 20-hour on-line **training course** for the selected **GR beneficiaries** on 20, 21, 22 and 24 June 2022 (Activity A.T1.4 «Participants training») built upon the beneficiaries SMEs answers of the questionnaires, regarding the support requested by the GR beneficiaries during the implemented local conference for the beneficiaries SMEs from the **Municipality of Nestos and NUTS III EL515 THASOS, KAVALA region.**



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Participants training the selected beneficiaries SMEs in Greece



Training content of the training course for the selected GR beneficiaries : - Elements of the **legislation** regarding the international trade - **Quality** requirements - Incoterms - **Financial** transactions - **Pricing** - **Transportation** methods - Principles of **negotiations** - etc. At the end of the training course, the **GR SMEs** attendants filled in a course evaluation questionnaire and expressed an **interest** to participate in up-coming project Activity A.T2.1 Organisation of the events ("BRIDGES") in GR, TR, RO, ARM and MOL.



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Participants training the selected beneficiaries SMEs in Greece

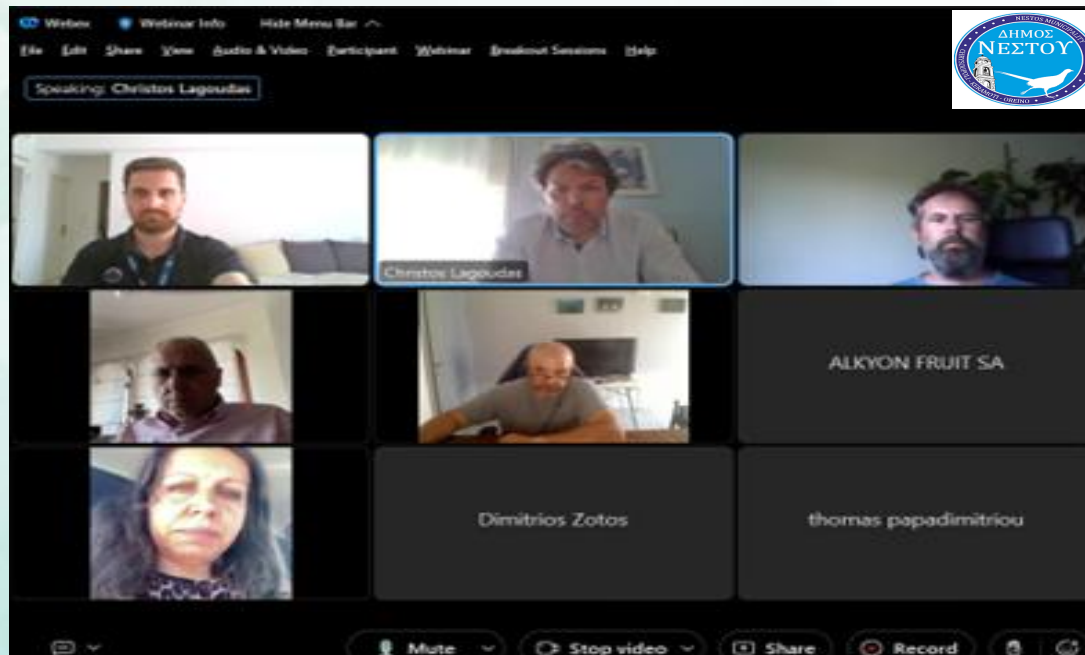


The training material **ICT tool** from the training courses will be available to any interested party on the project website www.bridgesoftrade.net in order to support **CBC trade opportunities** for the **agricultural and connected products**, during and after the project (sustainability - transferability).



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Participants training the selected beneficiaries SMEs in Greece





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Activity A.T2.1 Organisation of the event ("BRIDGES") in Greece, 21-22 Oct 2022



1. Organisation of the BRIDGES event in Greece - **Local promotion** (A.T2.1)
2. Organisation of the BRIDGES event in Greece - **Catering** (A.T2.1)
3. Organisation of the BRIDGES event in Greece - **Interpreters** (A.T2.1)
4. Organisation of the BRIDGES event in Greece - **Organisational cost** (A.T2.1)
5. Organisation of the BRIDGES event in Greece - **Participants' kits** (A.T2.1)
6. Organisation of the BRIDGES event in Greece - **Closing event** (cocktail) (A.T2.1)
7. Organisation of the BRIDGES event in Greece - **Accommodation of the foreign representatives** (buyers) (A.T2.1)



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Activity A.T2.1 Organisation of the event ("BRIDGES") in Greece



The Municipality of Nestos (Greece) will organize a 2-day event -called "BRIDGES" on 21-22 Oct 2022 - where sellers from its region will meet buyers from the other partners' regions in predefined, confidential, 30-minutes meetings in order to discuss and identify the potential for their collaboration. The list of the meetings will be generated by the host partner according a matching process based on the information included in the buyers' and sellers' questionnaires (A.T1.3).



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Activity A.T2.1 Organisation of the event ("BRIDGES") in Greece



The list and the time schedule of the meetings will be sent to the participants at least 2 weeks before the event. Full lists of **buyers and sellers** from all regions and other informative material will be included in a vade mecum given to the participants upon their registration. The meetings will take place in **individual tables** (one per each buyer) according to the time schedule. Last minute meetings are also possible upon request to the secretariat.



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Activity A.T2.1 Organisation of the event ("BRIDGES") in Greece



The SMEs meetings will be monitored by the Municipality of Nestos (Greece) on a sampling basis. **Interpreters** hired by the Municipality of Nestos (Greece) will facilitate the communication between partners and sellers from different countries. In the end of the 2nd day , the participants will fill in a **questionnaire** for the assessment of the results.



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Activity A.T2.1 Organisation of the events ("BRIDGES") in Greece



«BRIDGES» event in Greece

21-22 Oct 2022 (arrival 20 Oct, departure 23 Oct)

The BRIDGES event in GREECE will be implemented a **HALL** of the MUNICIPALITY OF NESTOS (ADDRESS: Greek Agricultural Organization – Demetra, address: Neas Ionias Str. 642 00 Chrysoupoli (MUNICIPALITY OF NESTOS, GREECE)).



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Activity A.T2.1 Organisation of the event ("BRIDGES") in Greece



«BRIDGES» event in Greece

21-22 Oct 2022 (arrival 20 Oct, departure 23 Oct)

Accommodation of the foreign representatives (buyers) (A.T2.1) - **Hotel Aphrodite** (Keramoti, Greece). **ATTENTION:** The hotel reservations (1 single room per each SME) are going to be executed **ONLY** by the Municipality of Nestos (Greece), based on the SMEs which each partner will provide via email.



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Activity A.T2.1 Organisation of the event ("BRIDGES") in Greece



«BRIDGES» event in Greece
21-22 Oct 2022 (arrival 20 Oct, departure 23 Oct)

Organisation of the BRIDGES event in Greece - Catering (A.T2.1) – The catering will be provided in restaurant «**Parousia – Chrysoupoli**» (Greece) – 10 min (via Municipality bus) from the Hall of the event. Bus Transport for the catering ensured by LB.



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Activity A.T2.1 Organisation of the event ("BRIDGES") in Greece



«BRIDGES» event in Greece
21-22 Oct 2022 (arrival 20 Oct, departure 23 Oct)

Organisation of the BRIDGES event in Greece - Closing event (cocktail) (A.T2.1) - The **Closing event (cocktail)** will be provided in restaurant «Parousia - Chrysoupoli» (Greece) - 10 min (via Municipality bus) from the Hall of the event. Bus Transport for the Closing event (cocktail) ensured by the Municipality of Nestos (Greece).



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Activity A.T2.1 Organisation of the event ("BRIDGES") in Greece



«BRIDGES» event in Greece

21-22 Oct 2022 (arrival 20 Oct, departure 23 Oct)

383 GR SMEs, professional organizations and authorities from the Municipality of Nestos (Greece) and Prefecture of Kavala/Island of Thassos (GR) will be **invited** by the Municipality of Nestos (Greece) to participate



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Activity A.T2.1 Organisation of the events ("BRIDGES") in Greece



Indicative list of GR SMEs (participants in the BRIDGES event in Greece):

1. **Agricultural Associations in Nestos** (local fruit & vegetables)
2. **THASION GI** (Thassos island virgin olive oil & honey)
3. **Mr Ioannis Tsompanakis** (local fruit & vegetables -nectarine, kiwi, plums, corn, digital marketing of agricultural products & others Marketing Deck - Romania)
4. **ALKYON FRUIT S.A.** (Sorting and packaging of fresh fruit and vegetables)



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Activity A.T2.1 Organisation of the events ("BRIDGES") in Greece



5. **Fruta Mediterranea IKE** (fruit Mediterranean - grapes, olives, figs, almonds, hazelnuts, pistachios, pomegranates, apricots, citrus)
6. **GOUSTERA S.A.** (fruit and vegetables -kiwi, pomegranate, watermelon, red peppers, persimmon, bio products)
7. **Mr. Dimitrios Zotos** (local wine and virgin olive oil producer - small family unit)
8. **Union of Agricultural Cooperations of Kavala L.L.C.** (fruit and vegetables)



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Activity A.T2.1 Organisation of the events ("BRIDGES") in Greece



9. Georgiadis Bros G.P. (Kiwi fruit Storage, Handling and Trading)
10. Mr Stavros Arvanitakis (local fish)
11. Mr Christos Partalidis (agricultural sector)
12. Mr Iosifidis Kaplanis (agricultural sector)
13. Mr Alexandros Vasiliadis (agricultural sector)



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Activity A.T2.1 Organisation of the events ("BRIDGES") in Greece



14. Mr Gavriil Iosifidis (agricultural sector)
15. Mr Errikos Stohman (agricultural sector)
16. Mr Stergios Paraschakis (agricultural sector)
17. Mr Ioannis Pasalidis (agricultural sector)
18. Mr Konstantinos Lepidas (agricultural sector)



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The project with acronym BRIDGES funded by the Joint Operational Programme Black Sea Basin 2014-2020 <https://blacksea-cbc.net/> aims to promote business and entrepreneurship within the Black Sea Basin in the agricultural and connected sectors, ensuring sustainability and transferability.

The Municipality of Nestos is convinced that this would be achieved through the above described project activities and all PBs pledge on this regard.



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Project Acronym “BRIDGES”

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Project Acronym “BRIDGES”



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