Project title: Sustainable Agricultural Trade Network in Black Sea Basin

Programme Priority: 1.2 Increase cross-border trade opportunities and modernisation in the agricultural and connected sectors

ABOUT THE PROJECT

Duration
27 months

Start date
2 August 2018

Total value
€ 638 264.88

ENI contribution
€ 587 203.66

OVERVIEW

The key issue 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.
PARTNERSHIP

Lead Beneficiary
- Traders’ Association of Thessaloniki (Greece)

Beneficiary 2
- Chamber of Commerce and Industry Bourgas (Bulgaria)

Beneficiary 3
- Galati Foundation for the Promotion of Small and Medium Sized Private Enterprises (Romania)

Beneficiary 4
- Public Association “Business Advisory Center” (Republic of Moldova)

Beneficiary 5
- Demirkoy Municipality (Turkey)
- Institute of Market Problems and Economic & Ecological Research/ National Academy of Sciences of Ukraine (Ukraine)

Contact person
Kiveli Marda
Phone +30 231 054 78 87

E-mail
tradersassociation@outlook.com
Website
http://www.agritradenet.eu
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** or international trading of these products;
- Good examples for straightening the capacity of local producers: the establishment of **local production centers**;
- **Local Trainings** on local branding and Geographical Indication products certification process;
- **Local producers’ market** where local producers will present their traditional agricultural products;
- **Links** between producers from Black Sea Basin region through common promotion and trading IT tools as **online marketing and trading instruments**.
Contact Details

Managing Authority: Ministry of Regional Development and Public Administration

16 Libertatii Blvd, Bucharest 050706, sector 5, Romania
Phone: +40 372 111 323
Fax: +40 372 111 456
E-mail: blacksea-cbc@mdrap.ro

Joint Technical Secretariat: South-East Regional Development Agency

48 Tomis Blvd, Constanta 900742, Romania
Phone: +40 341 452 836
Fax: +40 341 452 841
E-mail: office@bsb.adrse.ro

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