



Programme funded by
EUROPEAN UNION



BSB541



Project title: **Promoting tea as the engine of growth for the Black Sea Basin Area**

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

Common borders. Common solutions.

ABOUT THE PROJECT

Duration

24 months

Start date

7 August 2018

Total value

€ 700 000.00

ENI contribution

€ 644 000.00



OVERVIEW

Promoting tea as the engine of growth for the Black Sea Basin Area

The subject of the project is **Tea**

As a **cultural heritage** of the Black Sea basin area and as an instrument for intercultural dialogue

As an **agri-food product** which can serve as a focal point to boost the rural communities' economy

PARTNERSHIP



Lead Beneficiary

- Chamber of Commerce & Industry of Xanthi (Greece)

Partner budget
€ 170 000.00



Beneficiary 2

- Trabzon Chamber of Commerce and Industry (Turkey)

Partner budget
€ 120 000.00



Beneficiary 3

- Varna Economic Development Agency (Bulgaria)

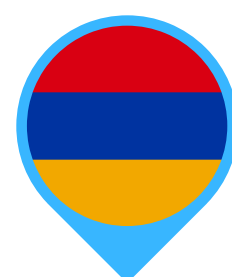
Partner budget
€ 100 000.00



Beneficiary 4

- International Centre for Social Research and Policy Analysis (Georgia)

Partner budget
€ 100 000.00



Beneficiary 5

- Armenian Young Women's Association (Armenia)

Partner budget
€ 100 000.00



Beneficiary 6

- Chamber of Commerce of Drama (Greece)

Partner budget
€ 110 000.00

Contact person
Sofia Tselepidou

Phone
+ 30 254 102 2533

E-mail
sofia@ebex.gr

Website:
www.teaway.gr

EXPECTED RESULTS

- **A complex analysis of the Tea sector** in the Back Sea Basin Area based on the following three pillars: marketing opportunities; environmental sustainability of the Tea sector; political background;
- **Capacity Building Toolbox** through an **online platform** to enable the authorities to develop keen knowledge and enhance their capacity in the entire spectrum of designing activities and management processes related to the development and implementation of tea related capacity building efforts;
- **Integrated Training Module** on the specified needs in the **sector of tea** and new approaches, new methodologies and new tools deriving from the experience of the partnership and the scientific society in general.



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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