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PRESS RELEASE

HYBRID INFODAY FOR BUSINESSES IN THE AGROFOOD VALUE CHAIN ORGANISED BY IME GSEVEE IN THE FRAMEWORK OF THE CROSS-BORDER PROJECT “AGROFFICIENCY”



The Small Enterprises' Institute of the Hellenic Confederation of Professionals Craftsmen and Merchants (IME GSEVEE) organized an open event titled: “Infoday for Business in the Agrofood Value Chain”, on Sunday 3/04/2022, during DETROP BOUTIQUE 2022 Fair.

This event organized in the framework of the project titled: «Enhancing the Competitiveness and Sustainable Growth in the Agrofood Sector through the promotion of Circular Economy», with the acronym: «AGROFFICIENCY», in which IME GSEVEE is involved as partner, funded by «Interreg V-A Greece-Bulgaria 2014-20» Cooperation Programme.

The main aim of this event is the information of the enterprises acting in the agri-food chain, but also of the general public, on the goals, actions, and expected results of AGROFFICIENCY project.

As presented during the event, AGROFFICIENCY project aims to offer holistic support to agri-food SMEs in the Cross-Border Area Bulgaria- Greece by providing them consulting services, through the establishment of a Business Support Center. This Center aspires to equip businesses with all the basic knowledge and business tools, through the integration of circular economy practices and modern Logistics systems, in order to become more innovative and competitive.

All participants stressed the lack of extroversion and competitiveness of the vast majority of agri-food companies in the joint cross-border area of Greece - Bulgaria despite the existence of a huge number of high quality agri-food products. Moreover, the 2 countries are still far behind in issues dealing with the promotion of circular economy.

Based on the above, the urgent need for the development and implementation of innovative consultant tools to support green entrepreneurship in the agri-food sector was highlighted by all participants.

Summarizing, the event organized with a great success as almost 70 representatives from companies operating throughout the agri-food supply chain, social partners, the chamber community, educational institutions, and in general from the public audience as well, attended the event (on-line and face-to-face) with a great interest.

The Project Is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A «Greece-Bulgaria 2014-2020» Cooperation Programme.