

D.2.2.4. – Project Public Events

Responsible Beneficiary:

**SMALL ENTERPRISES' INSTITUTE OF THE HELLENIC
CONFEDERATION OF PROFESSIONALS CRAFTSMEN AND
MERCHANTS**

<https://agrofficiency.eu>

The views expressed in this document do not necessarily reflect the views of the European Union, the participating countries, the Managing Authority, and the Joint Secretariat of the Programme.



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



Project Report for the Organization of the «Infoday for Business in the Agrofood Value Chain».

The event took place on Sunday 3/4/2022, time 11:00-13:00 in the HALL B of TIFF- HELEXPO Congress Center “N.GERMANOS” (154 Egnatias str, Thessaloniki) during the DETROP BOUTIQUE 2022 fair.

A. SPEAKERS – EVENT MATERIAL

1. Specialized Presentations on the topic of the Infoday

- Presentation of the Project, Maria Kelesoglou
- State of the Art of Agrifood Sector in the Greek Side of Greece – Bulgaria CB area, Alexandros Bouzoudis
- State of the Art of Circular Economy in the Greek Side of Greece – Bulgaria CB area, Christina Paraskevopoulou
- State of the Art of Circular Economy in the Bulgarian Side of Greece – Bulgaria CB area, Maya Dimitrova
- Presentation of existing best practices on business supporting & clustering in the agri-food sector, Antonios Angelakis

2. Research and ensure the most suitable speakers for the event

- **Mr Dimitrios Vargiamis**, A' Vice Chairman of Small Enterprises' Institute of the Hellenic Confederation of professionals Craftsmen & Merchants
- **Mr Anastasios Kapnopolis**, Chairman of Chamber of Small & Medium Sized Industries of Thessaloniki
- **Prof. Dimitrios Vlachos**, Chairman of Greek Association of Supply Chain Management
- **Mr Hristo Stoitsov**, External Expert of Regional Chamber of Commerce & Industry of Blagoevgrad
- **Ms Maya Dimitrova**, External Expert of Renewable Energy Sources Cluster
- **Mr Alexandros Bouzoudis**, external expert of Chamber of Small & Medium Sized Industries of Thessaloniki
- **Ms Christina Paraskevopoulou**, external expert of Greek Association of Supply Chain Management
- **Mr Antonios Angelakis**, expert of the Small Enterprises' Institute of the Hellenic Confederation of professionals Craftsmen & Merchants

Moderator:

- **Mr Vassilis Siomadis**, Responsible for EU projects of the Small Enterprises' Institute of the Hellenic Confederation of professionals Craftsmen & Merchants

Infoday Agenda in English

Hybrid Infoday for Business in the Agrofood Value Chain

TIF-HELEXPO Congress Center "N. GERMANOS", HALL "B" (154 Egratia str, Thessaloniki)
 event link: <https://events.nat.gr>

Moderator: Mr Vassilis Siomadis

AGENDA OF THE MEETING	
Sunday 03/04/2022, 11:00 - 13:00	
10:45 - 11:00	Arrival/e-entry of participants
11:00 - 11:05	Mr Vassilis Siomadis, Responsible for EU projects of the Small Enterprises' Institute of the Hellenic Confederation of professionals Craftsmen & Merchants
	Opening & introduction of the agenda
	Welcome speeches by:
11:05 - 11:20	<ul style="list-style-type: none"> • Mr Georgios Karathanas, Chairman of Small Enterprises' Institute of the Hellenic Confederation of professionals Craftsmen & Merchants • Mr Anastasios Kapovasilis, Chairman of Chamber of Small & Medium Sized Industries of Thessaloniki • Prof. Dimitrios Vlachos, Chairman of Greek Association of Supply Chain Management • Mr Hristo Stoltsov, External Expert of Regional Chamber of Commerce & Industry of Blagoevgrad • Ms Maya Dimitrova, External Expert of Renewable Energy Sources Cluster
11:20 - 11:30	Short Interventions of official Guests
11:30 - 11:45	Mr Alexandros Bouzouidis, external expert of Chamber of Small & Medium Sized Industries of Thessaloniki
	Presentation of the Project and State of the Art of Agrifood Sector in the Greek Side of Greece - Bulgaria CB area
11:45 - 11:55	Mr. Georgii Boykov, external expert of Regional Chamber of Commerce & Industry of Blagoevgrad
	State of the Art of Agrifood Sector in the Bulgarian Side of Greece - Bulgaria CB area

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.

11:55 - 12:05	<p>Ms Christina Paraskevopoulou, external expert of Greek Association of Supply Chain Management</p> <p>State of the Art of Circular Economy in the Greek Side of Greece - Bulgaria CB area</p>
12:05 - 12:15	<p>Ms Maya Dimitrova, External Expert of Renewable Energy Sources Cluster</p> <p>State of the Art of Circular Economy in the Bulgarian Side of Greece - Bulgaria CB area</p>
12:15 - 12:25	<p>Mr Antonios Angelakis, expert of the Small Enterprises' Institute of the Hellenic Confederation of professionals Craftsmen & Merchants</p> <p>Presentation of existing best practices on business supporting & clustering in the agrifood sector</p>
12:25 - 12:55	Discussion
12:55 - 13:00	<p>Mr Vassilis Siomadis, Responsible for EU projects of the Small Enterprises' Institute of the Hellenic Confederation of professionals Craftsmen & Merchants</p> <p>Conclusions & Closing of the event</p>

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.

3. Design and Distributing of the Invitation and the Agenda of the Event, accompanied by the registration link, through various communication channels (such as web-sites, social accounts, blocks, media, mailing list)

The Invitation of the Infoday in English

Interreg
Greece-Bulgaria
European Regional Development Fund

www.agrofficiency.eu

INVITATION

We are pleased to invite you to the "Infoday for Business in the Agrofood Value Chain" organized by the Small Enterprises' Institute of the Hellenic Confederation of Professionals Craftsmen and Merchants (IME GSEVEE) in the framework of AGROFFICIENCY project on Sunday 03/4/2022, 11:00 - 13:00, in the HALL B of TIF-HELEXPO Congress Center "N. GERMANOS", (154 Egnatia str, Thessaloniki), during the DETROP BOUTIQUE 2022 fair.

The event will take place in a hybrid way, with face-to-face but also on-line participation.

Only those who have a valid vaccination or disease certificate are allowed to enter the event, and in compliance with all applicable health protocols / measures for protection against COVID-19.

In case you are interested to attend the event live or online please register online by Saturday 02/04/2022 via the following link: <https://events.net.gr>

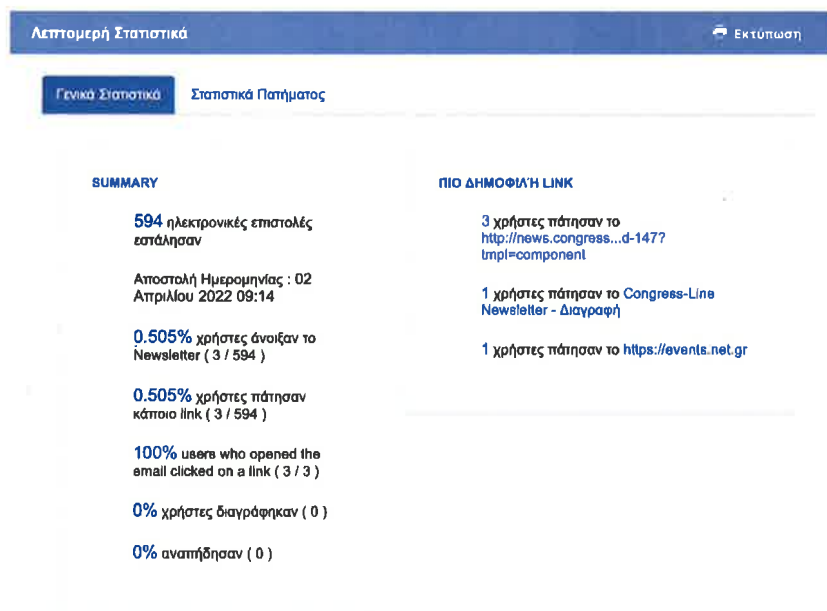
Finally, entry to the DETROP BOUTIQUE 2022 fair is free after your relevant registration as a visitor at the following link: <https://services.helexpo.gr/detrop2022reg/> to receive your relevant entry card (badge).

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.

IME GSEVEE 3CE

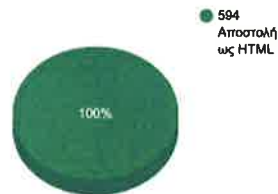
<https://events.net.gr/>

Statistics of the Invitation Sending to the mailing list given by IME GSEVEE

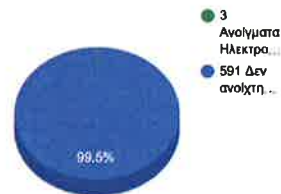


Όλα
Open rate
Open / Click total
Open / Click per day
Open time
Browsers
Devices

Διαδικασία Αποστολής



Ανοίγματα Ηλεκτρονικών Επιστολών



4. Design and Printing of 1 Roll Up Banner and 10 posters with the distinctive design of the event



Infoday Roll Up Banner

Interreg
Greece-Bulgaria
European Regional Development Fund

EUROPEAN UNION
AGROFFICIENCY

Infoday for Business in the Agrofood Value Chain

Sunday 3/04/2022, 11:00 – 13:00

**HALL B of TIF-HELEXPO Congress Center
"N. GERMANOS" (154 Egnatia str, Thessaloniki)
DETROP BOUTIQUE 2022**

www.agrofficiency.eu

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg VA "Greece-Bulgaria 2014-2020" Cooperation Programme

Infoday Poster



5. 50 folders A4, which included pen and notebook.

Infoday Folder A4



Infoday Notebook A4, cover page and inside page



6. Advertising of the Event with the publication of two Press Releases (1 before the Event and one after) in various mass media (such as The Press, websites, social accounts, blocks).

Infoday Announcement that send at the Mass Media mailing list

Press Releases from the Media for the Infoday

"Ειδήσεις - ΙΜΕ ΓΣΕΒΕΕ: Ημερίδα για... | Palo.gr"

<https://www.palo.gr/environmentCa/ime-gsevee-imerida-gia-epixeiriseis-tis-agrodiatofikis-alycidas/29051041/>

"Το ΒΙΟΤΕΧΝΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΘΕΣΣΑΛΟΝΙΚΗΣ παρόν στην επικοινωνία"

https://www.veth.gov.gr/index.php?MDL=pages&Branch=N_N000000100_N000002008_N0000002012_N0000002265_S0851746566

"DETROP: Εκδήλωση την Κυριακή για τις επιχειρήσεις της αγροδιατροφικής αλυσίδας από το ΙΜΕ ΓΣΕΒΕΕ - ertnews.gr"

<https://www.ertnews.gr/eidiseis/oikonomia/elladaoikonomia/detrop-ekdilosi-tin-kyriaki-gia-tis-epicheiriseis-tis-agrodiatofikis-alycidas-apo-to-ime-gsevee/>

Άρθρο από το meatplace.gr

<https://meatplace.gr/2022/04/01/%ce%b9%ce%bc%ce%b5-%ce%b3%cf%83%ce%b5%ce%b2%ce%b5%ce%b5-%ce%b7%ce%bc%ce%ad%cf%81%ce%b1-%ce%b4%ce%b7%ce%bc%ce%bf%cf%83%ce%b9%cf%8c%cf%84%ce%b7%cf%84%ce%b1%cf%82-%ce%b3%ce%b9%ce%b1-%cf%84%ce%b9/>

"Ημέρα δημοσιότητας για τις επιχειρήσεις της αγροδιατροφικής αλυσίδας – ΙΜΕ ΓΣΕΒΕΕ"

<https://imegsevee.gr/%CE%B3%CE%B5%CE%B3%CE%BF%CE%BD%CF%8C%CF%84%CE%B1/diorganosi-imeras-dimosiotitas-tou-ergou-agrofficiency/>

"Εκδήλωση με τίτλο: "Ημέρα δημοσιότητας για τις επιχειρήσεις της αγροδιατροφικής αλυσίδας" από το ΙΜΕ ΓΣΕΒΕΕ"

https://www.ypaithros.gr/anoikti-ekdilosi-titlo-imeras-dimosiotitas-epixeiriseis-agrodiatofikis-alycidas-diorganonei-ime-gsebee/?cli_action=1648876733.579

<https://agrofficiency.eu/el/2022/03/28/%cf%80%cf%81%cf%8c%cf%83%ce%ba%ce%bb%ce%b7%cf%83%ce%b7-%cf%83%cf%84%ce%b7%ce%bd-%ce%b7%ce%bc%ce%ad%cf%81%ce%b1-%ce%b4%ce%b7%ce%bc%ce%bf%cf%83%ce%b9%cf%8c%cf%84%ce%b7%cf%84%ce%b1%cf%82-%ce%b3/>

<https://www.facebook.com/296515947841249/posts/1213499242809577/?sfnsn=mo>

http://www.greece-bulgaria.eu/event/142_Project-AGROFFICIENCY:-Infoday-for-Business-in-the-Agrofood-Value-Chain

https://m.facebook.com/story.php?story_fbid=473242204232494&id=100046401557505&sfnsn=mo

<https://detroboutique.helexpo.gr/el/2022-Parallel-Events-Programme>

<https://detroboutique.helexpo.gr/en/2022-Parallel-Events-Programme>

Press Release that sent at the Media after the realization of the Event



Interreg Greece-Bulgaria
European Regional Development Fund

IME FIEBEE
Innovative Model European Beekeeping

09/04/2022

ΜΕΛΙΟ ΤΥΠΟΥ
ΔΙΟΡΓΑΝΩΣΗ ΗΜΕΡΑΣ ΔΗΜΟΣΙΟΤΗΤΑΣ ΑΠΟ ΤΟ ΙΜΕ FIEBEE ΣΤΑ ΠΛΑΙΣΙΑ ΤΟΥ ΔΙΑΣΥΝΟΡΙΑΚΟΥ ΕΡΓΟΥ "AGROFFICIENCY"

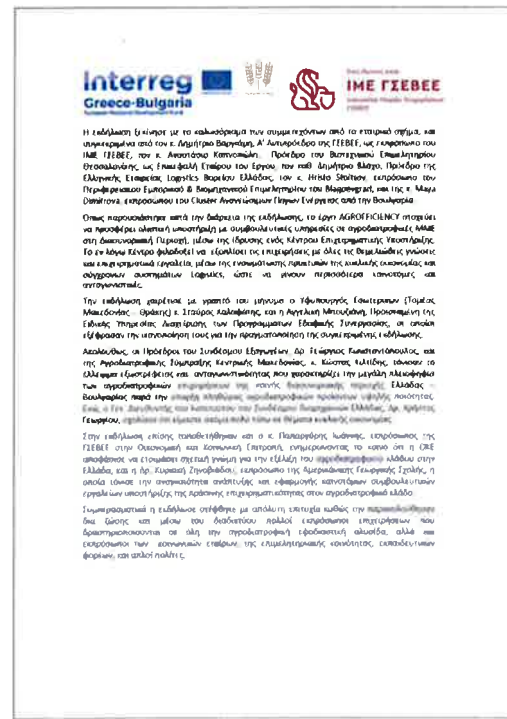


Το Ινστιτούτο Μεταβίβσης Εμπειριών της Γενικής Διοικησιακής Επιχειρήσεως Βιολογικών Φυτών Ελλάδας (IME FIEBEE) διοργάνωσε την 4η/04/2022 ενημερωτική εκδήλωση με τίτλο "Ημέρα Δημόσιότητας για τις Επιχειρήσεις της Αροδομητικής Αλιείας", ως παράλληλη εκδήλωση της 4ης Ημέρας DETROBOUTIQUE 2022.

Η εκδήλωση πραγματοποιήθηκε στο πλαίσιο του έργου με τίτλο «Ενίσχυση της ανταγωνιστικότητας και της βιωσιμότητας των Αροδομητικών κλάδων μέσω της προώθησης της Κοινωνικής Οικονομίας και αειφόρου ΑΓΡΟΦΥΣΙΟΤΗΤΑΣ» στο οποίο συμμετέχει το ΙΜΕ FIEBEE ως εταίρος, και το οποίο χρηματοδοτείται από το Πρόγραμμα Συνεργασίας «Interreg V-A Greece-Bulgaria 2014-2020» και εθνικούς πόρους της Ελλάδας και της Βουλγαρίας.

Ο κύριος σκοπός της εκδήλωσης ήταν η ενημέρωση των επιχειρήσεων που δραστηριοποιούνται στην κυριότερη αροδομητική αλιεία, αλλά και του ευρύτερου κοινού, επί των στόρων, δράσεων, και αναμενόμενων αποτελεσμάτων του έργου AGROFFICIENCY.

Το λόγο παρατηρησιακά ανέλαβε ο Γενικός Γραμματέας Ανάπτυξης - Ε.Τ.Π.Α και από εθνικούς πόρους των μερών που συμμετέχουν στο Πρόγραμμα Συνεργασίας Interreg V-A «Greece-Bulgaria 2014-2020».



Interreg Greece-Bulgaria
European Regional Development Fund

IME FIEBEE
Innovative Model European Beekeeping

Η εκδήλωση έγινε με το καθήκον να ενημερωθούν από το επαγγελματικό και επιχειρηματικό από τον κ. Αντώνιο Βασιλείου, Α' Αντιπρόεδρο της FIEBEE, ως εκπαιδευτικό του ΙΜΕ FIEBEE, τον κ. Αθανάσιο Κωνσταντίνου, Πρόεδρο του Βιολογικού Επιμελητηρίου Ελλάδας, ως Γενικό Αρχηγό Έργου του έργου, που στη Διεύθυνση Αγροτικής Πολιτικής της Ελλάδας, Επιστημονικό Διευθυντή Βορείου Ελλάδος, τον κ. Ηλία Στάθου, εκπαιδευτικό του Περιφερειακού Επιμελητηρίου Επιμελητηρίου του Μαρομαραθίου, και της κ. Μαρία Ομπρίνα, εκπαιδευτικού του Γενικού Λυκείου Αιτωλίας Εφessίας από την Βουλγαρία.

Οι κ.κ. παρουσιάσαν μετά την διάρκεια της εκδήλωσης, το έργο AGROFFICIENCY στο οποίο να προσφέρει ολιστική υποστήριξη με συμβουλευτικές υπηρεσίες σε αρροδομητικές ΙΜΕΕ στη Δυση και Βόρεια Πελοπόννησο, μέσω της ίδρυσης ενός Κέντρου Επιχειρηματικής Υποστήριξης Τοπικών Κέντρων Φυτών. Η εκδήλωση πραγματοποιήθηκε με όλες τις防疫措施 υγιεινής και ασφαλείας. Η εκδήλωση πραγματοποιήθηκε με όλες τις防疫措施 υγιεινής και ασφαλείας. Η εκδήλωση πραγματοποιήθηκε με όλες τις防疫措施 υγιεινής και ασφαλείας.

Την εκδήλωση στήριξε με υψιστό τον ήχο τον κ. Φίλιππος Σωτηρίου (Γραμμάτιος Μουσικής, Ορχηστράς Καλαμάρας, και η Αγγελική Μουστάκη, Πρόεδρος της Ένωσης Τηλεοπτικής Αποστολής των Προγραμμάτων Εθνικής Υποστήριξης, οι οποίοι επέλεξαν την υποστήριξη τους για την πραγματοποίηση της στην κομνηνή εκδήλωση.

Ακολούθως, οι Πρόεδροι του Συνδέσμου Ελληνικών Αγρ. Γεωργικών Επιχειρηματιών, και της Αροδομητικής, Γεωργικής Κτηνοτροφίας, Μελισσοτροφίας, κ. Κώστας ΚΑΛΩΝ, ανέλαβε το ελεγκτικό έργο της εκδήλωσης και συστηματοποίησε τους βασικούς άξονες της αροδομητικής επιχειρηματικής ανάπτυξης στην κομνηνή Ελλάδα - Βουλγαρία μετά την απώλεια πιθανών αρροδομητικών προϊόντων υψηλής ποιότητας. Έτσι, η ημερήσια εκδήλωση και κατασκευή των εργαλείων διατηρησιμότητας Ελλάδας, Αγρ. Γεωργίας, Γεωργίας, αρροδομητικής αλιείας, αλλά και των μερών εκδήλωσης.

Στην εκδήλωση επίσης παραβρέθηκαν και ο κ. Παπαδόπουλος Κωνσταντίνος, εκπαιδευτικός της FIEBEE στην Ολοκλήρωση και Κοινωνική Επιχειρηματικότητα, το οποίο ότι η ΟΡΕ αρροδομητικής να ετοιμάσει σχετικά υψιστό για την Ελλάδα που αρροδομητικής αλιείας στην Ελλάδα, και η Αγρ. Γεωργία, Στρατηγική, εκπαιδευτικός της Διεύθυνσης Επιστημονικής Πολιτικής, η οποία ύψιστο την αναγκαία υποστήριξη και εφαρμογές καινοτόμων συμβουλευτικών εργαλείων υποστήριξης της αρροδομητικής επιχειρηματικότητας στην αρροδομητική αλιεία.

Συμπερασματικά η εκδήλωση στήριξε με υψιστό τον ήχο τον κ. Φίλιππος Σωτηρίου (Γραμμάτιος Μουσικής, Ορχηστράς Καλαμάρας, και η Αγγελική Μουστάκη, Πρόεδρος της Ένωσης Τηλεοπτικής Αποστολής των Προγραμμάτων Εθνικής Υποστήριξης, οι οποίοι επέλεξαν την υποστήριξη τους για την πραγματοποίηση της στην κομνηνή εκδήλωση.

http://www.greece-bulgaria.eu/article/273_Project-AGROFFICIENCY:-Press-Release

<https://imegseev.gr/nea/imera-dimosiotitas-sta-plaisia-tou-diasynoriakou-ergou-agrofficiency/>

https://m.facebook.com/story.php?story_fbid=475047910718590&id=100046401557505&sfnsn=mo

<https://agrofficiency.eu/2022/04/07/press-release-2/>

7. Leaflet distribution to all the exhibitors of the DETROP BOUTIQUE 2022 FAIR.

The leaflet features a background image of golden wheat stalks. At the top left, it displays the 'Interreg Greece-Bulgaria' logo with the European Union flag and the text 'European Regional Development Fund'. To the right is the website 'www.agrofficiency.eu'. The central heading is 'INVITATION'. The main text invites attendees to an 'Infoday for Business in the Agrofood Value Chain' on Sunday 03/4/2022, 11:00-13:00, at the HALL B of TIF-HELEXPO Congress Center 'N. GERMANOS'. It specifies that the event is hybrid and that only vaccinated attendees are allowed. Registration is required by Saturday 02/04/2022 via <https://events.net.gr>. Entry to the DETROP BOUTIQUE 2022 fair is free for registrants, with a link to <https://services.helexpo.gr/detrop2022reg/>. The bottom left contains funding information from the ERDF and national funds. The bottom right features logos for IME GSEVEE and 3CE.

Interreg
Greece-Bulgaria
European Regional Development Fund

www.agrofficiency.eu

INVITATION

We are pleased to invite you to the "Infoday for Business in the Agrofood Value Chain" organized by the Small Enterprises' Institute of the Hellenic Confederation of Professionals Craftsmen and Merchants (IME GSEVEE) in the framework of AGROFFICIENCY project on Sunday 03/4/2022, 11:00 – 13:00, in the HALL B of TIF-HELEXPO Congress Center "N. GERMANOS", (154 Egnatia str, Thessaloniki), during the DETROP BOUTIQUE 2022 fair.

The event will take place in a hybrid way, with face-to-face but also on-line participation.

Only those who have a valid vaccination or disease certificate are allowed to enter the event, and in compliance with all applicable health protocols / measures for protection against COVID-19.

In case you are interested to attend the event live or online please register online by Saturday 02/04/2022 via the following link: <https://events.net.gr>

Finally, entry to the DETROP BOUTIQUE 2022 fair is free after your relevant registration as a visitor at the following link: <https://services.helexpo.gr/detrop2022reg/> to receive your relevant entry card (badge).

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.


IME GSEVEE 3CE

B. VENUE – AUDIOVISUAL EQUIPMENT

1. Venue Rent from the TIFF- HELEXPO Congress Center in which included: Wi-fi Internet Connection, not less than 50 seats, audio equipment, video projector, projection screen, speakers panel, podium, air-conditioning and cleaning.

Contract for the rent of the Venue from the TIFF- HELEXPO Congress Center.

Προς
CONGRESSLINE
ARISTOTELOUS 104-10433 ΑΘΗΝΑ
ΤΗΛΕΦΩΝΟ: 210-8831198
info@congressline.gr
υπόψη κ.κ. Θεόδωρος Τσαουρής



Αθήνα, 06/07/2022
Αρ. Πρωτ: 71

ΘΕΜΑ: Συνθήκη μίσθωσης εγκαταστάσεων.

Αγαπητή κυρία Τσαουρή,

Το σύνθημα της εταιρείας μας και της συμπαθούς σας επιβεβαιώνει την δέσμευση του Συνεδριακού Κέντρου Αριστοτέλους να πραγματοποιήσει την εκδήλωσή σας ως εξής:

Αίτηση	ΑΡΙΣΤΟΤΕΛΟΣ 104 και 3.Κ. ΠΕΡΙΟΧΗ ΓΕΡΜΑΝΟΣ
Προγραμματισμός εκδήλωσης	04/04/2022 11:00 - 13:00

Στην συνάντησή μας πραγματοποιήθηκαν εθελουσιαστικά όμοια καθήκοντα, τραπέζια, κρέμα σκαλιών, αναλόγιο, κεντρικό γραμμοπλάτυ - οθόνη προβολής & basic video projector.

Η οθόνη παραμένει, λαμβάνοντας υπόψη τα πρότυπα ασφαριστικά μέτρα για την προστασία από τον COVID - 19.


- Η υπογραμμένη χρήση γίνεται από όλη τη διάρκεια παραμονής στους σταθμισμένους χώρους του συνεδριακού κέντρου για όλους τους επισκέπτες.
- Ύψος απόστασης εντός (1,5) μέτρου.
- Τα πρόσωπα μέτρο προστασίας μεταξύ άλλων θα περιλαμβάνουν, ελασθόλη κλειστής φούσκας αερικού, σμίκια στυπώδης και απολυμαντική.
- Για εκδόσεις αποστασιοποιημένης τηλεοπτικής κατανάλωσης barbers, ή άλλου είδους καταστήματα, θα πραγματοποιηθεί με τον συνεργάτη μας «LIFOWORK» και Ιωάννη Γεωργιάδη, 6973738229, 2310 297365, georgiadi@lifo.gr
- Ημερήσια απολυμαντική και με την αλληλεπίδραση της εταιρείας σας, την επίσκεψη εκδήλωσης της εταιρείας σας.
- Ημερήσια καθαριότητα των χώρων και την καθαριότητα της αίθουσής μας ή με όλη από τους παρόντες λειτουργικούς εργαζόμενους και με μια ομάδα έξω το κτίριο της εταιρείας σας.

ΕΘΝΙΚΗ ΤΡΑΠΕΖΑ	ΑΡ. ΑΧ/ΓΙΜΟΤ	228/470408-28
ΠΕΡΙΦΕΡΕΙΑ		5202/009126/659
ALPHA ΤΡΑΠΕΖΑ		707/003320000984


Η εκδήλωσή σας πραγματοποιείται με την παρουσία 2 ημετέρων από την διεύθυνση της εκδήλωσής σας.

Παραμένοντας στη διάθεσή σας για οποιαδήποτε διευκρίνιση ή πληροφορία, σας ευχαριστούμε για τη συνεργασία.

Με εκτίμηση,


 Νίκος Δολιανός
 Διευθυντής

ΑΡΙΣΤΟΤΕΛΟΣ 104 και 3.Κ. ΠΕΡΙΟΧΗ ΓΕΡΜΑΝΟΣ | ΤΗΛ: 210-8831198 | FAX: 210-8831157
 email: info@congressline.gr | www.congressline.gr



2. 2 Laptops for the speakers.
3. Secretariat during the realization of the Event in Geek and English and provision of two secretaries.
4. Technical Support, photoshooting and video coverage of the event as well as the provision of the suitable electronic platform and equipment for the online participation of the event.
5. Translation in two languages Greek and English.
6. Recording of the event and writing of the Conclusions of the Event.

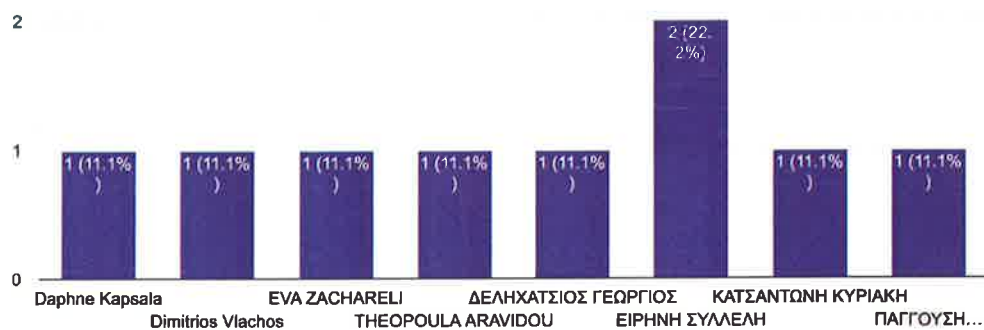
C. CONCLUSIONS – PHOTOGRAPHIC MATERIAL

1. Sending to the participants a specialized evaluation form for the event.

The questionnaire is attached and the analytics of the answers of the questionnaire are below

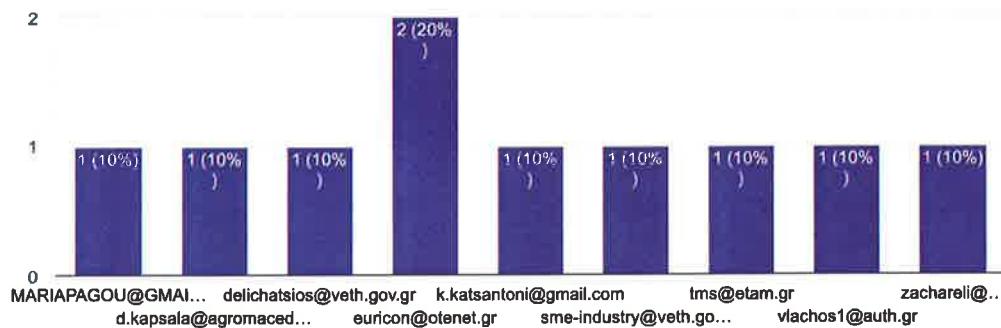
Name and Surname

9 responses



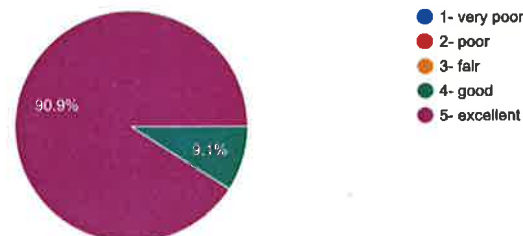
Email address

10 responses



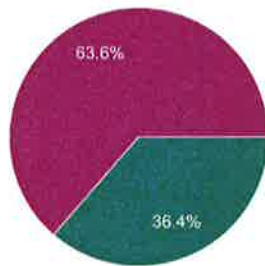
Event general evaluation

11 responses



Interest for the topic and contents

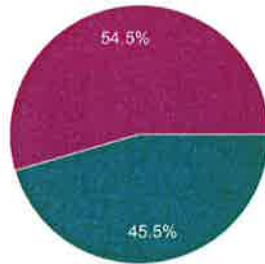
11 responses



- 1- non at all
- 2- mild interest
- 3- moderate interest
- 4- strong interest
- 5- extreme interest

Did you find the speeches interesting?

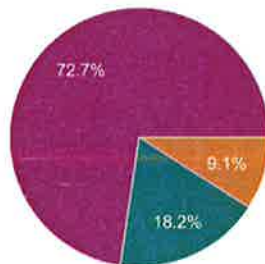
11 responses



- 1- non at all interesting
- 2- slightly interesting
- 3- moderately interesting
- 4- very interesting
- 5- extremely interesting

How do you feel about the following statement? "I gained sufficient further knowledge on the topics after attending the event."

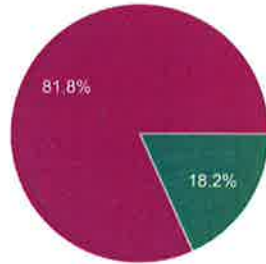
11 responses



- 1- strongly disagree
- 2- disagree
- 3- neither agree nor disagree
- 4- agree
- 5- strongly agree

Quality of the venue

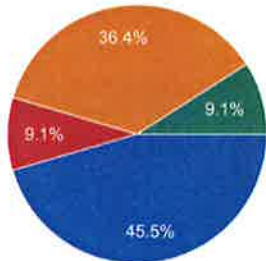
11 responses



- 1- very poor
- 2- poor
- 3- fair
- 4- good
- 5- excellent

How did you learn about the event?

11 responses



- 1- Mailing List
- 2- Social Media
- 3- AGROFFICIENCY website
- 4- Other
- if you chose "Other please specify"

Suggestions or other remarks

11 responses

well-organised.

No suggestions

N/A

Congratulations for the interesting event! Please keep us informed about further actions of the project.

ΚΑΜΙΑ ΠΑΡΑΤΗΡΗΣΗ

none

good luck in the implementation of the important project

The programme is very interesting and I hope it can help small and medium-sized enterprises in the agri-food sector in terms of development and extroversion. Small industries and medium size Industries Chamber of Thessaloniki is partner of the consortium of Agronutritional Cooperation Region Central Macedonia. The president of ACRCM and the project team supported the event as well as the future actions with aim the enhancing of the agrifood sector of Region Central Macedonia.

Photographic Material








Archives Attached

- **Speakers Presentations**
- **Guest List, registration list, Participant List of the Event**
 - **Audiovisual material of the event**
 - **Record of the meeting**
 - **Evaluation form**
 - **Event Conclusions**

Interreg Greece-Bulgaria



Infoday for Business in the Agrofood Value Chain
 HALL B of THELEXPO Congress Center "N. GERMANOS"
 (154 Egeou st, Thessaloniki) during the DETROP BOUTIQUE 2022 hr
Sunday 3/04/2022, 11:00 - 13:00

"Cluster support services in the agri-food sector"
 "Antonios Angelakia"

The project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the strategy of the "Interreg Greece-Bulgaria 2014-2020" Operational Programme

Interreg Greece-Bulgaria

Aim
 Core priority for GSEVEE

Major emphasis on micro and small-sized companies

Provision of cluster support services with the aim to enhance collaborative entrepreneurship in various forms (e.g. joint projects, strategic alliances, hub and spoke infrastructures and activities, value chains).

Top-down, bottom and top-down approach: in-depth and structured procedures.

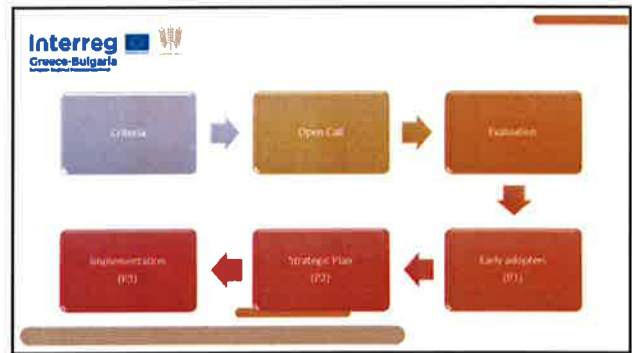
Interreg Greece-Bulgaria Major pillars

Cluster support services

- Cluster support through a structured approach
- Assistance and networking with business organisations
- Diagnosis and evaluation of the business and local/cluster environment in a funding bank
- Support of pilot cases and best practices for experimentation

Incubational activities

- Evidence-based research priority activities (e.g. local services, thematic incubation centres in cluster groups)
- Cluster creation and economic strengthening
- Networking activities in theme and cluster
- Horizontal mapping of the agri-food sector (value chains) (thematic)
- Key priority clusters and clusters
- Policy groups



Interreg Greece-Bulgaria

Preparation Phase (P1)

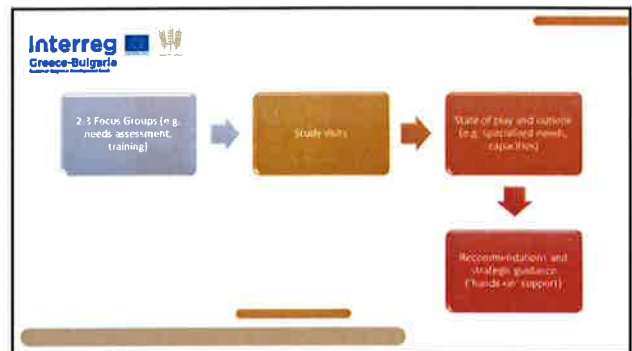
- Thematic studies
- Needs diagnosis
- Feasibility studies
- Funding proposals

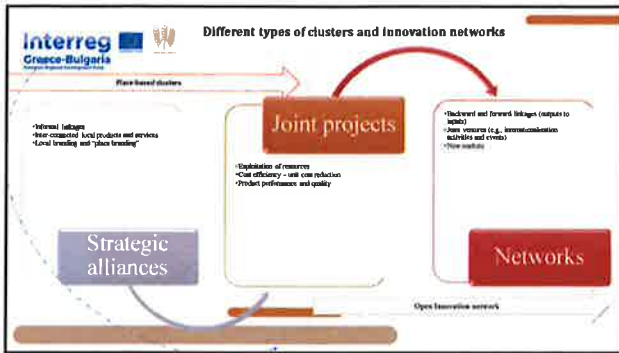
Analysis Phase (P2)

- Analysis and formulation of actions
- Detailed planning (e.g. interventions, digital transformation, marketing, manufacturing, internationalisation)
- Diagnostic results

Implementation Phase (P3)

- Implementation of planned activities (e.g. program, missions, corporate social)
- Duration 7 months





-
1. Wines of Athens
 2. Local products cluster – Olympus, Pieria
 3. Green Holidays, Pindopi
 4. Bioenergy and Environment Cluster (CLUBE)
 5. Monopati (Monakrivo Olive oil)


More Info...

Wines of Athens:
https://www.youtube.com/watch?v=x8Mg_jeZiG0

Olympus Cluster (Pieria):
<https://www.youtube.com/watch?v=kd8jto2W6e4>

THANK YOU!

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Priority 24 "Promote Bulgaria 2014-2020" Competitive Programme



Info Day for Business in the Agrofood Value Chain

Sunday 3/04/2022, 11:00 – 13:00

HALL B of TIF-HELEXPO Congress Center "N. GERMANOS"
 (154 Egnatia str, Thessaloniki) during the DETROP BOUTIQUE 2022 fair
 ALPHA SYMVOULEYTIKI- BOUZOUDIS ALEXANDROS

This project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the strategy of the "Greece-Bulgaria 2014-2020" Operational Programme



BUSINESS SUPPORT CENTER – BUSINESS DEVELOPMENT SERVICES

To this end, the Business Support Center will work towards the following goals:

- **Economic impact:** contribute to the development of small businesses in the agri food sector and potential entrepreneurs, focusing on business creation, job creation/preservation through increased assistance for business development and specialized services in trade, technology, innovation and public procurement.
- **Provision of services:** assess entrepreneurs and small business owners and provide specialized, quality and timely assistance to businesses.
- **Mounting:** coordinate marketing activities that will promote services for small businesses across a wide range of market segments, including new and existing businesses.
- **Resource Development:** identify, develop, and leverage the human capital, finance, and technology resources needed to deliver specific services to customers.
- **Cooperation and partnership:** develop strong partnerships with key stakeholders to promote business culture in the Greek-Bulgarian cross-border region.



DELIVERABLES A-SYMVOULEYTIKI

D 3.1.1	Creating a Study of the State of the Art of Agrifood Sector in the Greek-Bulgarian cross border region
D 3.1.3	Creating a Strategic Plan regarding the Business Support Centers
D 4.1.1	Implementing the Business Support Center's Operational Plan and Manual
D 5.1.1	Creating the training material and implementing 6 Workshops to be provided in the Business Support Center
D 5.1.4	Legal services for drafting the Capitalization Agreement regarding the Business Support Center)



BUSINESS SUPPORT CENTER – BUSINESS DEVELOPMENT SERVICES

In particular, the main objectives are defined as follows:

- **Economic Impact:**
 - Job creation and retention
 - Sales increase
 - Cost reduction
- **Provision of services :**
 - Training and counseling for at least 20 existing businesses and 20 start-ups
- **Mounting:**
 - Services developed for core markets include:
 - Self-employment
 - New business from unemployed
 - Early stage operations
 - Small growth oriented businesses



BUSINESS SUPPORT CENTER – BUSINESS DEVELOPMENT SERVICES

The Business Support Center (BSC) will meet the needs of owners of small businesses in the agri-food sector in the cross-border region of Greece - Bulgaria by providing training, business advice and links with markets and sources of capital.

This is an Center, which during its initial phase will develop within VETH and aspires to develop into an autonomous service provider for small businesses in the agri-food sector.

This phased approach will allow BSC to develop its capabilities and benefit from VETH's long-term professional experience, while developing its own services and networks for the purchase of services for SMEs businesses in the agri-food sector.

The BSC will become a focal point for the development needs of businesses and small business owners in the Greece-Bulgaria cross-border region.



BUSINESS SUPPORT CENTER – BUSINESS DEVELOPMENT SERVICES

- **Resource Development:**
 - The costs will be covered by commercial services, thus making effective use of the BSC's human and financial resources
- **Cooperation and partnership :**
 - Basic partnerships with a wide network of support organizations through effective and continuous cooperation



BUSINESS SUPPORT CENTER – BUSINESS DEVELOPMENT SERVICES

The services provided by the Business Support Center will include, but are not limited to:

- helping small businesses in the agrifood sector to solve functional problems,
- processing,
- technology, computer
- Staff management,
- marketing,
- sales,
- financing, subsidies,
- accounting,
- Business strategy.

as well as any other sector required for the development and expansion of small businesses in the agrifood sector, innovation, increased productivity, improved of administration, as well as a reduction in the economic concentrations of the sector.



BUSINESS SUPPORT FOR THE ACHIEVEMENT OF ERDF SPECIFIC OBJECTIVES UNDER POLICY OBJECTIVE 1

- Strengthening research and innovation capacities and exploiting advanced technologies.
- Harnessing the benefits of digitalization for citizens, businesses and governments.
- Enhancing SME growth and competitiveness.
- Developing skills for smart specialization, Industrial transition and entrepreneurship.



BUSINESS SUPPORT CENTER – BUSINESS DEVELOPMENT SERVICES


- **Business Counseling to start-ups and existing businesses.**

Specialized business consultants and professionals will provide short and highly targeted one-to-one consulting sessions to agrifood sector businesses seeking personalized business support.

- **Training**


Training programs will be provided on three different levels to suit different customer needs:

- Introductory Programs,
- Application Programs that help develop management and operational capabilities of businesses and
- Development programs that focus on existing businesses that seek to expand and grow.



BUSINESS SUPPORT FOR THE ACHIEVEMENT OF ERDF 2 SPECIFIC OBJECTIVES RELATED TO ENTREPRENEURSHIP

- Promoting energy efficiency measures.
- Promotion of renewable energy.
- Development of smart energy systems, networks and storage equipment at local level.
- Promoting the transition to a circular economy.



BUSINESS SUPPORT CENTER – BUSINESS DEVELOPMENT SERVICES

- **Research and Referral to Resources**

- Brochures,
- Communication between resources (guest speakers, meetings),
- Consultants and trainers' guides,
- Small business information and market research,
- Target audience approach directly or through partners



THANK YOU!



We would like to thank the European Regional Development Fund (ERDF) and the Government of the countries participating in the financing of the National Regional Development Program (NRDP).

Interreg Greece-Bulgaria

Infolday for Business in the Agrofood Value Chain
 HALL 6 of TIF-HELIXPO Congress Center "N. GERMANOS"
 (154 Egevitis str, Thessaloniki) during the DETROUPO BOUTIQUE 2022 fair

Sunday 12/04/2022, 11:00 - 11:00

AGROEFFICIENCY PROJECT
 ALPHA PLAN CONSULTANTS

The Report is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the financing of the Greece-Bulgaria IWB-ERDF Cooperation Programme

Interreg Greece-Bulgaria

Agroefficiency

Project Title: Enhancing the Competitiveness and Sustainable Growth in the Agrofood Sector through the promotion of Circular Economy

Project Acronym: Agroefficiency

Duration of the Programme: 24 months

Starts: 13/04/2021 **Ends:** 12/04/2023

Interreg Greece-Bulgaria

Project Beneficiaries

- **LB:** CHAMBER OF SMALL & MEDIUM SIZED INDUSTRIES OF THESSALONIKI
- **PB2:** SMALL ENTERPRISES' INSTITUTE OF THE HELLENIC CONFEDERATION OF PROFESSIONALS CRAFTSMEN AND MERCHANTS
- **PB3:** GREEK ASSOCIATION OF SUPPLY CHAIN MANAGEMENT
- **PB4:** REGIONAL CHAMBER OF COMMERCE AND INDUSTRY – BLAGOEVGRAD
- **PBS:** RENEWABLE ENERGY SOURCES

Interreg Greece-Bulgaria

Agroefficiency Work Packages

WP1 Leader: LB	WP1 Project Management & Coordination	WP Leader: LB-PB4	WP4 Establishment of Support Mechanisms
0.1.1	Preparation Activities	D.4.1	Business Support Centre
0.1.2	Project Management & Reporting	D.4.2	E-Support Platform
0.1.3	Steering Committee Meetings	D.4.3	Development of "Priority Strategies for SMEs Handbook"
0.1.4	Evaluation & Quality	WP Leader: PBS	WP5 Pilot Support Services
0.1.5	Verification of Expenses	D.5.1	Training Seminars & Consulting Workshops
WP Leader: PB4	WP3 Communication & Dissemination	D.5.2	Targeted Consulting to Agri-food SMEs about Green Best Practices
D.2.1	Project Communication Plan	D.5.3	Hybrid Networking & Innovation Forum for Agri-food Stakeholders
D.2.2	Project's Promotion via Internet & Social Media	D.5.4	Cooperation Actions for Sustainability
D.2.3	Dissemination Material	WP Leader: PBS	WP6 Activities implemented Outside the Programme Area
D.2.4	Project's Events	D.6.1	Participating in an International Fair
D.2.5	Project's Results Publications	D.6.2	Transfer of Know How
WP Leader: PB3	WP2 Capacity Building - Planning		
D.3.1	Study of the State of the Art of Agri-food Sector		
D.3.2	Study on Circular Economy & Environmental Impact		
D.3.3	Strategic Planning		

Interreg Greece-Bulgaria

Objectives of Agroefficiency Project

AGROEFFICIENCY'S Overall Objective is to enhance support offered to established and newly established SMEs of the CB Agrofood sector, by creating an One-Stop-Shop business support center (BSC) that will work in an incubator-like model for the newly established and potential SMEs.

The BSC intends to follow a cooperation based approach by acting as a bridge between the 2 countries and promoting innovation in the agriculture sector and its wider value chain, by promoting the value of information exchange and stimulate collaboration and synergies between the end-users of the 2 countries.

Interreg Greece-Bulgaria

Agroefficiency Outputs

- 1. Training Sessions and Workshops:** they will offer several advantages to the participants, such as significant savings in time, speeding-up of processes, setting smart goals, action plans etc.
- 2. Targeted consulting of SMEs:** about existing Green Labeling Schemes (GLS) and their benefits that include gaining recognition, credibility and access to new opportunities, cost saving practices and obtaining a competitive advantage, as well as about CE best practices that include ways to reduce waste, carbon footprint, enhance security of supply of raw materials etc.
- 3. E-Support Platform:** the digitalization of business operations is considered extremely beneficial for SMEs. The project will create a digital environment including an BSC services that concern digital applications, digital networking etc. Furthermore, through this platform, entrepreneurs will be able to find available funding resources in order to jumpstart investments in innovative ideas and trigger their business growth.
- 4. Hybrid Networking & innovation forum for Agrofood Sector Stakeholders:** will offer to SMEs the opportunity to interact and communicate with each other, so as to build bridges between the two countries Agri-food ecosystems, by promoting business synergies. The holistic character of the whole venture will create added value to the CB sectors of Agri-food B2B and support, whereas by realizing all outputs mentioned above, AGROEFFICIENCY will achieve the effective and direct holistic support to all Agri-food ecosystem's SMEs in the CB area.
- 5. Participating in an international fair:** Transfer of Know How

Interreg
Greece-Bulgaria

Agrofficiency Results

The expected result of the project is the enhancement of support services offered to agrifood businesses in the CB area. The result indicator's measurement unit is entrepreneurship barometer is related to the Agri-food sector's performance – state across 5 main pillars of entrepreneurship:

1. Access to Funding
2. Entrepreneurship Culture
3. Tax & Regulation
4. Education & Training and
5. Coordinated Support.

Interreg
Greece-Bulgaria
European Regional Development Fund

THANK YOU!

3CE, OASIS, and other logos

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the candidate participating in the financing of National Regional ERDF Cooperation Programmes

Interreg Greece-Bulgaria



ARGOFFICIENCY

This Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the financing of the "Greece-Bulgaria 2014-2020" Cooperation Programme

Interreg Greece-Bulgaria

WHO WE ARE

- Established on May 12th, 2010
- Unites leading companies,
- Research organizations, non-government organizations,
- Intermediaries, higher education institutes
- Over 70 MW green energy in the overall energy mix



Interreg Greece-Bulgaria

OUR MISSION




- Full use of renewables at regional and national levels
- Vibrant dialogue, inclusive stakeholder participation
- Greener regions and sustainable socio-economic development

Interreg Greece-Bulgaria

VISION FOR DEVELOPMENT

- Achievement of conditions conducive to sustainable development of clean energy production and its efficient management and use in Bulgaria;
- Enhance the development of innovations and clean technologies in the RES and EE sector



Interreg Greece-Bulgaria

THE MAIN OBJECTIVES



- Upgrading of skills and knowledge
- Advisory support to the Cluster member-companies
- Concentrating the efforts towards growth, new markets, RES innovations
- International partnerships with EU SMEs and clusters in cross-cutting domains

Interreg Greece-Bulgaria

KEY PILLARS

- Expertise
- Consulting services
- Innovation
- International cooperation
- In RES and EE, sustainable development, circular economy, SME resilience



Interreg Greece-Bulgaria

IMPORTANT MEMBERSHIP

enterprise europe network
Business Support on Your Doorstep

EUROPEAN CLUSTER COLLABORATION PLATFORM


БРАВИТ
БЪЛГАРСКА ИΝΝΟΒΑΤΙΒΝΤΕΛΕΚΑ ΚΟΙΝΩΝΙΑΣ ΕΠΙΧΕΙΡΗΣΕΩΝ ΤΕΧΝΟΛΟΓΙΩΝ

Interreg Greece-Bulgaria

OUR PROJECTS

100% RENEWABLE ENERGY MIX

- Electric vehicle and charging cross-border Infrastructure
- Development of Innovation Cluster RES



Interreg Greece-Bulgaria

OUR PROJECTS

- Joint integrated policy for Low-carbon Economy

CO2 footprint

MCSOIL
Identification and Monitoring of Contaminated Soils using Innovative Methodology

- Identification and monitoring of contaminated soils

Interreg Greece-Bulgaria



ARGOFFICIENCY

Enhancing the Competitiveness and Sustainable Growth in the Agrofood Sector through the promotion of Circular Economy

The Project is co-funded by the European Regional Development Fund (ERDF) and by National Funds of the countries participating in the Erasmus+ in Greece Bulgaria 2014-2020 Cooperation Programme

Interreg Greece-Bulgaria

THANK YOU!

The Project is co-funded by the European Regional Development Fund (ERDF) and by National Funds of the countries participating in the Erasmus+ in Greece Bulgaria 2014-2020 Cooperation Programme

Interreg Greece-Bulgaria



ARGOFFICIENCY

Enhancing the Competitiveness and Sustainable Growth in the Agrofood Sector through the promotion of Circular Economy

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the strategy of the Common Regional 2014-2020 (CRP) of the Operational Program

Interreg Greece-Bulgaria

CIRCULAR ECONOMY IN BULGARIA



- Circular Economy in Bulgaria is in its very early stages
- Many private business communities are not familiar with the concept
- Circular Economy presents unique opportunity for the business to transition to green energy and transform out of the current linear economic business model

Interreg Greece-Bulgaria

GLOBAL CHALLENGES FOR AGRI-FOOD SECTOR


- securing food for a growing population
- providing income to the farmers
- protecting the environment

Balancing all three challenges is a challenging task, especially if the environment protection is considered.



Interreg Greece-Bulgaria

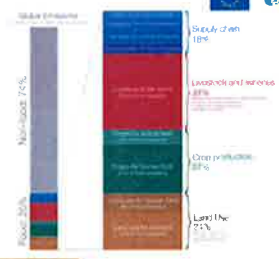
ENVIRONMENTAL IMPRINT OF THE FOOD



- Food accounts for over a quarter (26%) of global greenhouse gas emissions
- 40% of the world's habitable land is used for agriculture
- 70% of global freshwater withdrawals are used for agriculture
- 78% of global ocean and freshwater eutrophication (the pollution of waterways with nutrient-rich pollutants) is caused by agriculture

Interreg Greece-Bulgaria

Global greenhouse gas emissions from agri-food sectors (Our World in Data)

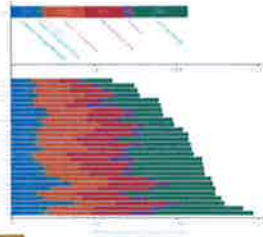


Global greenhouse gas emissions from agri-food sectors (Our World in Data)

- Meat: 28%
- Dairy: 22%
- Cereals: 17%
- Other products: 13%
- Land use: 20%

Interreg Greece-Bulgaria

CO2 footprint from the EU diet by activity and member states (Our World in Data)



- 83% of the GHG emissions come from animal products, such as dairy, meat and eggs
- Plant based foods result in 17% GHG emissions
- Most of the differences between countries come from how much meat and dairy products they eat



ECO-INNOVATION IN BULGARIA
fills in structural gaps in the Innovation system

- Integrates science and innovation in the business
- supports SMEs in the transition with policies and capital
- formulates a clear policy on a government level to include circular economy, eco-innovation and green energy
- promotes the concepts of circular economy

EXAMPLES IN BULGARIA

BIOMYC (2017)

Packaging is entirely biodegradable and made of agricultural residue

EXAMPLES IN BULGARIA

NASECOMO (2019)

First biotechnology company in Bulgaria to produce food from Black Soldier Fly (*Hermetia illucens*)

Nasekomo leverages robotics, A.I. and big data which allows to produce insect protein efficiently. They produce:

- food for fish
- food for pets
- food for the land (organic fertilizer, Green replacement of chemical fertilizers)

EXAMPLES IN BULGARIA

BLAGICHKA RESTAURANT

First "ZERO WASTE" restaurant in Bulgaria

Blagichka follows the following principles in its daily business: Refuse, reduce, reuse, recycle and rot

Blagichka is the first restaurant and food outlet, which composts all its organic waste and turns it into soil

EXAMPLES IN BULGARIA

HARMONICA (2009)

The first circular economy project, which uses stale bread from the local shops. Harmonica buys that stale bread and turns it into "liquid bread" - craft beer, which is sold in 3 options: light ale, dark ale and wheat beer

Interreg
Greece-Bulgaria

METHODOLOGY OF THE SURVEY

- Conducted among Bulgarian companies from the farming, food, and beverage sectors
- The study has applied statistical, sociological, and analytical methods
- Covers 150 companies with 38 questions
- Goal is to gather primary empirical information on enough companies from farming, and food and beverage sectors and their engagement with green practices



Interreg
Greece-Bulgaria

RECOMMENDATIONS FOR THE AGRI-FOOD SECTOR IN BULGARIA

- Long-term goals and objectives related to CE
- Initiatives to promote products' longer lifespan, their reuse, repair, or recycling
- Economic incentives for projects related to technological innovation of processes, new products and materials, leading to the "greening" of the industrial production



Interreg
Greece-Bulgaria

RECOMMENDATIONS FOR THE AGRI-FOOD SECTOR IN BULGARIA

- Investments in key resources and natural capital such as: water, renewable energy, biodiversity and ecosystem services, sustainable agriculture, forests, waste, and recycling




Interreg
Greece-Bulgaria

THANK YOU!



The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds, of the economic partnership in the framework of the "Greece-Bulgaria 2014-2020" Cooperation Programme.



Interreg
Greece-Bulgaria

"Regional Chamber of Commerce and Industry", Blagoevgrad, Republic of Bulgaria
03.04.2022

The project is co-funded by the European Regional Development Fund (ERDF) and by National Funds of the countries participating in the program & "Investing in Your Future" Program.



Interreg
Greece-Bulgaria

Welcome

- Dear Lead Beneficiary, Dear Project Beneficiaries, Dear representatives of the Joint Technical Societies, Dear Politicians, Investors and Clients of ICHCIS!
- On behalf of the Chairman of Regional Chamber of Commerce and Industry, Mr. Kostas Stamaty, the Board of Directors and on my behalf I would like to congratulate you on the successful start of the initiative.
- After a long and hard work in the administrative department, the REGIONAL CHAMBER OF COMMERCE AND INDUSTRY has managed to secure the start of the project on the Bulgarian side. The project will be implemented in the region of Blagoevgrad and will contribute to the economic development and growth of the region. We believe that the project will be a success and we are looking forward to the results and implementation with the future beneficiaries of the initiative and practical results.
- I would like also to emphasize that the operation within the project will be in line with the current solutions to all today's challenges, climate and environmental issues, economic development and healthy society, as well as corporate responsibility of businesses and the people in the context of their business initiatives.



Interreg
Greece-Bulgaria

We believe strongly that as the general trend of economic and business the digital industry and business process tend to shift its activities in the international arena where an efficient, transparent and more resilient the market structure which is built on partnership and business cooperation. The main aim is to create a platform of business cooperation and communication. The main aim is to create a platform of business cooperation and communication. The main aim is to create a platform of business cooperation and communication.

The focus is an extremely useful solution for promoting and electricity, ideas and new visions for the development of the digital process. Only through the digital industry and cooperation we can achieve the development of the "Competitively Advantageous Business Model" which will provide stability and security for the growth and life of the companies here and in the Balkans as well.

On behalf of the Board of the directors of the Regional Chamber of Commerce and Industry, we would like to wish the successful start of the initiative and we are looking forward to the results and implementation with the future beneficiaries of the initiative and practical results.

Finally, we would like to express our sincere gratitude to our project partners for the fruitful cooperation and participation, and for the opportunities participation in this way, from everybody.

Chairman of the Regional Chamber of Commerce and Industry
Board of Directors of the Regional Chamber of Commerce and Industry




Interreg
Greece-Bulgaria

Thank you for your attention!

The project is co-funded by the European Regional Development Fund (ERDF) and by National Funds of the countries participating in the program & "Investing in Your Future" Program.

Interreg Greece-Bulgaria



Infoday for Business in the Agrofood Value Chain
 HALL 8 of THE EXPO Congress Center "N. GERMANOS"
 (134 Ignatie str, Thessaloniki) during the DETROP BOUTROU 2022 hr

Sunday 3/04/2022, 11:00 – 13:00


State of the Art of Circular Economy in the Greek Side of Greece - Bulgaria CB area | Initial Results

GREEK ASSOCIATION OF SUPPLY CHAIN MANAGEMENT

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the program of a Trans-European 2007 Cooperation Programme

Interreg Greece-Bulgaria

Circular Economy in Agrifood SCs



Interreg Greece-Bulgaria

Aims of D3.2

- (i) To capture the uses and environmental impacts of Circular Economy principles
- (ii) To study the Circular Economy practices that are and can be applied in SMEs and industries in the CB region
- (iii) To suggest Circular Economy solutions for the CB region

Interreg Greece-Bulgaria

Aims of the Survey

- (i) To capture the Status Quo of Circular Economy Practices and their Environmental Impact in Greece
- (ii) To understand how different types of companies understand and adopt these practices
- (iii) To simultaneously teach companies what Circular Economy is

Interreg Greece-Bulgaria

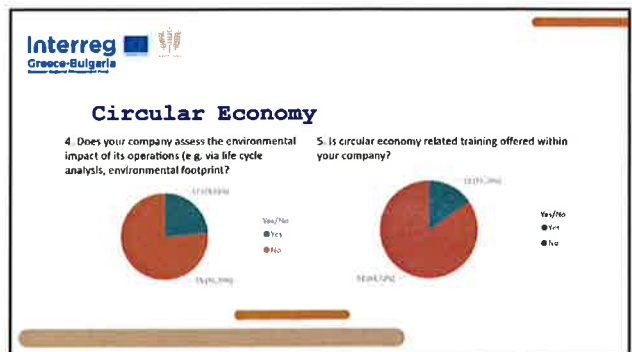
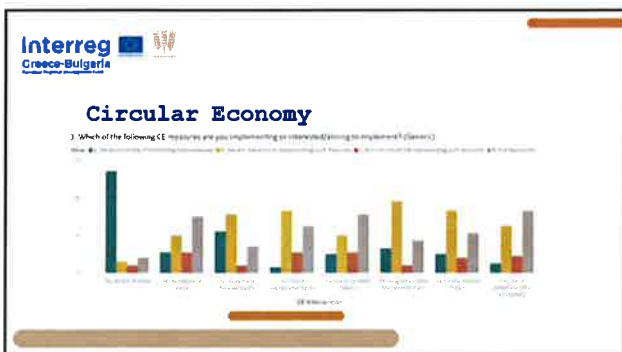
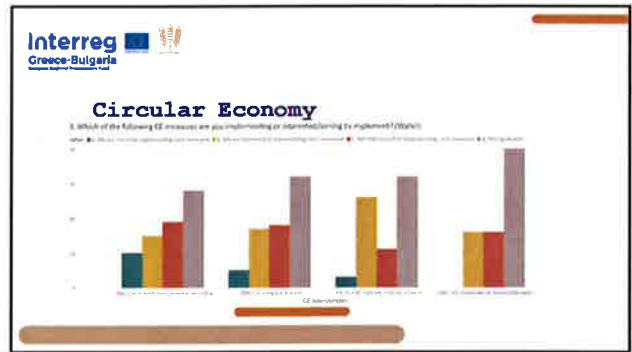
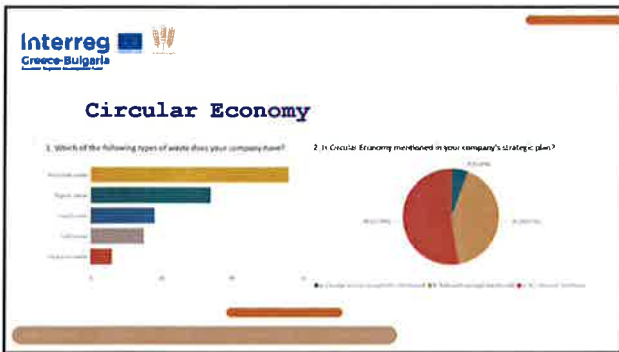
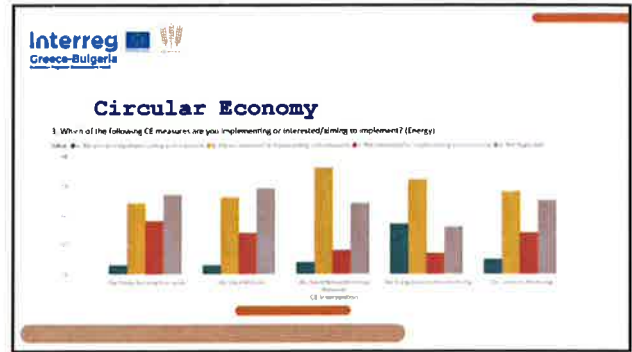
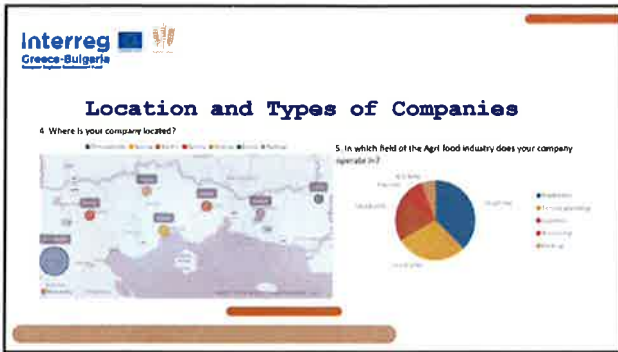
Linear Economy in Agrifood SCs

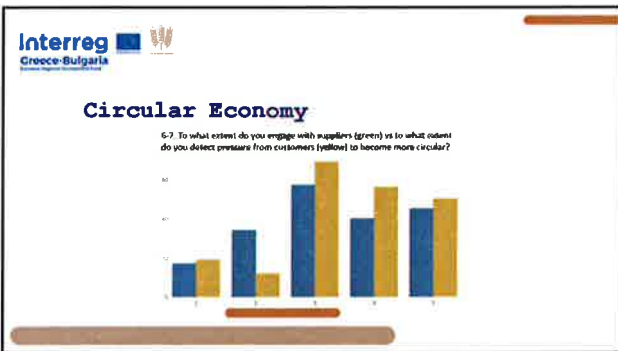
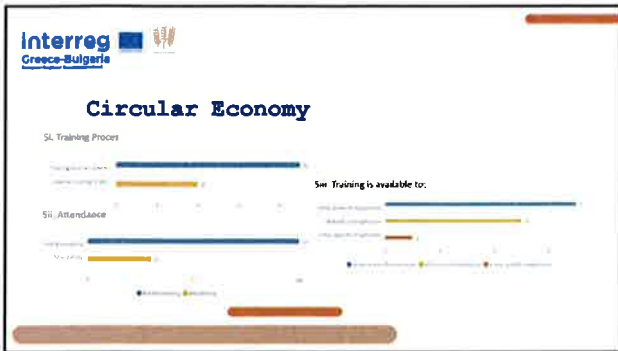


Interreg Greece-Bulgaria

Methodology

- (i) The study targeted companies in the CB region
- (ii) These results are based on part of the responses. As more data becomes available, the results may be affected
- (iii) Over 300 questionnaires were sent out via email to companies in the Agri-food sector, in different parts of the Supply Chain
- (iv) 7 questions on the Respondent's Profile (i.e., Personal and Company's) and 7 on Circular Economy





- Interreg Greece-Bulgaria**
- ### Conclusions
- (i) Most companies that responded were in Thessaloniki, and were mostly involved in production, service providing and logistics operations
 - (ii) Smaller companies, with less than 10 years of operations, were the most common
 - (iii) Recyclable and organic were the main sources of waste
 - (iv) Recycle of waste, Energy consumption monitoring and use of rainwater in harvesting were the three main CE solutions companies implement in the generic, energy and water category respectively
 - (v) Training in CE is not common, while the companies that do it tend to follow external, non mandatory training available to some employees
 - (vi) Companies appear to be less engaged with suppliers to increase sourcing based on CE principles, but appear to detect pressure from their clients

Interreg Greece-Bulgaria

Infolady for Business in the Agrofood Value Chain
 Hall B of TIF-HELIXPO Congress Center "EL GERMANOS"
 1154 Igouea city, Thessaloniki during the GTRCP AGROFFICE 2022 fair

Sunday 3/04/2022, 11:00 - 13:00

WS: Greek Association of Supply Chain Management
Prof. Dimitrios Vlachos, President of the Board

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the meeting: G & "Greece-Bulgaria 2014-2020" Operational Programme

Interreg Greece-Bulgaria

GASCM **Greek Association of Supply Chain Management - Profile**

- Founded in 1997 in Thessaloniki
- Non-profit scientific association
- With 300+ members

Objectives:

- dissemination of Logistics best practices in (Northern) Greece
- offering scientific documentation to industry
- consulting State Organizations on effective supply chain policies.

Interreg Greece-Bulgaria

Greek Association of Supply Chain Management - Activities

The activities of GASCM include:

1. organization of information days, seminars and meetings in collaboration with other bodies that share the above objectives,
2. systematic production and dissemination of valid and up-to-date information material,
3. interventions-performances in decision-making fora,
4. development and support of a business and scientific Logistics hub in the area of South-East Europe,
5. development of communication, cooperation and scientific and professional support of its members, and
6. cooperation and exchange of experiences with National and International Organizations and Institutions with similar aims and objectives.

Interreg Greece-Bulgaria

GASCM's role in AGROFFICIENCY

Through the project "AGROFFICIENCY", GASCM aims to:

1. Promote Circular Economy in the CB region
2. Educate SMEs, especially logistics companies, on Circular Economy
3. Organize events for SMEs and companies in both Greece and Bulgaria
4. Consult companies, especially logistics SMEs or SMEs with logistics-focused problems, on Green Best Practices
5. Cooperate with the other Partners and the JS to produce a high-quality result and create strong bonds that could benefit the CB region in the long-term
6. Provide assistance in achieving the aims and objectives of the project

Interreg Greece-Bulgaria
 European Regional Development Fund

THANK YOU!

BEE **GASCM**

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the meeting: G & "Greece-Bulgaria 2014-2020" Operational Programme

The AGROFFICIENCY Consortium

* Required

1. Name and Surname

2. Email address

3. Event general evaluation *

Mark only one oval.

1- very poor

2- poor

3- fair

4- good

5- excellent

4. Interest for the topic and contents *

Mark only one oval.

1- non at all

2- mild interest

3- moderate interest

4- strong interest

5- extreme interest

5. Did you find the speeches interesting? *

Mark only one oval.

- 1- non at all interesting
- 2- slightly interesting
- 3- moderately interesting
- 4- very interesting
- 5- extremely interesting

6. How do you feel about the following statement? "I gained sufficient further knowledge on the topics after attending the event." *

Mark only one oval.

- 1- strongly disagree
- 2- disagree
- 3- neither agree nor disagree
- 4- agree
- 5- strongly agree

7. Quality of the venue *

Mark only one oval.

- 1- very poor
- 2- poor
- 3- fair
- 4- good
- 5- excellent

8. How did you learn about the event? *

Mark only one oval.

- 1- Mailing List
- 2- Social Media
- 3- AGROFFICIENCY website
- 4- Other
- if you chose "Other please specify

9. Suggestions or other remarks *

This content is neither created nor endorsed by Google.

Google Forms

EVENT CONCLUSIONS

The event started with the welcoming of the participants from the business cluster and particularly by Mr. Dimitrios Vargiamis, A' GSEVEE Vice President, as a representative of IME GSEVEE, from Mr. Anastasios Kapnopolis, President of the Thessaloniki Chamber of Industries, as also the head Instructor of the project, prof. Dimitrios Vlachos, President of the Logistics Hellenic Company of North Greece. Mr. Hristo Stoitsov, representative of the Regional Commercial and Industrial Chamber of Blagoevgrad, and Mrs. Maya Dimitrova, representative of the Cluster of Renewable Resources of Bulgaria welcomed the event as well.

As presented through the Infoday, the goal of the project AGROFFICIENCY is to provide a holistic support with consultant services to agrofood Small and Medium sized Businesses at the cross border area of Greece and Bulgaria, via the establishment of a Center for Business Support. The ambition of this Center is to give to the businesses all the needed knowledge and business tools, through the practices of cyclical economy and modern Logistics systems, to be more innovative and more competitive.

The event was greeted with a written letter by the Deputy Minister of Interior Responsible for Macedonia and Thrace, Mr. Satvros Kalafatis, and Mrs. Angeliki Bouziani, Head of Managing Authority of European Territorial Cooperation Programmes. They both express their satisfaction for the realization of the event.

Furthermore, the Presidents of the Panhellenic Exporters Association, Dr. Georgios Konstantopoulos and the Agronutritional Cooperation Region Central Macedonia, Mr Kostas Kiltidis point out the lack of extroversion and competitiveness that characterizes the major amount of agrofood businesses at the common cross border area of Greece and Bulgaria even though there are plenty high quality agrofood products. Even more the General Manager of the Institute of Federation of Industries of Greece, Dr. Christos Georgiou, commented that we are far behind in the field of cyclical economy as a country.

Finally, at the event expressed their opinion as well, Mr. Ioannis Papargyris, representative of the GSEE at the Economic and Social Council of Greece and Mrs Kyriaki Zinoviadou, representative of the American Farm School. Mr. Papargyris informed the public that the Economic and Social Council of Greece decide to prepare a statement for the progress of the agrofood cluster in Greece as also Mrs. Zinoviadou pointed out the necessity of the development and implementation of innovative consultant tools that will support the ecological progress of businesses in the agrofood cluster.