



EXHIBITIONS

International exhibitions will be organized as part of the project activities to welcome local producers from the partners countries and the regions of Black Sea Basin.

A local producers' market will be organized in 2020 in Odessa, Ukraine with more than 60 producers aiming to promote products produced by local organizations. This will help them to boost their cooperation and the effectiveness of their branding process.

A conference and a local exhibition will be organized in Demirkoy, Turkey concerning the potential of geographical identified traditional products and meetings about the local traditional markets in BSB. The aim of the conference is to exchange good practice and knowledge and to ensure interaction between participants.

There is free entry to all the meetings and exhibitions activities to interested local producers and organizations.



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CHAMBER OF COMMERCE AND INDUSTRY BOURGAS



GALATI FOUNDATION FOR THE PROMOTION OF SMALL AND MEDIUM SIZED PRIVATE ENTERPRISES



A. O. "CENTRUL DE CONSULTANȚA ÎN AFACERI"



DEMIRKOY MUNICIPALITY, TURKEY



INSTITUTE OF MARKET PROBLEMS AND ECONOMIC & ECOLOGICAL RESEARCH NATIONAL ACADEMY OF SCIENCES OF UKRAINE

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AIMS

The project AGRITradeNET aims to increase the capacity of the local producers, their opportunities for geographical certification & identification and the establishment of links between the business organizations in BSB on the local level by supporting the work of these producers. 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 products positively e.g. increase their value, strengthen rural integration and valorize local resources.

OBJECTIVES

The overall objective of the project is to increase the capacity of local producers and straightening cooperation between business, producers' organizations and local authorities for regional branding and transnational trading of agricultural products. The specific objectives of the project are to:

- Increase cross-border trade opportunities for agricultural and agro-industrial products.
- Enhance the capacity of local producers.

The main output of our project is: **to increase the capacity of local producers and straightening cooperation between business, producers' organizations and local authorities for regional branding and transnational trading of agricultural products.**

ACTIVITIES

The main activities of the project are:

- **Research of local agricultural products**, including Local & Regional products that have a potential to receive a geographical indication to be placed under an 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 for international trading** of these products.
- **Good examples for straightening the capacity of local producers:** the establishment of local production centers.
- **Local Trainings** about local branding and the process of Geographical Indications certification.
- **Capacity building trainings** in international trading methods of agricultural traditional products.
- **Establishment of local producers' market**, where local producers will present their traditional agricultural products.
- Establishment of links between producers from BSB through common promotion and trading IT tools as **online marketing and trading instruments**.
- **Conference about the potential of geographical identified traditional products and meetings about the local traditional markets in BSB** in each partner country for exchange of good practices.
- **Common Business event of local producers in BSB** with already registered regional brands.

EXPECTED RESULTS

The expected results of the project are:

- Increased cross-border links for trade and modernization in the agricultural and connected sectors in Black Sea Basin.
- Increased cross-border trade opportunities for agricultural and agro-industrial products.
- Ensured safety production of important agricultural products.
- Ensured IT tools for increasing the capacity of local producers by publishing research reports about the local legislation for safety production of traditional products, writing a report about the local branding opportunities and studying about the international trading links for this type of products.

PROJECT WEBSITE

The project activities and networking possibilities are main parts of the project website and platform.

The key service of the website is the producers' collaboration tool. It will help the local agricultural producers to start effective cooperation with producers and companies from other Black Sea Countries. The producers will present their products, services and brand their production using this tool.

The project website contains information about the current situation of local agricultural products in the Black Sea Region, training materials about local branding and geographical Indication products certification process.

