

Cooperation Programme

Interreg V-A Greece-Bulgaria 2014-2020

“Market Changer”

“MarCh”

MIS Code: 5070788

Project Website: <http://marchproject.eu>

Deliverable 2.5.4

CLOSING CONFERENCE



Regional Industrial Association – Kardzhali

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



Author: Trainer Consult Ltd

Kardzhali, 2023

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INTERREG V – A
COOPERATION PROGRAMME GREECE – BULGARIA 2014-2020

Market Changer (MIS Code: 5070788)
MarCh

AGENDA
Closing Conference

Wednesday, November 29-th, 2023 at 17:00

Conference room, Paradise centre, 1-st floor
Address: 9 “Pirin” str., 6600 Kardzhali, BG

| TIME | SUBJECT |
|----------------------|--|
| 17:00 – 17:15 | Registration |
| 17:15 – 17.30 | Welcome Speech by Mr Aliosha Sinabov, RIA |
| 17:30 – 18:00 | Presentation Mr Stoyan Dinev, RIA |
| 18:00 – 18:30 | Closing speech for the project Mr Sakis Kamoschos, LB- TRANSCOOP |
| 18:30 – 19:00 | Discussion |

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INTERREG V – A
COOPERATION PROGRAMME GREECE – BULGARIA 2014-2020

Market Changer (MIS Code: 5070788)
MarCh

MINUTES OF MEETING
CLOSING CONFERENCE

Wednesday, November 29-th, 2023 at 17:00

Conference room, Paradise centre, 1-st floor
Address: 9 “Pirin” str., 6600 Kardzhali, BG

On 29.11.2023, a Closing Conference has held, by Project "Market Changer", acronym "MarCh", by grant agreement No 5b.3d.10 (MIS code-00397291), granted under INVESTMENT PRIORITY 3a: "Promoting entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms, including through business incubators", at six call of Cooperation Programme "Interreg V –A Greece-Bulgaria", funded by the European Union , through the European Regional Development Fund and co-financed by the budget of the Republic of Greece and the Republic of Bulgaria.

It was attended by many entrepreneurs from Kardzhali region (Bulgaria), Alexandroupolis and Komotini (Greece) , interested in joining the project activities, as well as other stakeholders and representatives of local authorities and employers' organizations, etc. The results of the project implementation were presented, as well as the possibilities for the sustainable implementation of the created opportunities for entrepreneurship development, in the cross-border region.

It was attended by totally 56 participants, including:

LB - Agency For Transnational Training And Development.

Mr Athanasios (Sakis) Karamoschos - Director

PB4 - Federation of Commerce and Entrepreneurship of Thrace

Mr Antonis Frantzis - President

PB5 Regional Industrial Association - Kardzhali

Mr Aliosha Sinabov - Chairman,

Mr Vladimir Ivanov - CFO

Mr Stoyan Dinev - Consultant

Record-keeper: Mr. Stoyan Dinev – PB5

The Chairman of PB5- Regional Industrial Association – Kardzhali – Mr Sinabov, opened the meeting and welcome all the partners participating to the Closing Conference of MarCh Project. After that Stoyan Dinev have a presentation of the outputs of project March.

At least speaker Mr Sakis Karamoschos, LB- TRANSCOOP, have a Closing speech for the project.

At the end of the event all participants have time to ask questions and to share their experience and comments about activities and result of project MarCh.

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INTERREG V – A
COOPERATION PROGRAMME GREECE – BULGARIA 2014-2020
Project: “Market Changer” – “MarCh”



Presentation of the outputs of project March

Interreg
Greece-Bulgaria
MarCh 
European Regional Development Fund



Kardzhali, 29-th of November , 2023

Stoyan Dinev, RIA - Kardzhali



Overview

Project "Market Changer", acronym "MarCh", has started, under grant agreement No 5b.3d.10 (MIS code-00397291), funded under INVESTMENT PRIORITY 3a: “Promoting entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms, including through business incubators”, at six call of Cooperation Programme “Interreg V –A Greece-Bulgaria”, funded by the European Union , through the European Regional Development Fund and co-financed by the budget of the Republic of Greece and the Republic of Bulgaria. Duration of the project action is 12.04.2021 – 30.11.2023.



Beneficiaries

Project Beneficiaries:



Agency for Transnational Training and Development – Lead Beneficiary of the partnership



Center Of Hellenic Commerce & Entrepreneurship Development – KAELE



Federation of Commerce & Entrepreneurship of Thrace



Regional Industrial Association – Kardzhali

Stoyan Dinev, RIA - Kardzhali



Overview

Business networking across the border area Between Greece and Bulgaria can be a valuable strategy for companies looking to expand their reach, collaborate with local businesses, and tap into new markets. We have jointly implemented a valuable pack of activities for effective cross-border business networking in the Greece-Bulgaria region, within the MarCh project.



Stoyan Dinev, RIA - Kardzhali



PROJECT'S OUTPUTS

- Design and dissemination of informational materials
- Development of desktop analysis of Mapping areas
- Communicating Vision and Strategies to Local Communities
- Counselling of 60 entrepreneurs in Kardzhali region
- Development of Action Plans for BuSS
- Strengths' Weaknesses' Diagnoses for 50 enterprises
- Training seminars conducted on: innovation, e commerce, branding, and extroversion
- Designing and Coaching Business Plans for 20 businesses
- Development of:
 - Digital Data Base for Branch Professionals
 - Labor market digital platform
 - Digital market place with business' assessment tool
- Compiling Business Plans for BuSSes for the next 3 years



Opportunities

Attend Cross-Border Events:

Participate in business events, conferences, and trade fairs that take place in the border region. These gatherings provide opportunities to meet potential partners, clients, and collaborators from both countries , including project’s MarCh events:

- Network actions, as B2B meetings, both in Komotini, Alexandroupolis and Kardzhali
- Cross Border Lab on valorizing results and improving performance of the Collective Bodies of Entrepreneurship

Utilize Business Associations and Chambers of Commerce:

Join or collaborate with business associations and chambers of commerce that operate in the border region. These organizations often facilitate networking events and provide valuable resources for businesses seeking to establish cross-border connections, including project’s MarCh joint structure:

- Setting up Cross Border structure for Monitoring BuSSes



Opportunities

Leverage Online Platforms:

Use online platforms and social media to connect with businesses on both sides of the border. LinkedIn, for example, can be an effective tool for identifying potential partners and initiating conversations, including project’s MarCh outputs:

- Digital Data Base for Branch Professionals
- Labormarket digital platform
- Digital market place with business' assessment tool

Language Considerations:

Be mindful of language differences. While English is often used as a common business language, it's beneficial to have team members who are proficient in Greek and Bulgarian to facilitate communication and build stronger relationships, as well as designed of bilingual materials and platforms.



Opportunities

Establish Local Partnerships:

Consider forming partnerships with local businesses in the border area. Local partners can provide valuable insights, navigate regulatory challenges, and enhance your understanding of the market.

Stay Informed About Regulations:

Stay updated on business regulations and trade policies in both Greece and Bulgaria. Understanding the legal landscape is essential for smooth cross-border operations.

Engage in Joint Projects:

Collaborate on joint projects with businesses from both countries. This not only fosters cross-border relationships but also allows for the sharing of expertise and resources, as well as to multiply activities and results from MarCh project.



Opportunities

Invest in Relationship Building:

Building strong relationships is key to successful business networking. Invest time in getting to know your counterparts, understanding their needs, and finding ways to mutually benefit from the collaboration. To make sustainable collaborations in joint MarCh project action, between project’s partners and project’s installed business structures (Bussess)

Consider Cross-Border Funding Opportunities:

Explore funding opportunities that support cross-border initiatives. Governments and international organizations may provide grants or incentives to encourage businesses to collaborate across borders. To provide continuous actions/additional projects, in frame of sustainable team working, between all project’s partners of MarCh project.



MarCh project

Closing Speech of Project Coordinator

Ladies and Gentlemen
Dear MarCh project Partners
Good evening.

It took us 2 years and a half to reach the present evening.
2 years of hard work, full of difficulties and challenges.
And achievements.

We made efforts,
reached objectives,
we prepared results,
the main thing, we accumulated experiences.

The March project aimed at enforcing the institutional, the essential, role of the collective organizations of the businesses.

Their role is not just to exist.

It is not to offer administrative services.

Sure, this is important too.

But their main role is to guide their organizations to guide their members to meeting the challenges of today.

And the main challenge for the businesses today is **competitiveness**.

Business competitiveness in a very competitive environment.

And that in less developed areas.

How doing it?

Easy to formulate the question, but difficult to find the answer.

I believe, to a certain extent we managed to touch on the problem.

We experimented with successes
and failures.

What we wanted with MarCh was to make the experience.

We made it.

I think we are now, after these 2.5 years of work, wiser.

To a certain extent we know what we can and what we can't.

We know what to expect from each other and maybe to resolve problems.

Besides, we have prepared tools.

A very important aspect,
we learnt how to cooperate with each other.

Some infra structure,
digital tools,
intangible infrastructure,
we have provided services.

Closing the project this evening we are at a point to know how to plan better, to be more effective.

Projects like MarCh are pilot projects.
They are not mainstreaming projects.

Closing the MarCh project today we enter a new stage.

The aftermath of the project,
the sustainability phase,
where we have to capitalize on the experience gained
and prove that we can now do things better.

I am optimistic,
the close relations we have built over these 2,5 years
can help us to have a significant footprint.

Closing, I want to thank all actors for their contribution.

I want to thank Aliosha and his associates, and notably Stoyan.
Antonis and his team,,
the KAELE, that could not join us today,
the associates of TRANSCOOP,
I want to thank all of you for being here with us today.

Thank you

Проектът е съфинансиран от Европейския фонд за регионално развитие (ЕФРР) и от национални фондове на страните, участващи в Програмата за сътрудничество Interreg V-A "Гърция-България 2014-2020.

На 29.11.2023г., ще се проведе Заключителна конференция, по проект "Market Changer", асронум "MarCh", MIS Code: 5070788, по договор за безвъзмездна помощ № В6.3а.12, реализиран по инвестиционен приоритет За: «Насърчаване на предприемачеството, по-специално чрез улесняване на икономическото прилагане на нови идеи и насърчаване на създаването на нови фирми, в т.ч чрез бизнес инкубатори » по 6-та покана на Програма за сътрудничество „Интеррег V-A – Гърция-България“ 2014-2020, съфинансиран от Европейския съюз, чрез Европейския фонд за регионално развитие и съфинансиран от бюджета на РГърция и РБългария.

На нея ще присъстват предприемачи от област Кърджали (България), Александрополи и Комотини (Гърция) , проявили интерес към включване в проектните дейности, както и други заинтересовани страни и представители на местната власт и работодателски организации и др. Ще се представят резултатите от неговото изпълнение, като и последващите устойчиви резултати – стратегически документи и дигитални инструменти (платформи), както и ще се презентира новоизградената мрежа от структури за бизнес подкрепа в трансграничния регион. Допълнително от 14ч. ще се проведе среща по „Дейности в мрежа“, на която ще се представи местния бизнес и ще се създадат предпоставки за директни B2B контакти между българските и гръцки фирми.

Срокът за изпълнение на проекта е от 12.04.2021 до 30.11.2023г.

Повече информация ще може да намерите на www.marchproject.eu

Съдържанието на тази публикация е отговорност единствено на Сдружение "Стопанска камара - Кърджали и по никакъв начин не може да се счита, че отразява възгледите на Европейския съюз, участващите страни управляващия орган и Съвместния секретариат"



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

On 29.11.2023, a Closing Conference will be held, by Project "Market Changer", acronym "MarCh“, has started, under grant agreement No 5b.3d.10 (MIS code-00397291), granted under INVESTMENT PRIORITY 3a: “Promoting entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms, including through business incubators”, at six call of Cooperation Programme “Interreg V –A Greece-Bulgaria”, funded by the European Union , through the European Regional Development Fund and co-financed by the budget of the Republic of Greece and the Republic of Bulgaria.

It will be attended by entrepreneurs from Kardzhali region (Bulgaria), Alexandroupolis and Komotini (Greece), interested in joining the project activities, as well as other stakeholders and representatives of local authorities and employers' organizations, etc. The results of its implementation will be presented, as well as the subsequent sustainable outcomes - strategic documents and digital tools (platforms), and the newly established network of business support structures in the cross-border region will be presented. Additionally, a meeting on "Networking Actions" will be held at 2 pm, where local businesses will be presented and the prerequisites for direct B2B contacts between Bulgarian and Greek companies will be created.

The project duration is 12.04.2021 - 30.11.2023.

More information can be found at www.marchproject.eu

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На 30.11.2023г., се проведе Заключителна конференция, по проект "Market Changer", асронум "MarCh", MIS Code: 5070788, по договор за безвъзмездна помощ № В6.3а.12, реализиран по инвестиционен приоритет За: «Насърчаване на предприемачеството, по-специално чрез улесняване на икономическото прилагане на нови идеи и насърчаване на създаването на нови фирми, в т.ч чрез бизнес инкубатори » по 6-та покана на Програма за сътрудничество „Интеррег V-A – Гърция-България“ 2014-2020, съфинансиран от Европейския съюз, чрез Европейския фонд за регионално развитие и съфинансиран от бюджета на РГърция и РБългария.

В него участваха много предприемачи от област Кърджали (България), Александрополи и Комотини (Гърция) , проявили интерес към включване в проектните дейности, както и други заинтересовани страни и представители на местната власт и работодателски организации и др. Бяха представени резултатите от изпълнение на проекта, както и възможностите за устойчивото реализиране на създадените възможности за развитие на предприемачеството, в трансграничния регион. Като част от инициативите по проект MarCh, по-рано същия ден се представи местния бизнес и се създадоха значителен брой B2B контакти между българските и гръцки фирми. В края на периода за изпълнение се създаде и мониторингово тяло на новоизградената мрежа от структури за бизнес подкрепа.

Срокът за изпълнение на проекта е от 12.04.2021 до 30.11.2023г.

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It was attended by many entrepreneurs from Kardzhali region (Bulgaria), Alexandroupolis and Komotini (Greece) , interested in joining the project activities, as well as other stakeholders and representatives of local authorities and employers' organizations, etc. The results of the project implementation were presented, as well as the possibilities for the sustainable implementation of the created opportunities for entrepreneurship development, in the cross-border region. As part of the MarCh project initiatives, local businesses were introduced earlier in the day and a significant number of B2B contacts were established between Bulgarian and Greek companies. At the end of the implementation period, a monitoring body of the newly established network of business support structures was also established.

The project duration is 12.04.2021 - 30.11.2023.

More information can be found at www.marchproject.eu

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Interreg V-A "Greece-Bulgaria 2014-2020"

Interreg
Greece-Bulgaria
MarCh 
European Regional Development Fund



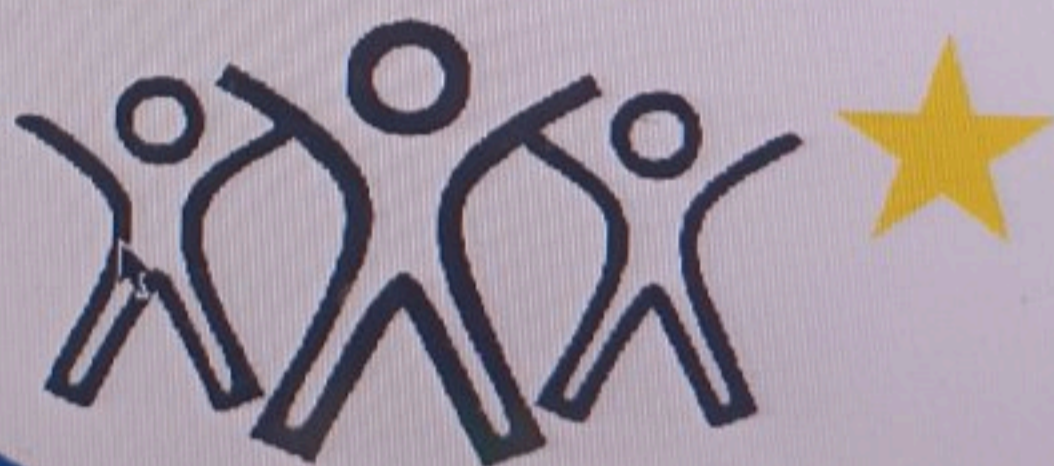
Regional Industrial Association-
Karjali

Project "Market Changer" ("MarCh")

29-th November 2023

Networking Action and Closing Conference

Grant agreement No 5b.3d.10 (MIS code-00397291), funded under INVESTMENT PRIORITY 3a: "Promoting entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms, including through business incubators", at six call of Cooperation Programme "Interreg V -A Greece-Bulgaria", funded by the European Union, through the European Regional Development Fund and co-financed by the budget of the Republic of Greece and the Republic of Bulgaria.



Start date: 01.04.2021

End date: 30.11.2023


Budget: 628.708,77 €

ERDF Contribution: 534.402,45 €

National Contribution : 94.306,32 €

www.marchproject.eu

European Regional Development Fund (ERDF)

Interreg 
Greece-Bulgaria
European Regional Development Fund

DELL





Interreg
Greece-Bulgaria
March 8

Project "Green Water"
Subsidy amount: (January to 2022) 60,000 €

Witness Display



interreg
Greece-Bulgaria
MARDI

Project: "Egkroti" "Egkroti"
Subsidy amount: € 100,000.00

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Project 1: Support "Market"
Subproject 1: Support "Market" (2017-2020)

interreg
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Greece-Bulgaria
March 2024

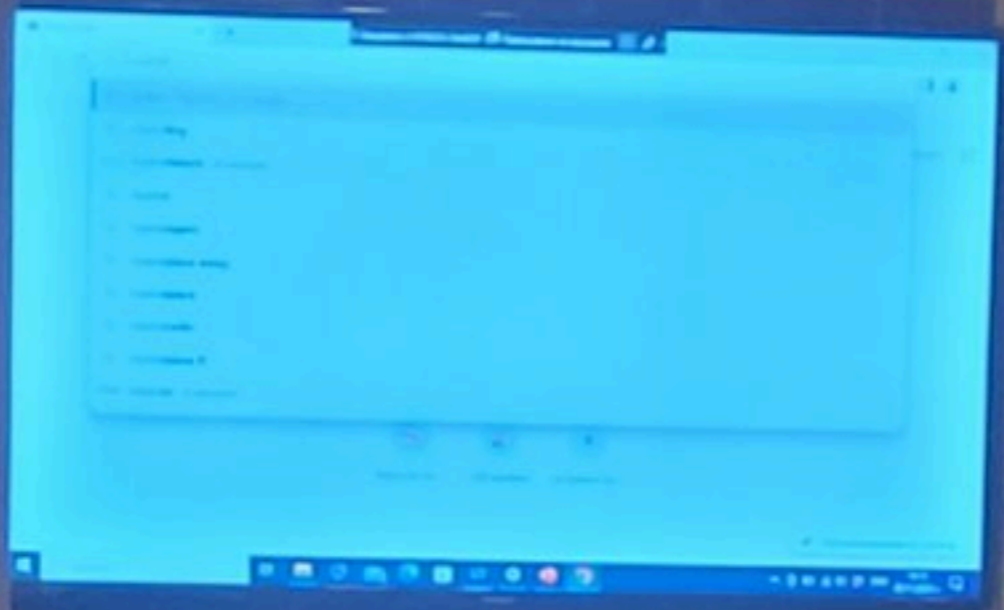
Project Name: "Mall"
Activity number: (2024-10-001-001)

Learning to mobilize the implementation of the "Market Change" in the "Market Change" in the "Market Change"

interreg
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March 2024



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Interreg
European Regional Development Fund

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MARDI €

Proiect: "Smart "Work"!"
Substrucți și servicii / Servicii de SMI de 80.24.12

Comisia de Implementare de Asistență Tehnică de servicii SMI, în cadrul "Market Change"

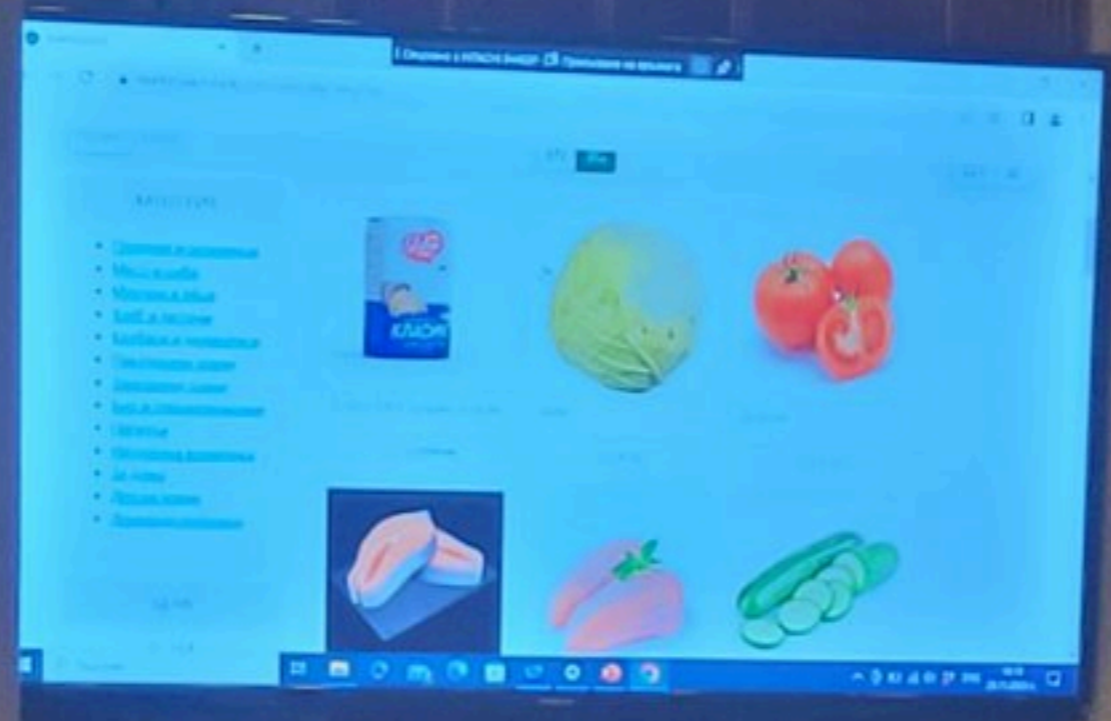
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