

Cooperation Programme
Interreg V-A Greece-Bulgaria 2014-2020

“Market Changer”

“MarCh”

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Digital Data Base for Branch Professionals

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Digital Data Base for Branch Professionals (<https://experts.marketchanger.gr/>)

The object of the project is the development of a Commercial and Business Networking Platform. The main purpose of the platform is the development of a directory of businesses and professionals for finding jobs and employees in Thrace, in the field of Rural Development, Agri-food.

The objectives of the directory of businesses - professionals are:

- Facilitate local businesses in meeting needs for qualified human resources and, conversely, help professionals to get in touch with businesses.
- to reduce operating costs
- to promote and strengthen innovation
- filling the gap between researchers and businesses
- improving the access of skilled labour to the market
- creating links between local businesses and the academic community and other regions.

Critical Factors for Success:

- Continuous registration of experts - professionals
- Dissemination and communication activities
- Updating the information on the platform
- Expansion to other sectors of professional activity in Thrace