

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

“Market Changer”

“MarCh”

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Digital Market Place

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Digital Market Place (<https://marketplace.marketchanger.gr/>)

The object of the project is the development of a Platform (Marketplace) with Local Products of Thrace and a user evaluation tool for businesses - producers.

The objectives of the digital market place are:

- To help especially local small businesses to promote their products.
- Small businesses will have their own storefront, online.
- the envisaged integrated evaluation tool will allow customers to express their opinion, thus leading to the improvement of the services and products offered by the businesses and the improvement of quality.

Critical Factors for Success:

- Continuous registration of new producers - products
- Dissemination and communication actions
- Updating the information on the platform