



MARKET CONTROL: GREECE – BULGARIA

PROMOTING:
“STANDARDISATION / CERTIFICATION / MARKET CONTROL”
IN THE INTERREGIONAL AREAS OF THE INTERREG
COMMUNITY INITIATIVE OPERATIONAL PROGRAM



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Greece-Bulgaria 2007-2013
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The Programme is co-funded by the European Union (ERDF)
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Management Consultant

Chamber of Professionals & Handicrafts of Rodopi (CPHR)

Haskovo, 15 February 2013



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About Chamber of Professionals & Handicrafts of Rodopi (CPHR)

The Chamber of Professionals and Handicrafts of Rodopi (CPHR) was established in 1939, is a Legal Entity of Public Law and operates under the supervision of the Ministry of Development. It is the main local agent supporting entrepreneurship and has a deep knowledge of the existing needs in the area.

The members of CPHR are all small and medium sized enterprises located in the prefecture of Rodopi. The number of members – companies currently **4.598** divided into three sectors:

- Handicrafts with 775 members
- Professionals with 1.729 members
- Service sector with 2.094 members

Administrative Structure: The Board consists of 21 members – Directors and is elected every four years by the members of the Chamber. The Administrative Committee consists of five members, elected by the Board of Directors (President, 1st Vice President, 2nd Vice President, Financial Supervisor and General Secretary)



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The project Market Control: Aims & Objectives

The project Promoting “Standardisation – Certification – Market Control” In The Interregional Areas Of The INTERREG Community Initiative Operational Program, with the acronym MARKET CONTROL, aims to reduce the gap between the interregional areas in the field of effective Market Control, fostering the cooperating countries on their way to their European Integration, as well as to improve the level of Controlling Market and safeguarding of the merchandised commodities and enterprises in the cross border area.



Project Partners

Greek International Business Association (SEVE) – Lead Partner (LP)



Hellenic Organization for Standardization (ELOT) – Partner (PP2)



Chamber of Professionals & Handicrafts of Rodopi (CPHR) – Partner (PP3)



Haskovo Chamber of Commerce & Industry (HCCI) – Partner (PP4)





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Market Control Project Results: The case of Rodopi

Deliverable 3.1.1: Study and assess the most important sectors of Rodopi

The study analyzed the economic environment of the Prefecture of Rodopi and examined the most important sectors in terms of **entrepreneurship, competitiveness and extroversion**.

The most important **industries of Rodopi**:

- Agricultural products
- Clothing
- Plastics
- Construction Materials
- Food & Beverages



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Market Control Project Results: The case of Rodopi

Deliverable 3.1.2: Classification of business needs of Rodopi in terms of compliance marks according to specific criteria

The study examined the business needs of Rodopi, by contacting a Qualitative and Quantitative survey.

The sample of the survey consisted of 88 enterprises in Rodopi's Prefecture.

The questionnaire included the above main sections:

- Profile of the enterprise
- Information about the export activity
- Information about certifications in Quality Management Systems, Quality Marks, Standards
- Aspects of the enterprises about the establishment of common quality marks and the creation of a unified certification body in the interregional area of Greece - Bulgaria



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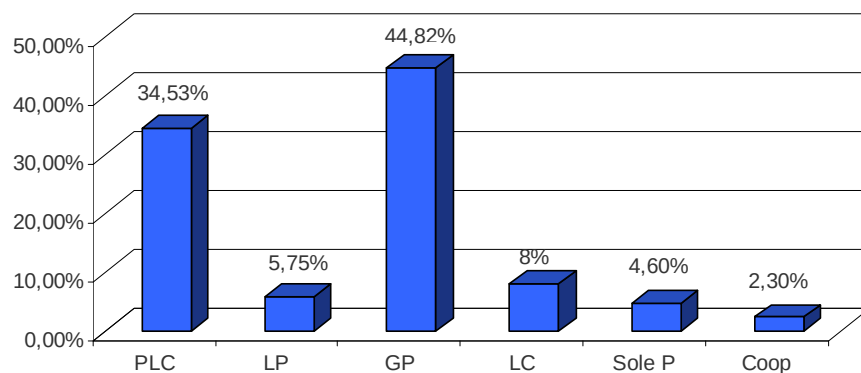
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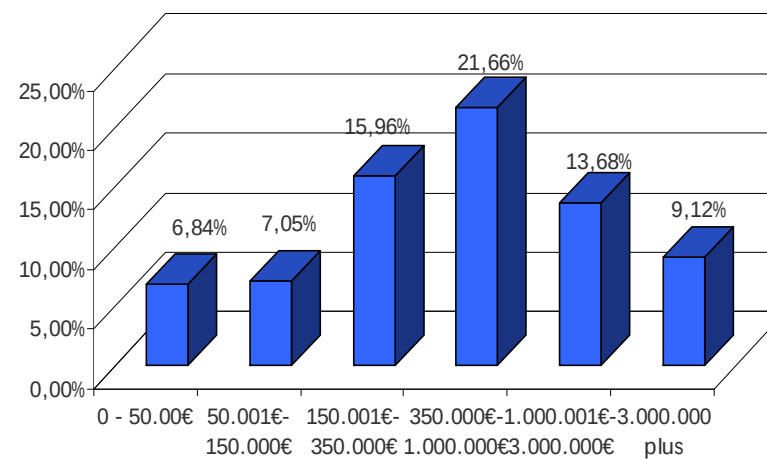
Market Control Project Results: The case of Rodopi

The enterprises that took part in the survey are mainly small and medium sized

Legal Form



Turnover





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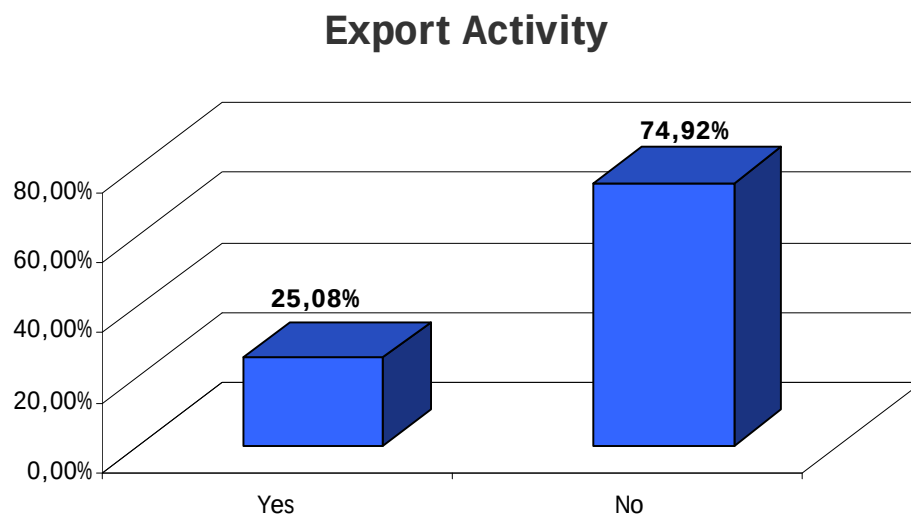
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Market Control Project Results: The case of Rodopi

25% of the companies have exporting activities



Main reasons of Lack of Export Activity

- *Lack of distribution channels*
- *Lack of expertise in human resources*
- *Low Demand*
- *Low Risk-taking*
- *Low state support*



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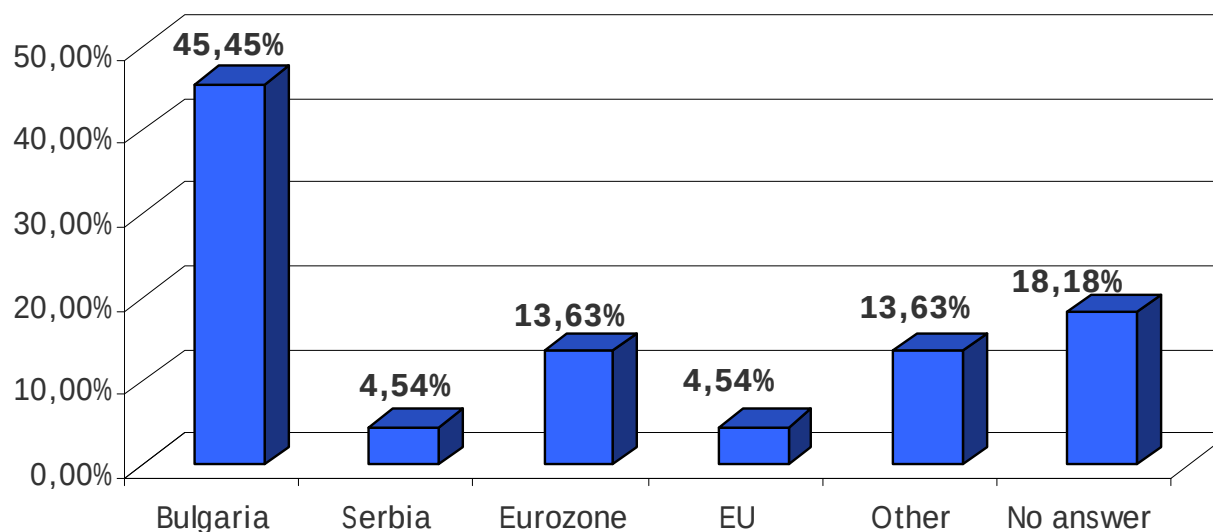
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Market Control Project Results: The case of Rodopi

The main export destination is Bulgaria (45,45%)

Export Destination





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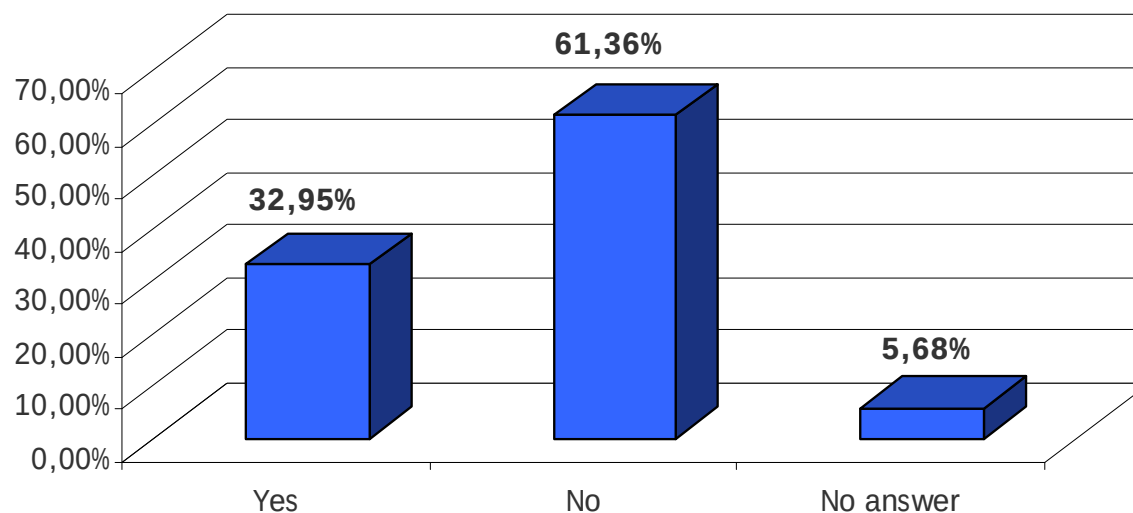
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Market Control Project Results: The case of Rodopi

32,95% apply a Quality Management System

Certifications, Quality marks, Standards





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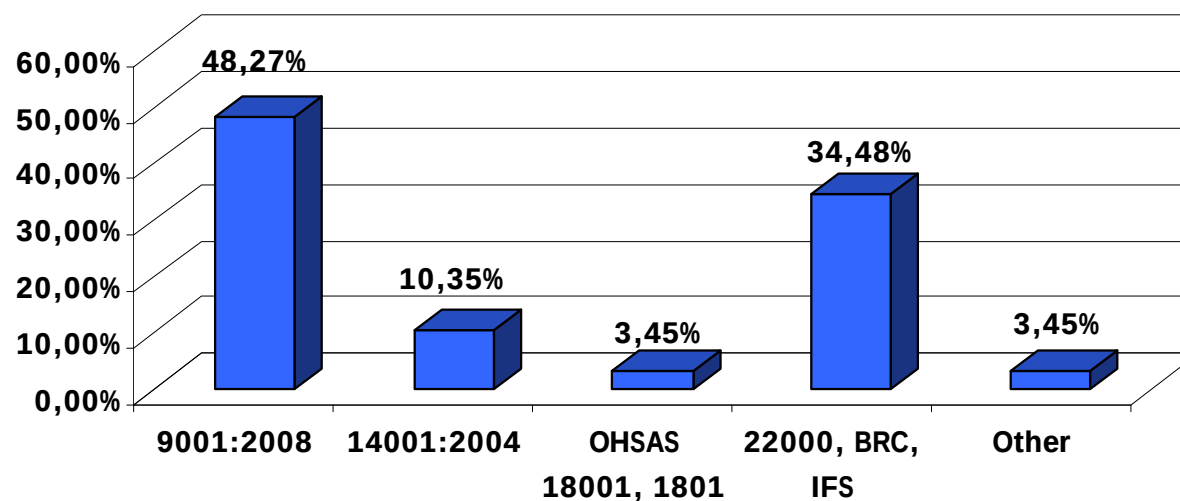
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Market Control Project Results: The case of Rodopi

The basic Quality Management System is ISO 9001:2008 (48,27%), while enterprises in the Food industry 34,48% apply a Food Safety Management System

Certifications





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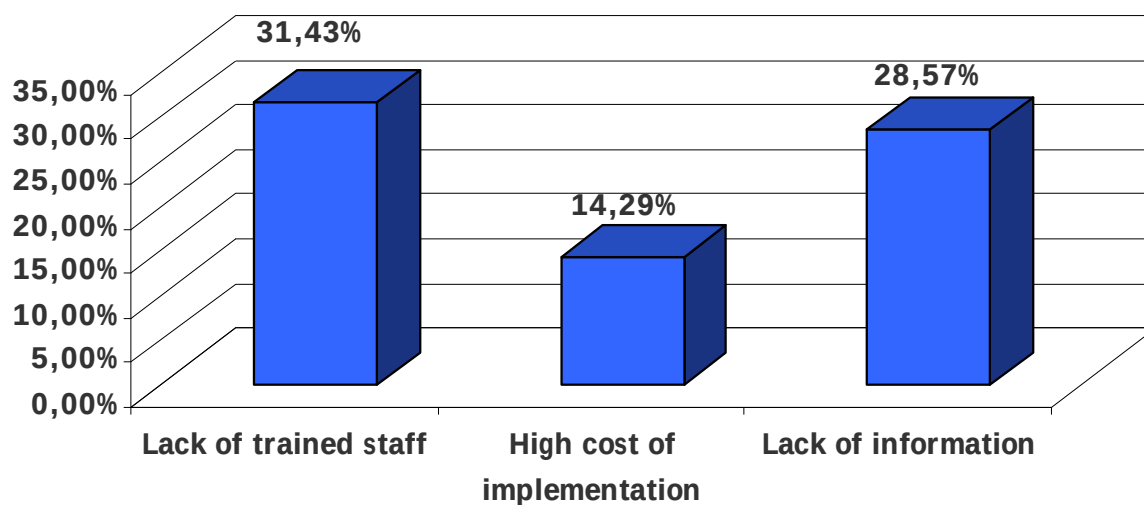
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Market Control Project Results: The case of Rodopi

Main reasons not apply a Quality Management System



*The main reasons of not
applying a QMS:*

- *Lack of trained staff*
- *Lack of information*
- *High cost of implementation*



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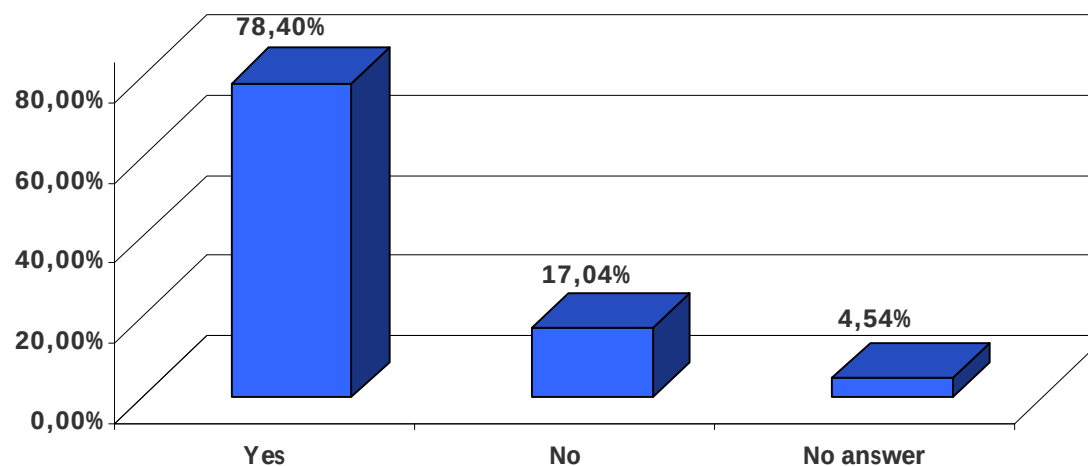
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Market Control Project Results: The case of Rodopi

78,40% believe that the establishment of common quality marks for specific products and services will increase exports and competitiveness of the area

Adoption of common standards, specifications and conformity marks





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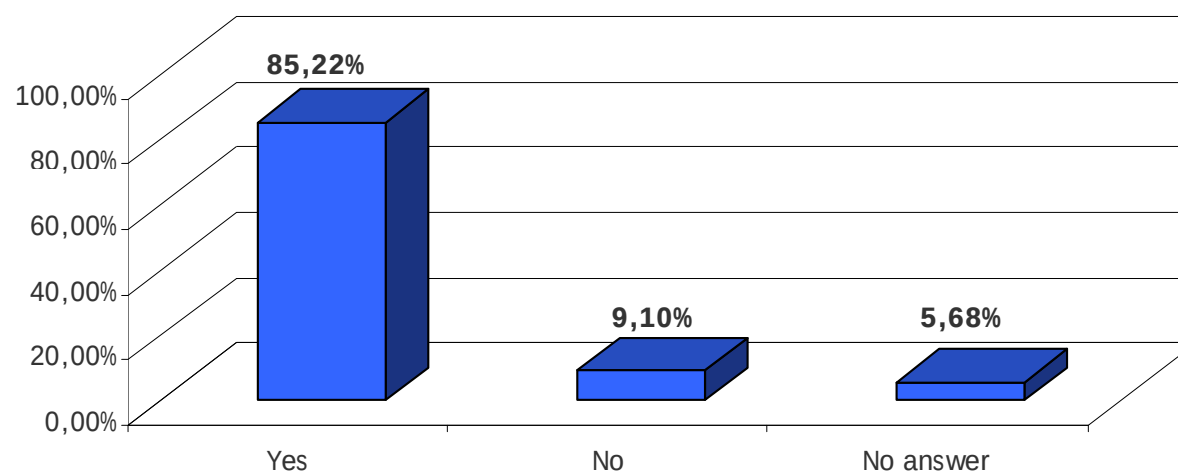
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Market Control Project Results: The case of Rodopi

85,22% believe that the creation of a unified certification body for specific products and services in the area will contribute to the enhancement of healthy entrepreneurship and business development

Creating single body - stadardization





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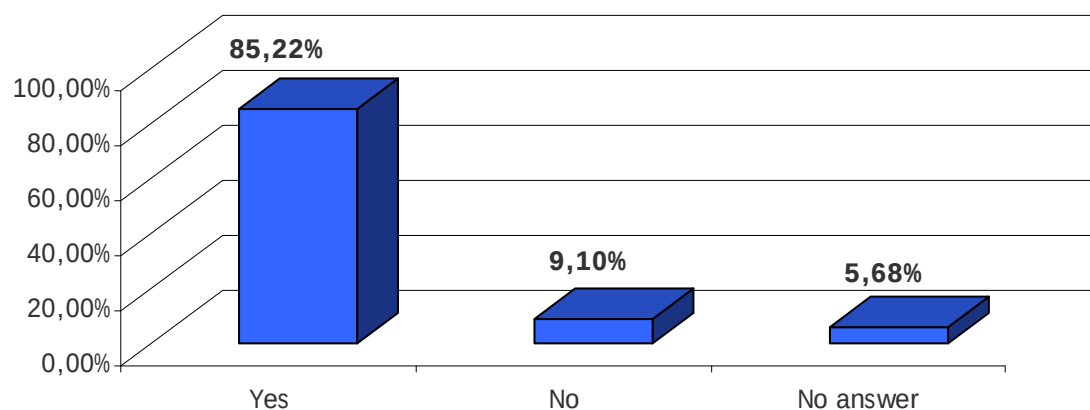
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Market Control Project Results: The case of Rodopi

*85,22% believe that the creation of Laboratories for Control and Testing
could enhance healthy entrepreneurship in the area*

Creation of laboratories for testing and control in the interregional area





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Market Control Project Results: The case of Rodopi

Deliverable 3.2.1: Technical Report for the Business Plan of the development of a single body of certification and standardization

- *The study examined the institutional and legal framework in terms of Certification and Standardization in the Cross Border Area, the standards and quality marks, the Certification Body will be requesting accreditation for, as well as the administrative and management structure*

Deliverable 3.2.3: Roadmap for the development Roadmap of Common Specifications and Quality Marks for Specific Products for the Cross-Border Area

- *The study described the roadmap for the development of Common Specifications and Quality Marks for specific products in the cross border area*



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Project Events in Komotini

22/02/2013 Infoday

*Meeting Room of the Chamber of Professionals and Handicrafts of Rodopi,
12 Kaviron st., Komotini*

1-2/03/2013 Conference in Komotini

*Hotel Arcadia,
Panepistimioupoli Komotini*



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Thank you...

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