

PRESS RELEASE

On June 30th, 2011 start the implementation of the Project named “Regional Bulgarian – Turkish Business Council “Trakya” – Measure for Increasing the economic competitiveness of the cross-border region Haskovo - Edirne”, ref. № 2007CB16IPO008-2009-1-034 co-funded under Bulgaria – Turkey IPA Cross Border Programme.

The duration of the Project is 12 months. The project is realized on the territory of the region Haskovo-Edirne, and the activities are implemented in the municipalities of Haskovo, Mineralni Bani (Bulgaria) and Edirne, Kesan (Turkey). The project results will have positive influence on the whole cross border region. The aimed effect is the sustainable improvement of the social and economic status of the region. The establishment of the mirror structure to one of the functioning in Haskovo since three years – a Regional Bulgarian-Turkish Business Council “Trakya” RBTBCT - in the town of Edirne ensures complex services for the businesses from both countries, increased interest from foreign investors, as well as sustainable improvement of the welfare of the population from the region as a result of its increased compatibility. The project guarantees creation of good practices via multiplication of the experience already gained and the upgrade of successful business initiatives (e.g the created in 2006 project RBTBCT).

Lead partner is Haskovo Chamber of Commerce and Industry, Bulgaria
Project Partner: Edirne Chamber of Commerce and Industry, Turkey .

Project objectives:

The main goal of the project is to contribute to the social-economical development of the cross border region Haskovo – Edirne trough establishment of conditions for the increase of its competitiveness and balanced economical development. In the frames of the project a mirror structure will be created of the functioning since 3 years in Haskovo structure – Regional Bulgarian – Turkish Council “TRAKYA” (RBTBCT) in town of Edirne and thus achievements from the realized project in 2006 “Regional Bulgarian – Turkish Business Council Trakya”, BG 2003/005-632-02.01 will be upgaded, by the good practices and experience gained and exchange of know-how.

Project activities, description and methods of implementation

1. Management activities on the project

The project will be implemented from a team, which includes: Project manager (Bulgaria), Project Coordinator in Bulgaria, Project Coordinator in Turkey – ½ working day, financial expert (Bulgaria) and technical assistant. The office of the project and the maintenance costs will be provided by the Lead Partner – HCCI.

Documents will be prepared, internal control of the activities will be realized by the Manager of the project. Each member of the team will prepare a monthly report. To ensure the project activities tender procedures will be prepared, under PRAG.

2. Working meetings in the town of Haskovo

2.1. The First initial working meeting will be held in the town of Haskovo for two days.

On the meeting an Action plan will be accepted and all the steps for the realization of the activities, the terms and the budget, fixed for their implementation, will be discussed. Participants: 5 persons from Turkey and 4 from Bulgaria

2.2. Working meeting for experience exchange in the town of Haskovo: 2 days – 4 Bulgarians, 3 participants from Edirne and 2 participants from Kesan. On the working meetings in the town of Haskovo experience will be exchanged The implementation of the fort coming activities will be planned as well and the implementation of the Action plan.



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3. Working meeting in the town of Edirne

The main goal of the working meeting in Edirne is to establish preconditions for starting the activity of the RBTBCT "TRAKYA" – center, as well of the informative office in Kesan. The visit will be with durability of 3 days. In the working meeting will take a part: 3 representative of the Lead Partner, 3 participants from Edirne and 2 participants from Kesan. The partners from the Edirne CCI will receive guide ness and recommendations for revealing of the structure and its activity. They will prepare a Catalogue with the services, as well other materials for the Council.

4. Informational campaign and publicity activities

The realization is foreseen of a wide range informative campaign, including diverse measurements:

- Printing of bi-lingual (BG-TR) informative brochures – 1500 pieces;
- Printing of flyers with information about the companies-participants in the Exhibition in the town of Haskovo – 1000 pieces;
- 2 press releases for promotion of the Exhibition in the town of Haskovo;
- 2 signs for indication of the RBTBCT "TRAKYA" – center in the town of Edirne and informative office in Kesan;
- Press conference for announcing of the project results, the town of Haskovo.

5. Seminar in the town of Kesan

Organizing and conducting seminar of representatives of SME's from both countries for encouraging the business collaboration and experience exchange – in the town of Kesan.

Official start of the RBTBCT "TRAKYA" – center in the town of Edirne and informative office in Kesan will be given at the same time.

6. Council of the Presidents of the Chambers of Commerce and Industry from the cross border region

The goal is improvement of the coordination between the structures of the Chambers of Commerce and Industry on the territory of the cross border region. As a result the business climate will be improved and an opportunity will be given for entering of new investments in the region. The meetings of the Council will be yearly. The First meeting will be held in the town of Haskovo. In this meeting will participate the representative of the Chambers in: Yambol (BG), Haskovo (BG), Burgas (BG), Edirne (TR), Kirklareli (TR), Kesan (TR), Babaeski (TR) and Uzuncopru (TR).

7. Conference in the town of Mineralni Bani

A conference will be conducted for supporting the regional economy of the cross-border region Haskovo-Edirne. Venue - Mineralni Bani, Haskovo region, Bulgaria; Participants: 40 persons - representatives of SME's from Bulgaria and Turkey, representatives of state institutions and local government, of CCIs in the region, journalists. The conference will outline the future development of the economic development in the region, and will set measures for protection of the economic interests in the region.

8. Exhibition, the town of Haskovo

In the frames of 3 working days in a special rented for the aim exhibition room in the town of Haskovo will take a place an Exhibition of companies from the region of Edirne, Turkey. On especially installed stands for the purpose they will present their business and their production. On the Exhibition will be invited representative of the business in the region of Haskovo, as well representatives of the Chambers of Commerce and Industry from the cross border region.

9. Upgrade of the webpage of the RBTBCT "Trakya"

The webpage of the RBTBCT "TRAKYA" - www.rbtbc-trakia.org will be upgraded and except for the new information, a mirror copy will be created with entirely translated version in Turkish. A new section will be published, which will represent the activity of the RBTBCT



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“TRAKYA” – center Edirne and informative office in Kesan. A renovation will be done of the Catalogue with the companies from the region of Haskovo and it will be published on the website. The new Catalogue with the companies from the region of Edirne will be published.

10. Catalogue with the companies from the region of Edirne

On the model of the created Catalogue with companies from the region of Haskovo, a Catalogue for the companies, registered and implementing activity on the territory of the region of Edirne will be developed and printed (1000 pieces). The issue will be bi-lingual – in Bulgarian and in Turkish language and it will be disseminated in the offices of the RBTBCT in Haskovo, Edirne and Kesan. The Catalogue will be published on the webpage of the RBTBCT “TRAKYA” so it can be of use of the visitors – representative of SME’s, which are looking for partnership for their business.

Project specific results:

Increased capacity of minimum 20 SME's from both sides of the cross border region for realization of joint business.

Popularized minimum 1000 Turkish SME's working in the region of Edirne in Bulgaria to the Bulgarian business trough the created know-how.

Created know-how, bearer of sustainability: upgraded and worked out on a mirror principle on line website; developed catalogue of the Turkish companies in the region.

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