



MARKET CONTROL: GREECE – BULGARIA

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

Information day

"Brands and standards - a guarantee for successful business"
6th March 2013, Hotel "Arpezos", 46 Republican Str., Kardzhali

AGENDA

15:30 - 16:00 Registration. Coffee Break.

16:00 - 16:15 Welcoming. Presentation of the project and partners.

Presenter: Yancho Yanev, Chairman of Haskovo Chamber of Commerce and Industry

16:15 - 16:40 Presentation of the main activities of the project and achieved results.

Presenter: Anastasios Aleksandridis, Executive Vice President of the Greek International Business Association, Thessaloniki

16:40 - 17:00 Presentation of the results of a survey of the needs of businesses in Haskovo region in terms of certification, standardization, conformity marks and control systems.

Presenter: Blagovesta Shineva, Manager of the Center for Testing and European Certification Ltd.

17:00 - 17:20 Management Systems, Conformity Marks & Laboratory Tests: Possibilities & Implementation

Presenter: Dr. George Bamopoulos, Director of Certification and Laboratories ELOT S.A., Thessaloniki

17:20 - 17:40 Harmonization of the legal framework in Bulgaria and Greece in terms of standardization of quality as a prerequisite for successful market experience.

Presenter: Alexander Lachev, Head of the General Directorate "Metrological Supervision"

17:40 - 18:00 Presentation of the results of a survey in the Rodopi region in terms of creating common testing and general marks of conformity.

Presenter: Sotiris Serdenis, representative of The Chamber of Professionals & Handicrafts of Rodopi, Greece

18:00 - 18:30 What is the "brand" and how to preserve it?

Presenter: Ivanka Pakidanska, Industrial property and European patent attorney

18:30 – 19:00 Free discussions. Conclusions.