



MARKET CONTROL: GREECE – BULGARIA

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

INFORMATION SEMINAR ROAD-SHOW

Standardizing Quality: Towards an Enhanced Market Experience

June 25, 2012 - Komotini | June 26, 2012 - Orestiada | June 27, 2012 – Haskovo |
June 28, 2012 - Harmanli

PROGRAMME

16:00 - 17:00 Registration and Welcoming, Coffee break

Introductory Session

17:00 - 17:15 Welcome Addresses

17:15 - 17:30 The Framework Programme

Session I: Industry Involvement

17:30 - 17:45 Why Quality (Assurance) is Important; What the Commitments and What to Expect

17:45 - 18:00 Ensuring Product Quality: Standards and Processes

18:00 - 18:45 How Important is Quality while Importing / Exporting - The EU Experience

18:45 - 19:00 Case Study: Success Story; "The Factor Quality: A Tool for Successful Exports"

19:00 - 19:15 Plenary Discussion

19:15 - 19:30 Coffee break

Session II: Consumer Awareness

19:30 - 19:45 The Need for / The Importance of High Quality Products

19:45 - 20:00 Tips & Tricks: How to Select High Quality Products; The Role of Consumer Networks

20:00 - 20:15 Market Trends and EU Regulations

20:15 - 20:30 Plenary Discussion

20:30 - 21:00 Conclusions, Cocktail