



Хасковска
Търговско-Промислена
Палата



MARKET CONTROL:
GREECE – BULGARIA

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

Informational seminar

27th of June 2012 – Haskovo
28th June 2012 - Harmanli





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Project: Market Control

**Encouragement of the processes
on standardisation, certification
and market control in the cross-
border regions of the countries,
participating in Operational
programme INTREERREG**





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**The project is funded under the
European Union (ERDF) and
National Funds of Bulgaria and
Greece within the programme
framework “European territorial
cooperation Greece – Bulgaria
2007-2013”**





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Partners:

- **Greek International Business Association in Thessaloniki, Greece (SEVE)**
- **Haskovo Chamber of Commerce and Industry**
- **Hellenic Organization for Standardization in Thessaloniki, Greece (ELOT)**
- **The Chamber of Professionals & Handicrafts of Rodopi, Greece.**





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The overall objective is:

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 Market Control and safeguarding of the merchandised commodities and enterprises in the cross border area.





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Specific objectives of the project

- **To conduct a research and to define most important sectors from the cross-border regions and their needs, in terms of certification, standardization, conformity marks etc.**





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- **To prepare Road map/Business plan for creation of common body for market control and product certification, which will defend and conduct adequate market and traded goods control in the region. This body will monitor the effective and faster implementation of the regulations and directives of EU, in regards to the market control and surveillance, starting with selected areas of international markets with significant exporting activity.**





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This body will assist in the realisation of smooth transition to the wider organisation of market control in EU, which is in process of development, in accordance with directive 057EE. The business plan will underpin the creation of laboratories in the cross-border regions, where it will be carried out the conformity mark product tests or the receiving of it. The aim of the road map is to create common conformity mark/quality sign, for example for dairy products from Evros-Haskovo cross border region.





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- **To create and establish regular communicative plan/net for cooperation between organisation from cross-border region know-how exchange and best practices in the area of standardisation, conformity certification and market surveillance.**





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Main activities, within the project are:

- **Research of the company needs in terms of certification, standardisation and conformity marks, including categorisation of the needs by economic sectors. The research will be based on data, provided by the companies.**





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- **Elaboration of joint business plans (road maps), which will explore the conditions for creation of common certification, standardisation and market control body in cross-border region, for creation of laboratories in the region and creation of common conformity mark of chosen products in cross-border region.**





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- **Informational campaign**
 - Conducting of 2 conferences in Greece and Bulgaria;
 - Organising of 8 info-days, 4 in each country;
 - website development and support, which will be used as effective instrument for communication and information spread





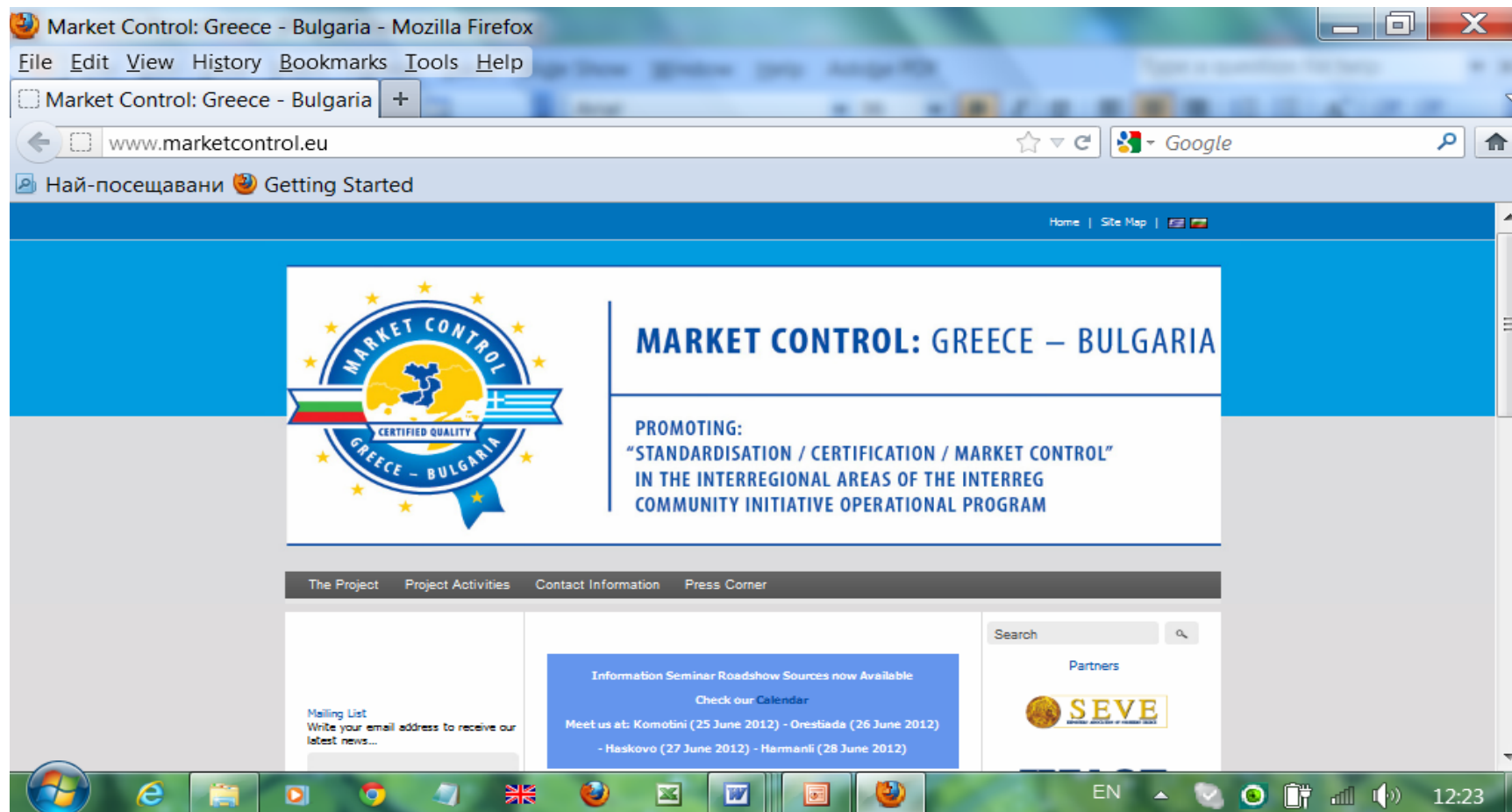
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www.marketcontrol.eu



Програма „Европейско териториално сътрудничество Гърция – България 2007-2013“
European Territorial Cooperation Programme Greece-Bulgaria 2007-2013



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It is expected that the project will increase the capacity of the consumers in the cross-border region, in terms of preferences to high quality products, to encourage companies to participate actively in discussions on topics, related to the quality in cross-border region and also to increase the interest of the participating companies through organising of series of info events.





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Thank you for your time!

The European Territorial Cooperation Programme "Greece-Bulgaria 2007-2013" is co-funded by the European Union and by national funds of the participating countries

