

Interreg Greece-Bulgaria CB CARBONFREE

European Regional Development Fund



SEVE
GREEK EXPORTERS ASSOCIATION

Deliverable 5.1.1 Work Package 5 Participation in an Exhibition

of the Project

**"ENHANCEMENT OF BUSINESS BRANDING THROUGH THE
DEVELOPMENT OF A CARBON FOOTPRINT EVALUATION
SYSTEM IN THE CROSS BORDER AREA"
with acronym "CB CARBONFREE" –
Programme INTERREG V-A GREECE - BULGARIA 2014-2020**

March 30th, 2023

Prepared by



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In the framework of the European Territorial Cooperation program INTERREG V-A GREECE-BULGARIA 2014-2020, the project entitled "CBCARBONFREE" is implemented.

The overall objective of CB CARBONFREE is for the business community in the food industry to adopt a multi-criteria analysis protocol that will allow reliable identification and evaluation of the carbon footprint, designated it as a business tool for promotion and projection of products, which can give a targeted advantage, at export level, in the CB business community.

Based on the above, the overall objective is composed by the following main objectives:

- Strengthening the products, with features that will make them more competitive in international markets, aiming the creation a regional "brand name".
- Reducing production costs, improving the environmental indicators of the industry and increasing the value of the food chain.
- Creation of high quality products (low carbon footprint), more attractive to consumers and with added commercial value.
- Production of products based on integrated management systems.
- Upgrading and improving competitiveness to the corporate image of industries,
- Voluntary contribution to the conservation regarding natural resources of the cross-border area; overall protection of the planet's climate.
- Increase of sales, both in the domestic and overseas markets.

The key change that will come and create a framework that aims to strengthen the factors affecting entrepreneurial success is the adoption by the business community in the food industry of a multicriteria analysis protocol that will allow for the reliable identification and evaluation of carbon footprint in the sector, presenting it as a business tool for product promotion and projection which can give a targeted advantage, at export level, to the cross-border business community.

This main objective, goes in line with the programmes specific objective that is to improve entrepreneurial support systems for SMEs, in order to strengthen the factors affecting entrepreneurial success.

2

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The project has been developed within the partnership that consists of the following Organizations:

LB – SEVE - GREEK EXPORTERS ASSOCIATION

PB2 - HASKOVO CHAMBER OF COMMERCE AND INDUSTRY

PB3 - EUROPEAN REGIONAL FRAMEWORK FOR CO-OPERATION

The Project consists of 5 Work Packages (WP) which will be implemented by the 3 project partners (PB).

Work Package

WP 1

Project Management & Coordination

WP 2

Communication & Dissemination

WP 3

Development of Carbon Free Protocol

WP 4

Implementation of Carbon Free Protocol

WP 5

Exhibitions

The purpose of Action 5.1.1 "Participation in an Exhibition" is to support the Contracting Authority, SEVE – GREEK EXPORTERS ASSOCIATION in the organization and general supervision of the participation of the parties involved in an exhibition on agri-food, which will take place outside the cross-border area.

According to the detailed description of the project, 2 representatives of SEVE (Lead Partner), 3 representatives of the Chamber of Haskovo (Partner 2), 4 representatives of Greek companies in the agri-food sector and 5 representatives of Bulgarian companies in the agri-food sector will participate in the exhibition.

In particular, in the context of action 5.1.1 of the project, the Contractor, ROZA EDIAROGLOU – BUTTERFLY COMMUNICATION undertook to perform the following tasks:

3

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- Finding an exhibition on large-scale agro-nutrition which will take place in the near future and certainly before the end of the project (12/04/2023), outside the cross-border area
- Booth rental and configuration
- Rental of booth equipment, such as seats, meeting tables, gazebos, info desk
- Graphic creation according to the terms of publicity of the program, printing and installation/removal of the back of the stand
- Transport of the logistical equipment to and from the venue of the exhibition
- Catering services for 50 people at the stand during the exhibition
- Stationary and consumables for the stand

Following the agreement signed between SEVE-GREEK EXPORTERS ASSOCIATION, the contractor has proceeded in the preparation of the participation at [FOODEXPO](#), International Food & Beverage Exhibition, organized in Athens METROPOLITAN EXPO, **March 18th to March 20th, 2023**. The Exhibition has been selected as it is a leading meeting point of the industry in a global level, takes place yearly and is outside the cross-border area. It is the biggest fair in the sector in Southeastern Europe.

We have booked a booth of 16,27 Square Meters at Hall 2, Stand D39, across the area where all the public events of the fair (speeches, presentations etc) take place, therefore a significant number of visitors and participants pass through the area. We then proceeded with the equipment needed to furnish the stand. Additionally we created the graphics, according to the terms of publicity of the program that will be set as a backdrop 4,65 X 3,00 meters, of the stand.

Except for the participation of the representatives of the Lead Partner (SEVE) and the partners PB2 and PB3, there were participants from the four (4) companies, whose participation was organized by SEVE:

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[PROVIL SA](#), produces ingredients and supplements for the food industry, mass catering, gastronomy and for meat retail business.

Representative Mr. Christos Vogianou, Managing Director

[KONVA SA](#), Sea Food processing Industry. Representative Ms Eirini Diamantara, Quality Control Manager

[EURIMAC SA](#), The company specializes in the field of pasta, flour and rice business. Representative Mr. Bletsas Athanasios, Quality Control Manager

[DRYFO – MENEXOPOULOS SA](#), The company trades, processes and exports a wide range of nuts, dried fruits, seeds, spices, pulses and other types of food products Representative Ms Konstantina Styliani Kintiraki, Exports Department

Moreover, PB 2 HASKOVO CHAMBER OF COMMERCE represented the following companies with promotional material, as they could not travel to Greece:

Mariva 75 Ltd. Haskovo - established in 2012 with the subject of meat processing. Products are sold commercially under the Extra Mess brand. - <https://ekstrames.com>

BMK TRAKIYA LTD. - production of milk products - <https://www.bmk.bg/home>

DERONI LTD. - Production of lutenitsa, sauces, ketchup, mustard - <https://www.deroni.com/>

VITAL LTD. - Production of lutenitsa, sauces, ketchup, mustard, lemon juice

DEBAR LTD. - Production of sunflower oil, Sharlan <https://debar.bg/en>; DEBAR PREMIUM is a manufacturer of high-quality refined sunflower oil, all-natural sunflower oil /Sharlan/ and sunflower expeller /sunflower oil cake/.

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CB CARBONFREE

European Regional Development Fund



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WINE PRODUCERS FROM HASKOVO REGION: Bratanov Winery, Villa Bassarea, KOLAROVO CELLAR , Rosalea, Terra Tangra Winery, Zaara Estate, Ivo Varbanov Wines, Malkata Zvezda Winery, Bisante.

We organized a buffet for 50 people at the stand. Except for the participants from Bulgaria and Greece, the representatives of CLIMERGIA, the company which has undertaken the organization of seminars, the training material regarding the minimization of carbon emissions and the protocol attended and the Greek & Commercial Economic Counselor in Bulgaria, Mr. Dimitrios Michas as well as Greek Counselors from other Balkan countries, as SEVE organized a FOOD EXPORT SUMMIT regarding the Food and Drinks sector, within the context of FOODEXPO.

The participants were informed about the CARBON FREE program and commented positively on the initiative as it is a very important step towards a greener Europe and a friendly environment. Dissemination material, leaflets and brochures, as well as a card containing the QR code have been distributed to more than 200 visitors.

Announcement of the event at the CARBONFREE.EU site <https://site.cbcarbonfree.eu/?p=448>

Please find photos of the participation at FOODEXPO Fair 2023.

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**ΡΟΖΑ ΕΜΜΑΡΟΓΑΟΥ ΜΟΝΟΠΡΟΣΩΠΗ Ι.Κ.Ε.
"BUTTERFLY COMMUNICATION ΜΟΝΟΠΡΟΣΩΠΗ Ι.Κ.Ε."
ΥΠΗΡΕΣΙΕΣ ΠΛΗΡΟΥΣ ΔΙΑΦΗΜΙΣΗΣ
ΠΡΟΕΚΤΑΣΗ ΘΑΛΟΥ ΓΕΝΝΗΜΑΤΑ / ΠΥΛΑΙΑ
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