



# Integrated approach to the economic development of the cross-border regions of the Western Balkans

## Preparations in “Prespa” cross-border region

The project is financed by:



# Integrated economic development

## Focus on:

- Facilitation of **networking and cooperation** among local population, entrepreneurs, craftsmen, small farming sector, tourism service providers and other rural community actors in cross-border regions **organizing joint work processes, sharing facilities and resources and market placement of joint offers.**

## Focus on:

- Improvement of competitiveness of the regions and their products and services through **development of innovative integrated products and services** respecting preservation and valorisation of traditional methods of production and using typical local products and resources.

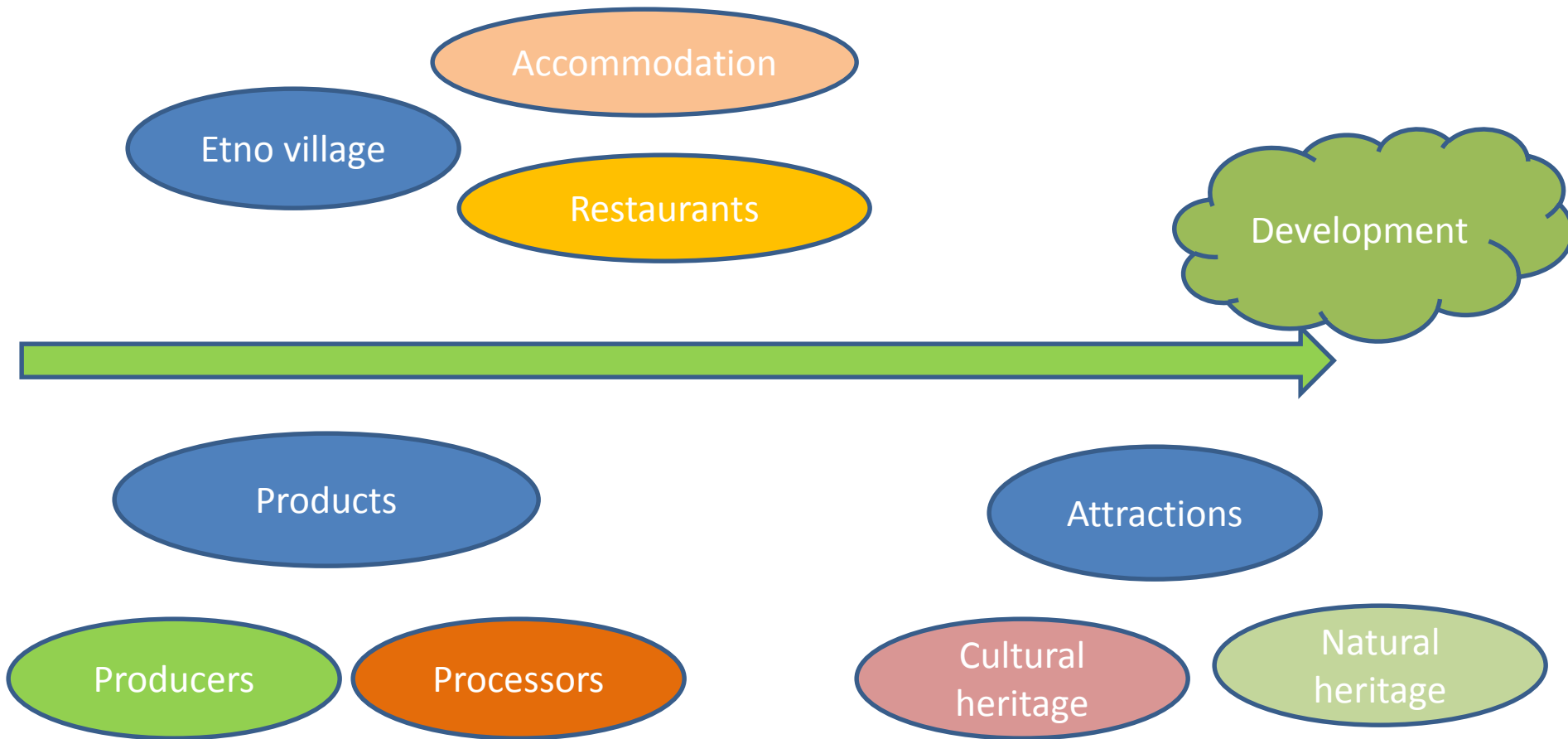
## Focus on:

- **Enhancing competitiveness through small investments introducing** new production processes to improve or innovate products/services.
- **Promotion of** region and its resources through unique regional integrated tourism products and branding.

# Integrated economic development



# Integrated economic development



# Actions

- Setting up-partnerships
- Small investments
- Specific capacity building measures – trainings
- Preparation of promotion materials:  
catalogues, web-site, logo
- Organization of manifestations/ events
- Trade fair participation

- Involvement of at least two countries
- Involvement of at least two sectors
- Partnership and cooperation to be established among existing operators (e.g.farmers, processors, public/private service providers etc.)
- Include attractive / unique/ special story, site, product, service to be offered



# Tasks

- Discuss about possible sectors
- Discuss possible products
- Identify attractions
- Identify events
- Discuss about potential partners & beneficiaries