



cross - border region of
PRESPA



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People to People actions in “Prespa” Cross-Border Region

P2P activities are planned and executed within the EU funded project “Preparation for implementation of Area Based Development in the Western Balkans - 2nd phase” implemented by SWG

With the objective to contribute to the promotion of the “Prespa” CBR and its integrated economic development; to support the partnership between local and regional organizations, building networks and active participation of the Stakeholders in promotion of local and regional values and attractions (*tradition, culture, touristic, nature or manmade*).



Progress made with supported People to People

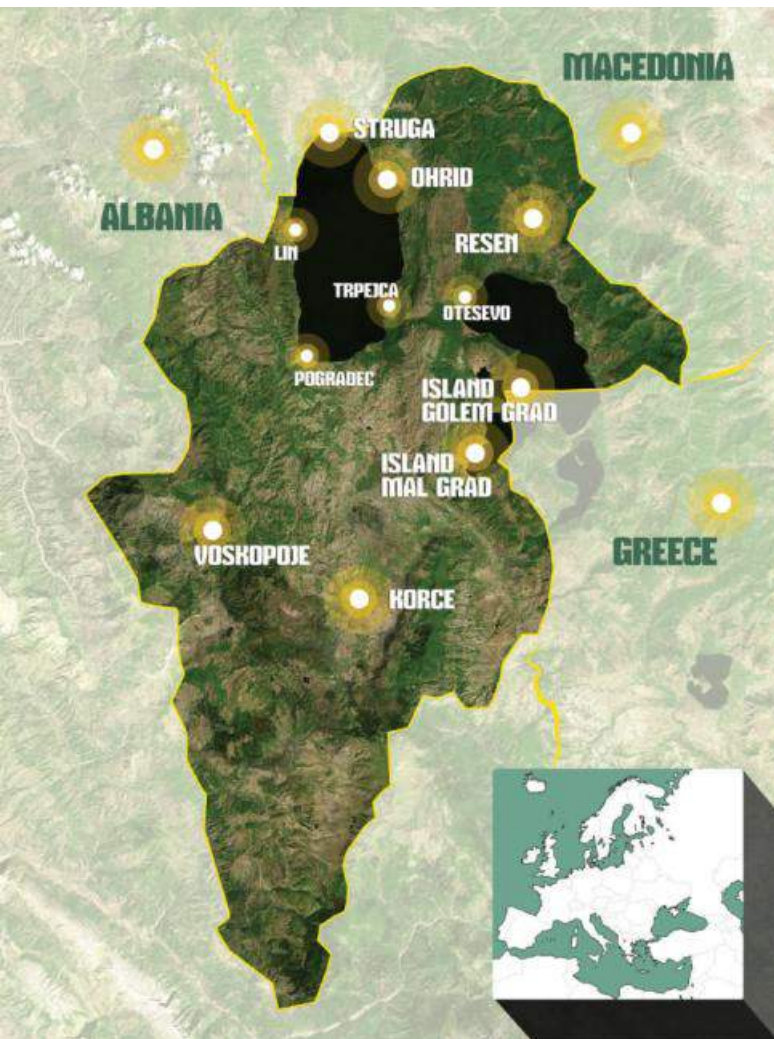
- This actions are great possibility to promote all attractive elements of “Prespa” Region;
- Motivate the Stakeholders;
- Strengthening the cooperation between the SH from region;
- Promote and sell local products at the regional markets;
- Promote the touristic potential of the region;
- Establish cross-border contacts and partnership;
- Exchange knowledge and information;
- Increase the sales and incomes to the local businesses;
- Contribution to the regional economic development.



Actions that can be supported in People to People programme

- Events;
- Manifestations;
- Fairs;
- Regional touristic event;
- Regional cultural events;
- Raising awareness campaigns for consumption of local products and food and promotion of natural and manmade attractive sites;
- Meetings and conferences.





***The action/
manifestation/ event
must be implemented in
the targeted area!***

- Municipality of Ohrid, MK
- Municipality of Resen, MK;
- Korca County, AL.



Eligible criteria

- Be a legal Person;
- NGO or CSO;
- Public sector, local authorities (city, municipalities, regional councils);
- Business entities, agriculture cooperatives;
- Touristic Operators;
- Registered and operate in Albania and Macedonia.



Actions/Events/Manifestation must take in consideration and contribute to:

- Economic development on local and regional level;
- Environmental aspect;
- Promotion of the region;
- Cooperation/Networking.



People to People Actions in “Prespa”

- *Wine and Cheese Festival*
- *Apple Harvest Festival*

This actions were great possibility to promote all attractive elements of Prespa Region and raising the interest of visitors/tourists.

During this actions stakeholders have chance to create cross-border contacts with potential partners, exchange knowledge and information, and promote and sell their products on regional markets.



Wine and Cheese Festival



Wine and Cheese Festival

August 15-16, 2014 in Ohrid, Macedonia

The festival gathered **local cheese and wine producers and associations** from **Ohrid, Resen and Korca** and significantly contributed to the **promotion of agricultural products, tourism, handicrafts and traditional food products of “Prespa” CBR.**

20 producers from Resen and Ohrid Municipalities and 4 from Korca, exhibited their traditional products during the high touristic season in city of Ohrid. This two days event was visited by more than 10.000 people (half international) and **estimated income of this event is more than 30.000 Euros.**

Apple Harvest Festival



Prespa Apple Harvest Festival

September 25-27, 2014 in Resen, Macedonia

Prespa Apple Harvest Festival presented a great chance to establish and improve the cooperation between the producers and organisations from **Municipality of Resen and Korca County**.

On the Event participated more than **85 exhibitors** from the Agriculture Value Chain sector. **Traditional folklore dances and costumes, and traditional food** were also presented. More than **5.000 visitors** have visited the event, with an estimated average expenditure of **4 euro/person**.

The event hosted **expert panel discussion, workshops and lectures** in the field of apple production and business fair was organized for **presentation of local, regional, national and international companies and their products**.

Wonderful "Prespa" Region!

