

Integrated approach to the economic development of the “Prespa” cross - border region



Integrated economic development

- 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.**

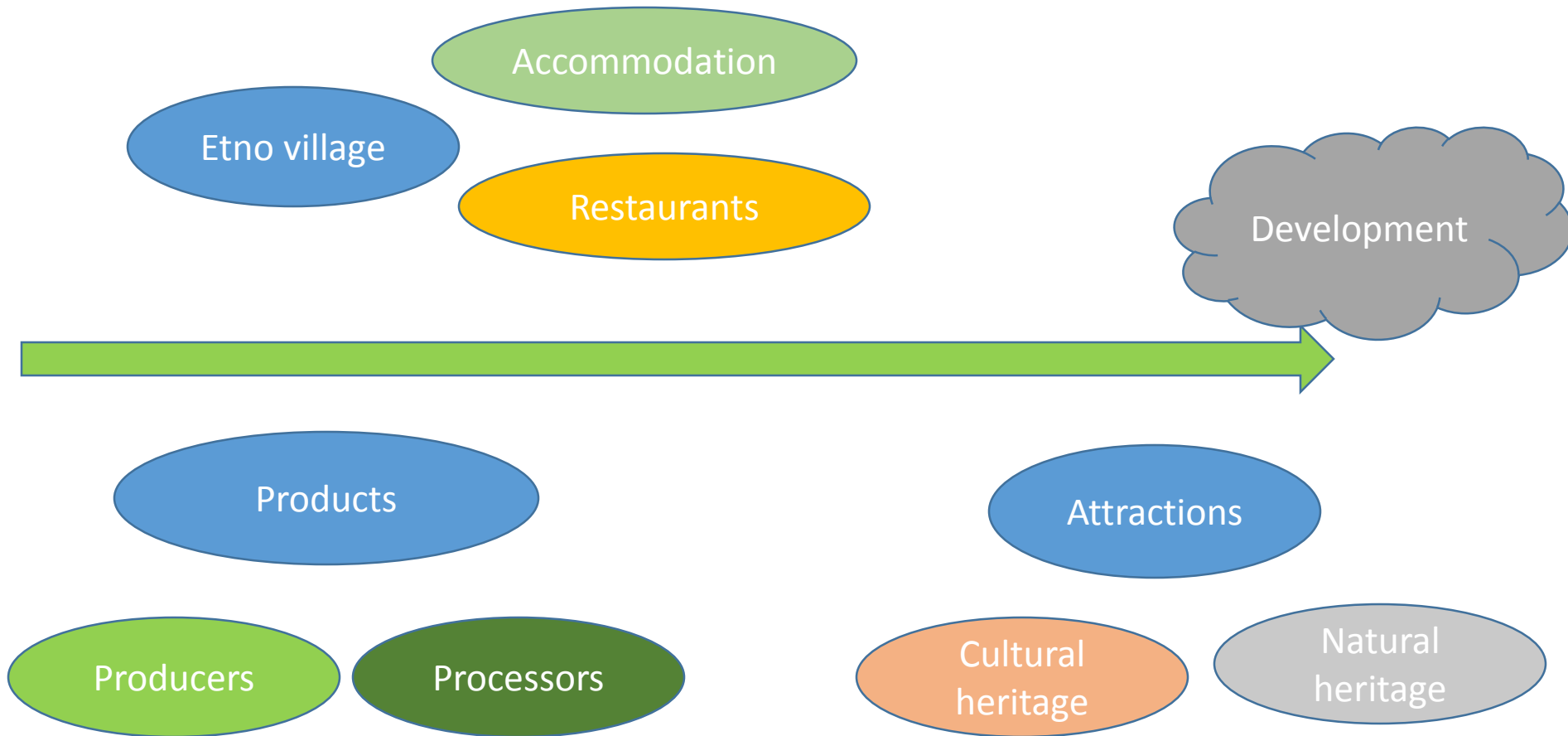


Focus on:

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



Integrated economic development



Actions

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



Three project priorities identified by the Prespa Stakeholder Group:

- ***Prespa in Your Palm*** – improvement and promotion of the regional touristic offer;
- **New seeds for bio-heritage** – Protection of the natural potential;
- **Prespa women socio-economic cohesion** - Strengthening social cohesion and economic position of women



Discussion on:

- Additional sectors
- Additional products
- Attractions
- Events
- New partnerships



ABD and CBC

(Horizontal and cross-cutting issues)

... Projects prepared under the Area Based Development (ABD) approach to facilitate sustainable growth in defined geographical areas in cross-border regions in the Western Balkans, in particular rural areas characterized by specific complex development problems, may be considered for funding under this cross-border cooperation programme. Account will be taken of the preparatory work for the ABD approach already carried out in the cross-border region covering the former Yugoslav Republic of Macedonia and Republic of Albania.

