

Technical Report

for the project "Wine and Cheese" festival

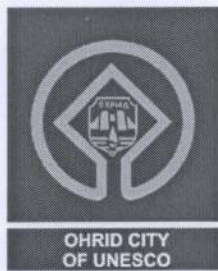
contract 65-14 SWG

The main protagonists of the festival were small and medium local producers of wine, cheese and honey, located mainly in the rural areas of the Prespa region.

The festival was held on 15th and 16th of August 2014 on little square Krusevska Republica so called "Kaj Cinarot" in the Municipality of Ohrid. The festival was a great opportunity for promotion of traditional food and drinks, through tastings to discover the flavor, new techniques and efforts to improve them. Festival encouraged social event, create the future for establishing partner relationships and introducing additional incentives. 15 stands were occupied with 31 participants from Municipality of Ohrid, Municipality of Resen and Regional Council of Korca. They were included in the exhibition which referred to local food. They presented their products directly to the visitors, who were able to experience the tastes of the local products as well as the opportunity for mutual socialization. More precisely the exhibitors that took place on this event were:

Seven (9) local subjects with 13 participants from Municipality of Ohrid, Republic of Macedonia:

- "OPTET" – Kuratitca (Slavica Baloska, Sanja Petreska) - presentation of organic food such as homemade local bread and traditional local dishes;
- "Vinarija Ohrid" (Avramoski Borche, Ristoska Nikolina) - Wine Producer;
- "Gradinar AD Ohrid" (Jordan Budjakoski, Monika Dimitrieska) – presentation of autochthonous local sorts of fruit and vegetables;
- "Bistra" (Siljanoski Goran) - Cheese Producer;
- "Zdravje Radovo" (Natasha Avramoska, Natasha Adjioska) - Cheese Producer;
- "Pchelarsko Zdruzenie Ohrid" (Goran Blazeski) - presentation of local honey products;
- "Zdruzenie Ohrid – Velgoshti" (Nada Budjakoska) - Cheese Producer;



- "Zdruzenie – G – Lakocerej" (Lojza Janevska) - Cheese Producer
- "Diskont Varoj - Ohrid" (Taseski Goran)

Four (2) local subjects with 14 participants from Municipality of Resen, Republic of Macedonia:

- Zenska solidarnost Resen (Vesna Mirkova, Blaga Pechenkovska, Julijana Gjorshevska Neshkoska, Kazanovska Meri, Ginoska Slavica, Marija Mitrevska, Vane Cyetkov, Joco Mirkov, Nenad Adzioski, Joce Nichevski,) - presentation of organic food such as homemade local bread and traditional local dishes;
- Vodenichar 100% natural (Trajchevski Ilija, Trajchevska Marica, Nechovska Katerina) - presentation of local honey products;
- Opstina Resen (Tatjana Sekulovska)

4 local subjects with 4 participants from Regional Council of Korca, Republic of Albania:

- "Shaka" Shpk Cheese Producer
- "Agrofruit" Shpk Apple Cider, Wine, Vinegar and Calvados
- Musa Abrashi Wine Producer from Pogradec
- Eiselda Poho Cheese Producer

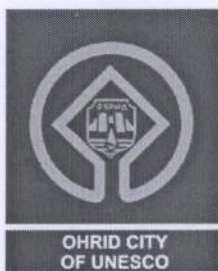
The numerous visitors expressed satisfaction that had the opportunity to taste the healthy food produced in a traditional way in conjunction with modern technology. Our expectation and predicted estimate number of 3000 visitors stated in the application form was achieved, thus, more than 3000 domestic and foreign tourists visited the festival. The festival was officially opened by the Mayor of Ohrid, Nicola Bakracheski.

The cultural part of the festival of wine and cheese was complemented by the music groups "Street spirit" and "The Back Door Band" on 15th and "Betty's Boobs" and DJ Nikola Tony on 16th of August.

The event was covered by local and national mass media (press clipping attached):

- National and local TV stations: Alfa TV, Sitel TV, TVM Ohrid,
- Web portals: ohridnews.com; lider.mk; press24.mk; emagazin.mk; newtime.mk; maxim.mk; republika.mk; mxradio.com.mk; lihnid.com; ohridnet.com;

Promotional activities for the Festival "Wine and Cheese" consisted in the distribution of promotional material (flyers, posters and t-shirts), advertising for the event, and Press conference



for announcement of the event was held a day before the official start of the Festival (press clipping attached).

This festival has all the prerequisites of a mini-fair, and because of its usefulness is expected to grow into an important event in Ohrid, and place small wine and cheese producers to act together and sell larger quantities of their products on the market. Consequently, the economic effects of this festival are just positive. First and foremost contributes in presenting this region as touristic attractive destination for those who love good wine, cheese and organic food – which means increasing the number of domestic and foreign tourists which refers to increasing the scope of sales. This event also gives opportunities for introducing on new market through expanding their sale, for instance in the moment we have announcement that two companies of Korca want to open shops in Ohrid. This also can have vice versa influence which means that Macedonian producers will also expand their sale in Albania. In conclusion, this festival has significant influence over the economic growth in this region for the producers of wine and cheese.

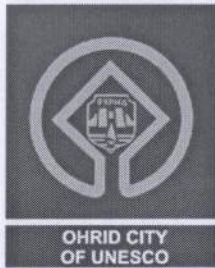
Taking into consideration all the positive effects and feedback of the held and finished festival for wine and cheese, our wish is this event to become a tradition, to be organized every year. Our efforts will be directed toward encouraging the companies for increasing the participation which will result in regional development, better promoting of the tradition, organic food, good wine and cheese, as well as for increasing the domestic and foreign visitors.

The main project activities related to the Festival were:

- Printed 2 banners with dimension 4x2 m
- Printed 200 posters A3 form
- Printed 1000 flyers

Posters were distributed to the partners of the projects and were put on the public places.

- Printed 50 t-shirts, which were distributed between the participants of the festival
- Rented aluminum construction and 20 stand for exhibition on the Festival.
- Media publication of the festival on local TV Station – 5 broadcasting per day for a week in duration of 30 sec.



Final Report

Organization of two days stays for partners representatives in Ohrid. This activity covered actions for organized transport, accommodation and dinner of representatives from:

- Regional Council of Korca, group transport
- Regional Council of Korca, accommodation (bed and breakfast) for two nights
- Regional Council of Korca, dinner for two days.

The report is accompanied by the following documents:

- List of participants;
- Invitation and program of the event;
- Photos;
- Print screen of media;
- Recorded CD advertising (TVM);
- A copy of the promotional material produced by the project.

Associate for local economic development

Mr. Gjorgji Trpeski

Deputy Head of Sector

Mrs. Irena Zdravevska Spaseska

