

CAPACITY BUILDING WORKSHOP

“Capacity building for networking among the stakeholders in apple and tourism sectors in the cross-border region Prespa”

in Otesevo - [Hotel Lakeview](#)

Resen, Macedonia

20 - 22.11.2017

A joint capacity building activity financed through:

“Rural development through integrated forest and water resources management in Southeast Europe: Rural perspectives: qualification, reintegration and (self) employment”

TCP Facility “Implementation of short value chain development in cross-border areas in the Western Balkan region”

Project implemented in cooperation with:

German International Cooperation

Project implemented in cooperation with:

FAO Regional Office for Europe and Central Asia (REU)

Agenda for the capacity building workshop

“Capacity building for networking among the stakeholders in apple and tourism sectors in the cross-border region Prespa”

Day 1 – 20.11.2017 (Monday)

| Starting time | Ending time | Speaker/ Facilitator | Title | Note |
|----------------------|--------------------|--|---|---|
| | 13:00 | | Arrival of participants | |
| 13:00 | 14:00 | | Lunch | |
| 14:00 | 14:15 | <i>Damjan Surlevski Bojana Jovanovska FAO representative</i> | Opening of the Workshop Short presentation of the participants | <i>Plenary session</i> |
| 14:15 | 14:35 | <i>Kaj Mortensen Damjan Surlevski</i> | - Introduction to the workshop agenda and objectives - SWG ABD activities for introduction of the value chain concept in cross-border context | <i>Plenary session</i> |
| 14:35 | 16:15 | <i>Representatives from the group Naume Tashovski</i> | Overview of the current situation in the apple and tourism value chains - Input by participants <ul style="list-style-type: none"> • Presentation of the business case • Opportunities and challenges | |
| 16:15 | 16:45 | | Coffee break | |
| 16:30 | 17:00 | <i>Lars Albæk</i> | Developing business strategies and partnerships/networks in cluster organisations around the apple and tourism value chains. <ul style="list-style-type: none"> • <i>A joint business strategy?</i> • <i>One food and tourism cluster for the area? OR</i> • <i>An apple and a tourism cluster initiative?</i> | <i>Plenary session Presentation and discussions</i> |
| 17:00 | 17,45 | <i>Lars Abæk Kaj Mortensen</i> | Defining the main elements of a joint business strategy for the cluster/value chain | <i>Plenary or sectoral working groups</i> |
| 17.45 | 18:30 | <i>Lars Albæk Kaj Mortensen</i> | Defining a cross-border apple and tourism cluster concept in the Prespa region <ul style="list-style-type: none"> • Activities, roles and responsibilities • Adaptation to the emerging need | <i>Plenary or sectoral working groups</i> |
| 19:00 | 20:00 | | <i>Dinner</i> | |

Day 2 – 21.11.2017 (Tuesday)

| Starting time | Ending time | Moderator/ Speaker/ Facilitator | Title | Note |
|----------------------|--------------------|--|--|------------------------------------|
| 09:00 | 10:00 | Lars Albaek | Organization of a cluster - Roles and responsibilities – preconditions for successful establishment and functioning of a cross-border cluster (management, code of conduct, etc) | Plenary session |
| 10:00 | 11:15 | | Identifying specific joint activities under the partnership/cluster umbrella – input from participants | Plenary or sectoral working groups |
| 11:15 | 11:45 | | Coffee break | |
| 11:45 | 13:00 | Lars Albaek | Shaping the cluster organization <ul style="list-style-type: none"> • Steps in setting up the organization • Function of the secretariat • Planning of first activities | Plenary session |
| 13:00 | 14:30 | | Lunch | |
| 14:30 | 16:00 | Lars Albaek | Drafting business strategy based on main elements defined by the group around apple and tourism value chains in Prespa region | Plenary or sectoral working groups |
| 16:00 | 16:30 | | Coffee break | |
| 16:30 | 18:00 | | Continuation of work | Plenary or sectoral working groups |
| 19:30 | | | Dinner | |

Day 3 – 23.11.2017 (Wednesday)

| Starting time | Ending time | Moderator/ Speaker/ Facilitator | Title | Note |
|----------------------|--------------------|--|---|---|
| 09:30 | 11:00 | | Wrap-up discussions on the joint business strategy and the setting up of the cluster initiative | Plenary session Presentation and discussions |
| 11:00 | 11:30 | Damjan Surlevski | Presentation and discussion of future actions and possibilities for support | |
| 11:30 | 12:00 | | Coffee break | |
| 12:00 | 13:00 | | Conclusions and discussion about future steps | Plenary session |
| 13:00 | 14:30 | | Lunch and departure of participants | |