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THIS BROCHURE HAS BEEN CREATED WITHIN THE FRAMEWORK OF THE PROJECT „PROMOTION AND DEVELOPMENT OF NATURAL AND CULTURAL HERITAGE OF BULGARIAN - GREEK CROSS-BORDER REGION THROUGH SMART AND DIGITAL TOOLS“ (ETOURIST), NANCED UNDER THE INTERREG V-A COOPERATION PROGRAM "GREECE-BULGARIA 2014-2020", SUBSIDY CONTRACT NO B2.6C.07/09.10.2017. THE PROJECT IS CO FUNDED BY THE EUROPEAN REGIONAL DEVELOPMENT FUND AND BY NATIONAL FUNDS OF THE COUNTRIES PARTICIPATING IN THE INTERREG V-A "GREECE - BULGARIA 2014-2020" COOPERATION PROGRAMME.

**Interreg**  
**Greece-Bulgaria**



EUROPEAN UNION



European Regional Development Fund



**Promotion and  
development of natural  
and cultural heritage of  
Bulgarian - Greek cross-  
border region through  
smart and digital tools**

[www.maritza-evros.eu](http://www.maritza-evros.eu)

## Specific objectives

- Assessment of cultural & natural heritage sites & traditional culinary & wine important for tourist purposes in Haskovo-Evros region;
- Support for development of natural & cultural heritage, traditional culinary & wine in Haskovo-Evros;
- Cultural & natural heritage of CB area Haskovo-Evros - closer to tourists;
- Promoting cultural & natural heritage of CB area;
- Improved knowledge on CB traditional culinary & wine

## Overall objective

Project overall objective is to promote & develop cultural & natural heritage, gastronomy & wine in CB area Haskovo-Evros for tourist purposes.

