

PRESS RELEASE

KICK – OFF MEETING

1st of November 2021

On the 1st of November 2021, the Kick – off meeting was held within the scope of Project “Enhancing the Competitiveness and Sustainable Growth in the Agrofood sector through promotion of Circular Economy”, with acronym “AGROFFICIENCY“ and Subsidy Contract No.B6.3a.09/13.04.2021, which is funded under the Sixth Call for Project Proposals of the Cooperation Programme INTERREG V - A "Greece - Bulgaria 2014 - 2020". The meeting was hosted by the Lead Beneficiary - Chamber of Small and Medium Sized Industries of Thessaloniki and chaired by the president Mr. Anastasios Kapnopolis. Mr. Kapnopolis opened the kick-off meeting and greeted the Greek beneficiaries in person while the Bulgarian beneficiaries attended the meeting via Zoom.

After a short presentation of the beneficiaries’ organizations and their teams, the beneficiaries discussed various aspects of the project activities, communication and coordination issues, different challenges for project timeline, as well as the results to be achieved within the project. During the meeting all Work packages and their respective deliverables were reviewed and the beneficiaries emphasized on the crucial importance of the close cooperation and communication in order to achieve the expected results.

The meeting was attended by representatives of the Joint Secretariat: the project officer - Mrs. Kiriaki Antoniadou and the communication officer – Mrs. Christina Papageorgopoulou.

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The beneficiaries consolidated on the idea that increasing the competitiveness and sustainable development of small and medium-sized enterprises in the food industry requires significant efforts in the process of implementing the circular economy in production. The introduction of effective methods for the use of resources, digital tools and modern communication and the active assistance of business support organizations are the prerequisites for improving the business climate and cooperation in the Cross-Border Region.

The Meeting was concluded with the wishes for fruitful cooperation and successful implementation and the beneficiaries agreed that the next meeting of the Steering Committee will be held in Blagoevgrad, hosted by the Regional Chamber of Commerce and Industry.

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