



KAVALA DEVELOPMENT AGENCY SA

**Interreg**  
**Greece-Bulgaria**  
European Regional Development Fund



EUROPEAN UNION



### Project Title

**Promotion of Entrepreneurship and Innovation in the Rural Area of Kavala,  
Drama, Smolyan and Blagoevgrad - PEIRA**

<b>Deliverable:</b>	Conference – 3.3.1
<b>Date:</b>	14 December 2022
<b>organizer:</b>	Development Agency of Kavala
<b>Location:</b>	HOTEL GALAXY, KAVALA
<b>information:</b>	Nikos Thomaidis, 6979200974

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.





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## Agenda

Kavala, Greece, Wednesday 14 December 2022

- |               |   |
|---------------|---|
| 18:00 - 18:05 | <b>Greetings</b>  |
| 18:05 - 18:35 | <b>Nikolaos Thomaidis, MSc, PhD / Planning and Development Manager, Kavala Development Agency SA</b><br>Short presentation of PEIRA project                 |
| 18:35 - 18:50 | <b>Manolis Chatzopoulos / General Manager, Drama Development Agency SA</b><br>Financial tools - The case of the CLLD/LEADER Programme                       |
| 18:50 - 19:20 | <b>Break</b>  |
| 19:20 - 19:50 | <b>George Karipidis / Manager of the Centre for Environmental Education of Paranesti, Beekeeper, Organic Farmer</b><br>Synergies and business opportunities |
| 19:50 - 20:35 | <b>Dimosthenis Brousalis / Advisor in branding and communication</b><br>Marketing and branding of agrifood products and tourism enterprises                 |
|               | <b>Questions - discussion</b>   |

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