



Project partners' activities: Heraklion Chamber of Commerce and Industry

Among the participating journalists, there were representatives from English-speaking media with a worldwide distribution, as well as from Valencian regional printed media (Levante, Las Provincias) and TV broadcasting stations (Radio 9 and Canal 9, which reported the event in its midday daily news programme with a potential audience of 6 million people). Together with the president of PATER, Rosa Sebastià, they visited two SMEs from La Ribera: Matamons and Natural.

Journalists were interested in the whole production process of the products, their main characteristics and distribution. They could also have a tasting of different types of traditional beer, as well as of traditional food from La Ribera.

The Heraklion Chamber of Commerce and Industry organised a press tour to promote local wine, food and olive oil clusters

Last June 14th - 16th, the Heraklion Chamber of Commerce organised the first press tour aimed at promoting local wine, oil and food clusters, as well as alternative tourist routes around the region. The participating journalists came from the UK, Italy, Germany and Greece.

The first day of the tour was dedicated to exploring the wine industry of the island. Therefore, there were several visits to the best-known Cretan wineries, such as the 'Douloufakis winery', located in the village of Dafnes, 'Gavalas', in Vorias village, and 'Tamiolakis', in Houdetsi village. All of them take part of the cluster 'Wine Roads



Photo during the press tour

of Heraklion', a network of routes covering the entire wine-producing zone of the island, which is aimed at attracting wine-tourism to the region. These visits were complemented by a presentation of 'Concred', the Network of Certified Restaurants serving Cretan cuisine.

The second day was more focused on the olive-oil industry, thus there were visits to the Association of Olive-Oil Standardisation cluster, the Creta-Cert cluster and some olive-oil producing enterprises, such as the Agricultural Cooperatives of Heraklion. The tour finished at the Heraklion Chamber of Commerce, where the journalists could attend a presentation of the strategic marketing plan for the promotion of clustering in the sectors of food/beverages and jewelry, with a special mention to the newly created 'Network of Cretan Olive-Oil'. The presentation was followed by an exhibition of olive and olive-oil products.

The INNOVATE-MED, presented as an example of best practices in an article on interregional cooperation

The Parliament Magazine', a monthly publication on EU affairs and politics, has recently published an article on the INNOVATE-MED project in its latest issue dedicated to cooperation among Southern European regions.

Under the title "Interregional cooperation", the article describes the views of Mr Gustavo Martinié, the head of Communications of the Fundación Comunidad Valenciana - Región Europea, on how to implement strategies to boost the economy in the Mediterranean basin. In this context, three European projects funded by the MED programme are presented, among them the INNOVATE-MED project, which is regarded as an example of how EU funding can be used by European regions to boost modernisation and internationalisation in Mediterranean SMEs



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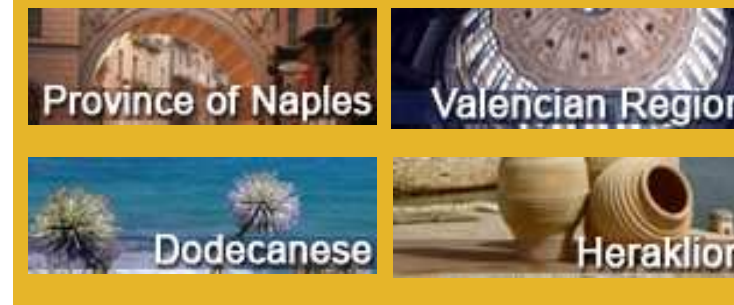


Key aspects:

Programme: Med
Budget: 1.096.746€
Length: 30 Months Starting date: 01/04/2009 Ending date: 30/09/2011

Partners:

Province of Naples (Italy) Prefecture of Dodecanese (Greece), Heraklion Chamber of Commerce (Greece), Alicante County Council (Spain), PATER - Territorial Pact for Employment of La Ribera (Spain) and Fundación Comunidad Valenciana - Región Europea (Spain).



SUMMARY

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Commissioner for regional policy Johannes Hahn visited the stand of the INNOVATE-MED project during the Open Days 2010

The European commissioner for regional policy, Johannes Hahn, visited the stand of the INNOVATE-MED project during the opening of 8th Edition of the European Week of the regions and cities, which took place last October 4th in the headquarters of the Committee of the Regions in Brussels. During this visit,

Mr Hahn showed a high interest in knowing the objectives and the implementation activities carried out within the framework of the project, while acknowledging the efforts made by all the partners in order to exchange their best practices and to transfer their skills and technical know-how. Mr Hahn was accompanied



by the European commissioner for environment, Janez Potocnik, the President of the Committee of the Regions, Mercedes Bresso, and representatives of the Valencian Regional Government, such as the Regional Vice-minister for EU Affairs, Rafael Ripoll, and the director general of the Valencian Regional Office in Brussels, Juan Manuel Revuelta.

The European Week of the Regions and Cities - Open Days, is the biggest annual event at regional level in Europe, in which businesses, and local and regional authorities from all over Europe showcase latest developments and exchange best practices on interregional cooperation projects. A total of 245 European regions from 34 countries participated in this edition of the Open Days.

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Rhodes island hosted the IV Steering Committee

The INNOVATE-MED project partners celebrated a new meeting within the framework of the 4th Steering Committee, which took place in Rhodes island last October 7th-9th

The event, jointly organised by the Prefecture of Dodecanese and by the Regional Energy Agency of Dodecanese S.A., was aimed at discussing the management and reporting of the project implementation activities, as well as the current situation of the expenditure and the deliverables.

In addition to the work meetings, several study visits and activities were organised within the context of this IV Steering Committee, such a Press Conference aimed at presenting the project to local journalists, and an Information Seminar to local public and private stakeholders focused on identifying the potential barriers to SME clustering at local and European level

On Friday 8th, project partners, together with professionals from Food & Drink and Manufacturing Enterprises, attended the workshop "New technologies in Warehousing and Distribution of Food and Beverages" by Dr.

Vasilios Zeibekis, Professor at the University of Aegean, with a long teaching and consulting experience.

On Saturday 9th, and on the occasion of a Press and Opinion Makers Incoming Tour around the island, partners visited several jewellery manufacturers as well as the Museum of Jewellery Manufacturing in the Dodecanese.

These visits were an excellent opportunity to explore the famous Dodecanese Craft Tradition and to get acquainted with the current situation of the jewellery sector, its economic activity and the challenges and opportunities lying ahead to increase its competitiveness in the global market.



Presentation during the Steering Committee



Tour in the city of Rhodes– Jewellery sector

The Prefecture of Dodecanese organised 1st Press and Opinion Makers Tour

The Prefecture of Dodecanese, together with the Regional Energy Agency of Dodecanese, hosted the 1st Press and Opinion Makers Incoming Tour in the city of Rhodes, which took place last June 17th-19th.

The tour was focused on presenting and promoting the Food and Wine sector of Dodecanese. The participating journalists came from Italy, the UK and Germany, each of them showing a specific interest in culinary journalism and culinary tourism.

They had the chance to meet local entrepreneurs and to discuss about the current situation of Dodecanese's food and wine sectors as well as about the potential for food and wine SMEs from Dodecanese to create clusters in traditional economic sectors. One of the two main visits took place at CAIR, the leading winery of Dodecanese islands, where journalists could get an insight into CAIR's wine making processes from vine to bottling wine, having

also the chance to taste their pre-



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The Province of Naples hosted a Press Conference and a Press Tour to promote the fashion cluster

Last October 20th-24th the Province of Naples held a Press Conference and a Press/Opinion Maker Tour within the framework of the INNOVATE-MED project activities carried out to promote the Naples fashion sector.

Twelve foreign journalists and trade representing press publications, radio and TV broadcast stations such as the Birmingham Mail, Attire Accessories Magazine, Mr Magazine, Bella Centre Copenhagen, Cosmopolitan Praga, RTL Television Frankfurt, Gina Ricci Ltd. UK, Jools UK, Domino Trading Company, Rainbow Management UK, and Aqueo Design UK Ltd., were invited to participate in the conference.

The press conference was chaired by the Provincial Councillor for Trade and Industry, Nello Palumbo, and the President of the Institute for the Promotion and Protection of Regional Products - I.R.VA.T., Michele Lomuto.

The press conference was complemented by a fashion tour and a mini-exhibition called "Made in Napoli", which was organised by some of the best-known fashion firms in the province, among them Bencivenga, Calzaturificio Melluso, Confezioni Luiselle, Di Mella, Didi, Duecci, Elvira Rovito, Maestro Pellicciaio Lello Pagnotta, Nuova Varriale, Pelletterie Il Kuoio, Persico Ciro, Posillipo 1930, Sten Fashion, and Ugo Cilento.



SAVE THE DATE



INNOVATE-MED 5th Steering Committee will take place next April 18th in Valencia (Spain). The event will be organised by the Valencian partner: PATER (Local agreement for employment in La Ribera). You can read the agenda for the meeting in www.innovatemed.eu

Next 15th September the Final Conference of INNOVATE-MED project will take place in the Committee of the Regions in Brussels during the event "Dynamization of the Local Economies through Interregional Cooperation in the Mediterranean Basin" on European Regional Cooperation.

INNOVATE-MED project took part in the Entrepreneurs Day of La Ribera

PATER – Territorial Pact for Employment of La Ribera, participated in the 2010 edition of the Entrepreneurs Day, with a global attendance of 6.000 people.

Several business organisations from the Valencian Region, as well as representatives from universities and technological centres attended the event, during which professionals coming from several productive sectors informed about their views on the setting up of a business and its inclusion in the labour market.

A stand of the INNOVATE-MED project was exhibited during the whole day, and representatives from PATER offered information to visitors on the objectives of the project and the activities that are being implemented. In this regard, information was provided to those people who showed an interest in developing business projects, especially in traditional food and leather sectors.

PATER organised a Press Tour to promote the traditional food cluster in La Ribera

Last November 12th PATER-Territorial Pact for the Employment of La Ribera organised a Press Tour to promote the traditional food sector.

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