



#ICEC2017

International Conference 
on Entrepreneurial Cooperation
with B2B meetings and EU funding Seminar

Participants Guide



Dear Participant,

You are one step closer in getting the most out of the conference.

Below you will find the program of the conference including a guide that will lead you through the program of the event activities and sessions as well as additional information to plan your trip.

After your registration is confirmed you are eligible to attend the following sessions of the conference:

1. The informative session with speeches from experts from the organizations that support the initiative. In this session you will be introduced in EU funding opportunities to support your business activities.
2. Following, Four Roundtables have been arranged and will focus in your thematic area. You can actively participate in an dialogue with institutions, peers, government services to discuss the challenges and propose potential solutions to advance your industry. You can participate up to two roundtables.
3. Third session. You can schedule up to 8 meetings in the B2B session with other participating businesses that match with your mission and goals.
4. Extra session: additionally you can access one-to-one meetings with the experts from the organizations that support the initiative.

There are three steps in order to complete your registration:

- A. If you are not already registered please follow the Registration Link and register: <https://icec2017.eventbrite.com>
- B. Fill in the form to book your participation in Roundtables and B2B meetings : <https://goo.gl/forms/XMga3sFQ1T7KPgF12>. (Below you will find information regarding this session).
- C. Optional: If you want to book a one-to-one session you need to book it using the links provided in the sections below in the corresponding section of this document.

The Place

Municipality of Orestiada is situated at the northernmost region of Greece and belongs to Prefecture of Evros , Region of Macedonia and Thrace. The Municipality of Orestiada is bounded: to the north by the border with Bulgaria and Turkey, to the west by Bulgaria, to the east by Turkey and to the south by the Municipality of Didimoteicho. It has a total area of 955,6 km², it consists of 43 settlements and the population is 37.695 inhabitants (census 2011).

Municipality of Orestiada is situated at the junction of three countries, Greece, Boulgaria and Turkey. The interconnection with three transit stations / custom offices of Bulgaria and Turkey and the proximity to significant Balkan destinations, makes it a crossborder place of an intense mobility. The movement of 2.500.000 persons passing through the crossborder gates of the Municipality, testifies the visiting exchange among the three neighboring countries of the one part, of the other part converts the area to a significant crossborder junction by which are passing citizens from the rest of the European countries.

The primary sector represents the most important factor of the area with regards mainly to agriculture and animal husbandry. The land is being cultivated mainly for cotton, maize (corn), sugar beet, grain, sunflower and rape. At the same time it has been launched the cultivation of new products in dynamic sectors, such as asparagus, vegetable species, horticultural, apiculture (beekeeping).

Furthermore, in the area are being cultivated famous and nourishing products such as: the garlic produced in Nea Vyssa, the unique “kavourmas” produced in Orestiada, traditional sausages, asparagus, sour “trahanas”, the special “tsipouro” and wine, biological sunflower oil, squash oil, the unique Thracian “telemes” (a particular kind of white cheese), honey, the traditional sweets / deserts “malebi” and receli.

The secondary sector includes factories / businesses processing farmed –forage products such as sugar beet (sugar production), garlic, asparagus, vegetables, milk, meat and grapes (wine, “tsipouro”). In addition production of soft drinks, building materials, brooms and plastic, as well as agricultural machinery. At the same time, in the city of Orestiada there is an Industrial Park (Law of 2545/97).

The tertiary sector of the municipality includes wholesale and retail trade, hotels, restaurants, entertainment. It should also be pointed out that in Orestiada there are companies of Chinese interests acting in market. Democritus University of Thrace, based in Komotini, has a School of Agricultural Sciences and Forestry in Orestiada. In particular, the Department of Agricultural Development and the Department of Forestry and Management of the Environment and Natural Resources. Municipality of Orestiada in recent years has installed fibre optic network 21.950 m in length, joining together public bodies of the area.

The city of Orestiada was founded by refugees coming mainly from Karagats and the wider region of Turkey. New Orestiada was officially established on 12 August of 1923, making it the most recent founded town in Greece. The town’ s “Hippodameios” street plan it’s perhaps the best example in all Greece. It combines well with the flat topography making the town ideal for walking and cycling.

Worth seeing in Orestiada:

- Statue of Ecumenical Patriarch St. Cyril VI, born in Adrianoupolis
- The monument to Refugees
- The Historical and Folklor Museum with its numerous cultural relics and memorabilia of refugees
- The Library of Educational Association of Adrianople, which has 4.500 rare books from 15th to 19th century

Cultural events held in the town include:

“Oresteia” (3rd or 4th week of June) and the National Festival of Amateur Theater (early in September) etc.

In addition, in the surrounding area of Orestiada, one can visit the burial tumulus in “Mikri Doxipara - Zoni” (1st century AD), the “Petrotia” (the village with a tradition in stone mining), the Archaeological Educative and Display “Spilao”, a recreation area by the river Ardas in Kastanies, where in the last week of July the Festival of Ardas takes place.

Finally, the unique natural environment of the area, the particular flora and fauna, the significant cultural sources, tradition etc, consist the basic elements for alternative forms of tourism such as eco-tourism, geotourism, cultural and religious tourism, educational tourism, tourism of adventure etc.

Smart Specialization Region of Eastern Macedonian Thrace

The Smart Specialization Platform on Agri-Food (S3P Agri-Food) is meant to accelerate innovation and to promote regional economic transformation through the development of new value chains. The platform's main objective is to facilitate the creation of an *investment pipeline of projects in new growth areas* across the EU.

Find below some information regarding the workshops and their expected outcomes that can offer practical insights and a baseline to discuss:

- <http://s3platform.jrc.ec.europa.eu/-/kick-off-event-of-the-smart-specialisation-platform-on-agri-food?inheritRedirect=true>
- <http://s3platform.jrc.ec.europa.eu/documents/20182/138538/EDP+Dairy+and+meat/6af94ce8-8349-4419-a99c-8ca0ae9ea39a>
- <http://s3platform.jrc.ec.europa.eu/documents/20182/138538/EDP+focus+group+wine/5f00a7f4-6eab-40f6-a41a-ce8a1096807c>

Directions

The conference will take place at [ELECTRA Hotel](#) which is placed in the center of Orestiada city. Below we provide you a map linked with google to assist you on getting directions for your journey. Just click on any of the images below to get instruction on how to reach the hotel. We use indicative departure destination the capital of BG and RO which by clicking you can easy add your city and receive detailed direction to plan your journey.

Click on the images below to get direction from Google maps to the conference hall. Below in the following page the links will facilitate your trip planning.

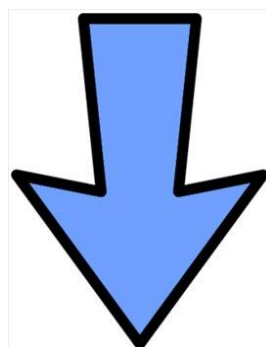
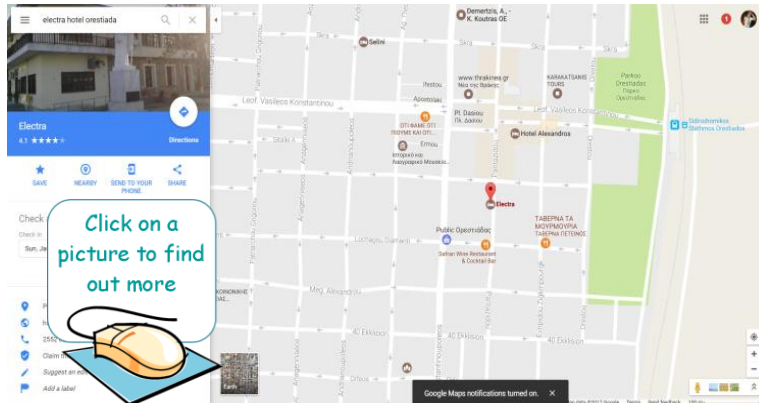


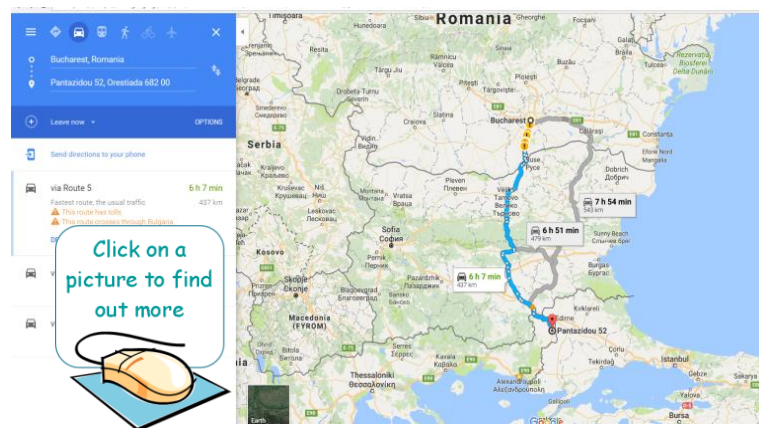
Figure 1 Snapshot from Google Maps

Google maps: <https://goo.gl/maps/drpcWhg18x42>



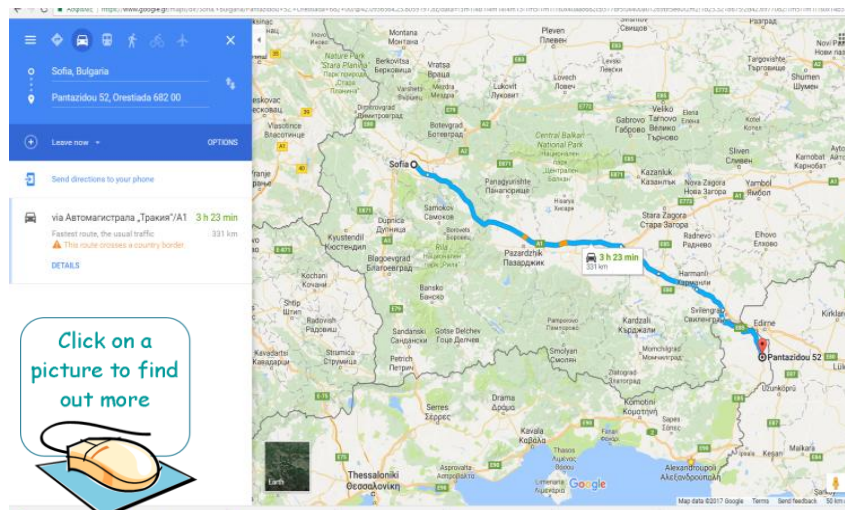
Click on the image below to get direction on driving from Romania to the Conference destination. Bucharest is preselected add your city to get custom directions.

Figure 2 Driving from Romania to Orestiada Conference Hotel (Active linked Image)



Click on the image below to get direction on driving from Bulgaria to the Conference destination. Sofia is preselected add your city to get custom directions.

Figure 3 Driving from Bulgaria to Orestiada, Conference Hotel



Roundtables and B2B Meetings

You will need to register both for B2B and Roundtables. The registration links are provided below in this section of the document as well in the introduction.

Seize the opportunity to get involved in discussions on industry related challenges with peers, academic institutions, Experts, Organizations and other participating bodies. The industry focused roundtables aim to explore the current challenges and discuss potential interventions to tackle them. find below the thematic focus groups of the Roundtables.

Thematic Objectives		
11:40	Agricultural: Food and Dairy	Tourism
12:00	Agricultural: Wine and Drinks	High Technology

Attend up to eight (8) B2B meetings. It is suggested that you first communicate in the survey the cooperation offer and request in order to attract relevant businesses and not waste your precious time.

Registration Link: <https://goo.gl/forms/XMga3sFQ1T7KpgF12>

Book one-to-one meetings

As already mentioned you will also have the opportunity to book one-to-one meetings with experts from the participating bodies and receive custom guidance on your needs or project. To book a meeting with them, you can use the links below and make sure there is a scheduled appointment for you:

1. Evros Chamber: <https://evroschamber.youcanbook.me/>
2. Chamber of Kavala: <https://chamberofkavala.youcanbook.me/>+
3. PRAXI Network: https://praxi_network.youcanbook.me/
4. Institute of Applied Biosciences: https://inab_certh.youcanbook.me/
5. Bio Cluster | Katana Project: https://biocluster_katana.youcanbook.me/
6. Client First Associates : <https://clientfirstassociates.youcanbook.me/>

Conference Program



Thursday 16 February 2017

Time	Description	Topic
17:30-18:00	Registration	Participants Registration
18:00	Networking and Research	Welcoming visitors and participants and formation of discussion groups
20:30	Dinner	Dinner at local restaurant
22:00	Networking Event	Getting familiar with other participants



Friday 17 February 2017

Time	Speakers	Description
Session 1		
08:30	Registration	Participants Registration
09:00	Dimitris Petrovits Region Eastern Macedonia Thrace Regional Unit Evros	Welcome message
09:10	Vasilios Mavridis Mayor, Orestiada	Welcome Message
09:20	Christodoulos Topsidis President Evros Chamber	Presentation of Evros Region
09:30	Democritus University of Thrace	Agricultural Development School
09:50	Presentation from Bulgaria	Presentation of Representative of Bulgarian Organization
10:10	Presentation from Romania	Presentation of Representative of Romanian Organization
10:30	Kostas Karamanis PRAXI Network	Funding & collaboration opportunities for the region supported by the EC
10:50	Souzi Mavromati Director Chamber of Kavala	Enterprise Europe Network
11:10	Dr Panagiotis Madesis Certh, INAB	Institute of Applied Biosciences
11:30	Coffee Break	

*All conference speeches will be delivered in English Language

Session 2: Roundtables

Session 2		Roundtables	
11:40	Roundtable A	11:40	Roundtable B
12:00	Roundtable C	12:00	Roundtable D

12:20

10' minute Break

Session 3: B2B Meetings

Session 3	B2B MEETINGS			
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11:40	Meeting point	Meeting point	Meeting point	Meeting point
12:05	Meeting point	Meeting point	Meeting point	Meeting point
12:30	Meeting point	Meeting point	Meeting point	Meeting point
12:55	Meeting point	Meeting point	Meeting point	Meeting point
13:20	Meeting point	Meeting point	Meeting point	Meeting point
13:45	Meeting point	Meeting point	Meeting point	Meeting point

14:15

Lunch

Session 3 (Continued)	B2B MEETINGS			
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15:30	Meeting point	Meeting point	Meeting point	Meeting point
15:55	Meeting point	Meeting point	Meeting point	Meeting point
16:20	Meeting point	Meeting point	Meeting point	Meeting point
16:45	Meeting point	Meeting point	Meeting point	Meeting point

17:00

Closing the Event

*There will be language support through conference staff for the B2B meetings