



Project funded by  
EUROPEAN UNION



## DEVELOPMENT AND CROSS BORDER COOPERATION IN THE AREA OF AGRICULTURAL PRODUCTS AND TRADITIONAL FOOD

### TRAINING SEMINAR

OCTOBER 19, 2022

### TRAINING SEMINAR FOR FARMERS AND LOCAL BODIES

|               |   |
|---------------|---|
| 17:00-17:30   | <b>Registration of the Participants</b>   |
| 17:30-17:45   | Start and Welcome:<br><b>Stavros Kalafatis</b> , Deputy Minister from the Lead partner Ministry of Interior (Macedonia and Thrace Sector)   |
| 17:45 - 18:15 | Best practices for promoting local traditional products in other European countries<br><b>Dr. Jonathan Rhoades</b> , Scientific Collaborator of IHU partner in the LOC FOOD Project                           |
| 18:15-18:45   | Geographical Indication Products. Local Food Systems - Selected examples<br><b>Dr. Maria Papageorgiou</b> , Professor, Department of Food Science and Technology, IHU   |
| 18:45 - 19:15 | <b>Coffee Break</b>   |
| 19:15 - 19:45 | Agricultural Products, Gastronomy, Marketing- What does the consumer really want?<br><b>Evgenia Efthimiadou</b> , MSc Agronomist, AUTH, Founder of Thessaloniki's Delicious Food- Thess _del_Food, food guide |
| 19:45 -20:15  | Appropriate marketing tools for local traditional products - Media and ways of promotion<br><b>Dr. Adriana Skendi</b> , External Collaborator of IHU partner in the LOC FOOD Project                          |
| 20:15 -20:30  | Open Conversation- Questions  |
|               | <b>Closure</b>  |
| 20:30-21:00   | Light Dinner  |

This publication was produced with the financial assistance of the European Union. Its contents are the sole responsibility of the Ministry of Interior (Sector Macedonia and Thrace) and do not necessarily reflect the views of the European Union.

Common borders. Common solutions.