

Partnership and cooperation in joint projects for integrated economic development

Proposed Programme

April 3rd, Banja Koviljaca, Serbia, “Drina-Sava” cross-border region

Overall objective:

The overall objective of the workshop is to support the **integrated cooperation** among the value chain actors to encourage **innovation, production of competitive products and improvement of services**.

Therefore, the workshop will aim at **enhancing** the establishment of **vertical cooperation** between producers and service providers within the value chains as well as **horizontal cooperation** among the stakeholders in the region.

Specific objective:

To present and discuss the relevance of the content and the potential benefits of an area based integrated approach to high quality product/services differentiation and recognition in the market based on co-operation among:

- Operators in food production value chains;
- Operators providing joint touristic offer and services;
- Operators dealing with handicraft production;
- Relevant public institutions and enterprises on local and regional level etc.

Operational objectives:

- Establish consensus about the relevance of potential benefits of cooperation among the participants in a value chain based on examples of successful partnerships;
- Raise understanding among potential partners on importance of linking actions and operators in joint economic activities in “Drina-Sava”/ “Drina-Tara” cross-border area;
- Identify a number of products and services (value chains) where cooperative actions are relevant:
 - Specific products with a potential for a future formalised geographical indication (GI) and national recognition systems
 - Specific products where innovation, modernisation/improvement of quality and standardization is relevant
 - Joint touristic offer where providers of facilities, services and attractions could improve the standard and strengthen cooperation
- Agree upon the next step in the establishment of the formal cooperation.

The project is financed by the European Union



Proposed PROGRAMME

- 09:30 - 10:00 *Arrival of the participants and welcome gathering*
- 10:00 – 10:15 Welcome and introduction to the WS (objectives, expected achievements, next steps)
Mr. Aleksandar Damnjanovic, SWG Regional Coordinator
- 10:15 – 10:30 State of the Art in preparation for the forthcoming “Call for proposals”- expectations of the SHG to the future in regard to ABD and the focus on cooperation/partnerships and investments in short value chains for products and services
Ms. Sabina Mujezinovic, President of SHG “Drina-Sava
- 10:30–10:40 Appetizer: New Nordic Cuisine. An example of integrated approach, based on cooperation, changing the game
Mr. Morten Kvistgaard, MKV
- 10:40 - 11:20 Differentiation and recognition in the market through an area based approach
Mr. Morten Kvistgaard, MKV
- 11:20 – 11:35 Development partnership in the Western Balkans – experiences and challenges
Ms. Suzana Djordjevic Milosevic, SWG Consultant
- 11:35 - 12:00 Discussions, conclusions and next steps in WS
Mr. Aleksandar Damnjanovic, SWG Regional Coordinator
- 12:00 - 13:00 Lunch
- 13:00 - 13:15 Introduction to the participatory part of the WS
Mr. Morten Kvistgaard, MKV
- 13:15 - 15:00 Group work: Way towards high quality products and services
- 15:00 - 16:00 Presentation of the results of the group work
Representatives of the Working Groups
- 16:00 - 17:00 Closing of the WS: Final discussions conclusions, decisions on next steps and time table
Mr. Aleksandar Damnjanovic, SWG Regional Coordinator
- 17:00 Departure

