



TRAINING FOR CAPACITY BUILDING
"DEVELOPMENT OF VALUE CHAINS IN THE TOURISM AND AGRIBUSINESS SECTOR"

Date: 09-11.05.2018

Place: **Mavrovo**

Organized by: The permanent working group for regional rural development

Designed for: Local actors from the cross-border region "Sharra"

PROMOTION PROGRAM

Wednesday 09.05.2018	
10:30 – 10:45	Arrival of participants, accommodation and lunch
10:45 – 11:00	Short presentation of participants. Goals and expectations from the seminar
11:00 – 14:00	Determining potential and interest groups in the value chain in the cross-border region (Part 1)
14:00 – 15:00	Lunch
15:00 – 16:30	Determining potential and interest groups in the value chain in the cross-border region (Part 1)
16:30 – 17:00	Coffee Pause
17:00 – 18:00	Presentation: Basics of Value Chain in the Agribusiness Sector. Concept, Efficiency, Participants, Challenges, Strategy, Monitoring, Adaptation (Improvement)
18:00 – 18:45	Presentation: National Strategy for Tourism Development in the Republic of Macedonia Tourism Development Strategy in Albania 2014-2020
18:45 – 19:00	Questions and Discussions

Tuesday 10.05.2018

08:45 – 09:00	Preparatory exercises
09:00 – 10:30	<p>Presentation of Practical Examples of Effective Value Chains in the Cross-Border and EU Regions</p> <ul style="list-style-type: none"> - Case Study: Pelagonia taste (supported by GIZ RED Macedonia) - Case Study: Balkan Hiking Adventure (supported by GIZ RED Macedonia) - Case study: From farm to dinner. Agro-tour specializing in Tuscany, Italy
10:30 – 11:00	Coffee Pause
11:00 – 11:45	<p>Presentation of SWOT analysis</p> <p>Comparative analysis and practical examples from the cross-border region and the EU</p>
11:45 – 12:30	Presentation: Project cycle management basics and donor procedures
12:30 – 13:30	Lunch
13:30 – 14:30	Group work: Tree of problems. The target tree. Prepare a matrix in a logical framework
14: 30 – 15:00	Presentation: Opportunities for financing activities for establishment / promotion of the value chain in the agribusiness sector
15:00 – 15:30	Examples of funded projects for value chain development in the agribusiness sector
15:30 – 15:45	Coffee Pause
15:45 – 16:15	Group work: Overcoming the weaknesses in the value chain
16:15– 16:45	Presentation of group work
16:00 – 17:00	Questions and Discussions

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08:45 – 09:00	Preparatory exercises
09:00 – 09:30	Summary from the previous two days
09:30 – 10:30	Group work: Creating a value chain in the cross-border region Sharra
10:30 – 11:00	Coffee Pause
11:00 – 12:00	Teamwork: Evaluating Value Chains, Weaknesses and Recommendations for Improvement
12:00 – 12:30	Evaluating and closing the workshop
12:30 – 13:30	Lunch