

PRESS RELEASE

The Traders' Association of Thessaloniki is excited to announce that on Monday 11th of October 2021 it was held at its premises, located in the beautiful city of Thessaloniki, the kick-off meeting of the project entitled **“Creating new value chain based upon an holistic enterprise support mechanism”** with the acronym **“Enter-Value”** which is implemented under **Interreg V-A Cooperation Programme “Greece - Bulgaria 2014-2020”**, co-funded by the European Union and by national funds of the participating countries.

Enter-Value is a long term project that is going to last for 2 years and engage four partners from both countries namely the Traders' Association of Thessaloniki (Greece), which is the Lead Partner and the coordinator of the project, the Civil Non Profit Corporation Byzantine Thessaloniki (Greece), the Association Eco Nevrokop (Bulgaria) and the Agency For Economic Development High Western Rhodopes (Bulgaria).

In the framework of the meeting, a presentation was made of the bodies that make up the partnership, as well as a detailed presentation of the object of the project, its structure, its outputs and the desired results that are expected to be achieved through its implementation. The overall objective of the proposed ENTERVALUE project is to increase competitiveness of existing business and stimulate business creation by: (a) establishing a Holistic Enterprise Support Mechanism (HESM) which involves training, coaching and mentoring activities (b) encouraging networking among companies in the tourism sector with retail trade and creative economy and (c) building new place brands based on local natural and cultural assets, offering a sustainable competitive advantage to the c-b area. To this end, the main objective is to efficiently capture value in end markets, in order to generate greater profits and create mutually acceptable outcomes for all the firms involved in the Value Chain (VC) from production to consumption and disposal. In this respect, ENTERVALUE aims to keep current job positions and create new job opportunities.

Apart from the extended presentation of all project aspects by the Lead Partner of the project, the participants planned and prepared detailed framework of their implementation activities, talked through and agreed on issues including the project management team, the communication plan, implementation rules, and committed to come up in due time with a detailed timetable of project implementation.