



Deliverable 4.3.1 Seminars & Workshops

The first two-day "exhibition" type event was held on March 6 and 7, 2023 in Haskovo. The purpose of the event is to spread information about the project and its achievements to a wide local audience. For this purpose, the following was done:

- Distribute information and invite potential participants to the event (internet and announcements in central locations in the city)
- Hired a venue for the event (outdoors) - by placing an information stand of the project at a central location in the city - the square next to the Haskovo Municipal Administration and ensured their logistics, incl. supplies and materials
- Held the event within the traditional March Bazaar to ensure a large flow of visitors to spread the word about the project
- Visualizes the stand with the project materials – banners and posters (developed in another activity on the same project)
- Place advertising and informational materials on the project - brochures, pens, calendars (developed in another activity on the same project)
- Provide information and materials to visitors visiting the booth
- Provided technical personnel to ensure the event
- Ensured participant registration
- Photo shooting

Within the framework of the public event, more than 200 people were covered - residents and guests of the town of Haskovo, representatives of the target groups, who were given information about the project and distributed informational materials. In connection with the organization and during the information initiative, all requirements for information and publicity under the Cross-Border Cooperation Program INTERREG VA "Greece-Bulgaria 2014-2020" were met . During the event, 2 vertical informational roll-up banners with a visualization of the project were placed.

All participants in the information initiative were distributed informational materials:

- Project presentation brochure
- Block-sheet with visualization of the project
- Ballpoint pen with program visualization
- Calendar with project visualization

Invitation to potential participants

**TO
THE REPRESENTATIVES OF
INTERESTED PARTIES
FROM HASKOVO REGION**

01.03.2023, town of Haskovo

REGARDING: Invitation to participate in an information event on a project. "Enabling SMEs for the 4th Industrial Revolution" (4th Industrial Revolution) - March 6 and 7, 2023, Central Square, Haskovo

Dear ladies and gentlemen,

On March 6 and 7, 2023, an information event will be held in Haskovo to present the project "Enabling SMEs for the 4th Industrial Revolution". Come to the project's stand on Central Square, within the traditional March Market, to get information and advertising materials about the project, as well as to find out about upcoming events in the city of Haskovo, in which you can take part.

With respect,

Maria Malchanova
Chairwoman of the Board of Directors
Regional Chamber of Crafts - Haskovo

For more information:

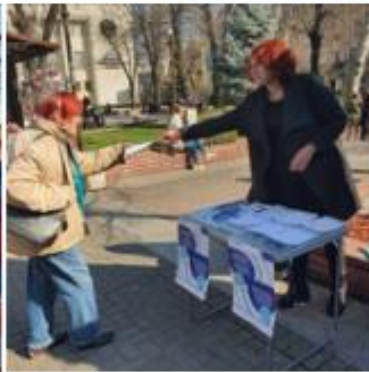
Rumyana Draganova, 0896 630 383 , r.draganova@euroconsultants.com.gr

Promotion of the event on Facebook



Maria Malchanova

15h · 🌐



Регионална Занаятчийска Камара - Хасково is at Хасково.

15h · Haskovo · 🌐

Днес в централната част на град Хасково се проведе информационна среща с жители и гости на града.

Те бяха запознати с проект "Активиране на МСП за 4-та индустриална революция" (4th Industrial Revolution), финансиран съгласно договор № За.24/02.06.2021г. по Програмата за сътрудничество ИНТЕРРЕГ V-A "Гърция-България 2014-2020", реализиран от гръцки партньори и Регионална Занаятчийска камара - Хасково. За всички пропуснали днес, утре отново ще бъде проведена среща и ще имат възможност да ни посетят.



Maria Malchanova

12h · 🌐



Проект №В6.За.24/02.06.2021 г.
та индустриална революция" (4-та
финансиран от Европейския фонд
и национално съфинансиран от
Програмата за трансгранично съ-
трудничество V-A "Търция – България

ЗАНАЯТЧИЙСКА КАМАРА – ХАСКОВО
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Регионална Занаятчийска Камара - Хасково

12h · 🌐

Днес, за втори ден, в централната част на гр.Хасково бе проведена информационна среща с жители и гости на града по проект „Активирание на МСП за 4-та индустриална революция“ (4th Industrial Revolution), финансиран по Програмата за трансгранично сътрудничество INTERREG V-A "Търция – България 2014 – 2020".
Бяха обсъдени дейностите по проекта, реализирани от гръцките партньори и Регионална Занаятчийска камара гр. Хасково и бяха раздадени материали и брошури.

Photos







Promotion of the event:

<https://www.facebook.com/photo/?fbid=175697985215998&set=pcb.175702165215580>

<https://www.facebook.com/photo/?fbid=176292585156538&set=pcb.176297551822708>