

### Deliverable 4.3.1 Seminars & Workshops

The second two-day "exhibition" type event was held on September 7 and 8, 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 were placed with visualization of the project and posters for Interreg Cooperation Day.

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**

24.08.2023, town of Haskovo

**SUBJECT: Invitation to participate in an information event on a project "Enabling SMEs for the 4th Industrial Revolution" (4th Industrial Revolution) - September 7 and 8, 2023, Central Square, Haskovo**

Dear ladies and gentlemen,

On September 7 and 8, 2023, an information event will be held in the city of Haskovo to present the results of the project "Enabling SMEs for the 4th Industrial Revolution" (4th Industrial Revolution), financed under the Cross-Border Cooperation Program INTERREG VA "Greece - Bulgaria 2014-2020", co-financed by the European Union through the European Fund for Regional Development and by national funds of the countries participating in the Program and aimed at developing the support systems related to the promotion of local entrepreneurship.

The event is organized by the Regional Chamber of Skilled Crafts - Haskovo - project partner, together with the Greek organizations Association of Information Technology Companies of Northern Greece (leading partner) and the Research and Technology Center - Hellas.

Come on each of the two days between 10:00 a.m. and 5:00 p.m. at the project stand on Central Square, as part of the traditional celebrations on the occasion of the city's holiday, to receive information and promotional materials on the project.

With respect,

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

For more information:

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**Press release for the Joint Secretariat of the Cross-Border Cooperation Program  
INTERREG VA "Greece - Bulgaria 2014 - 2020"**



The Regional Chamber of Skilled Crafts – Haskovo conducted a two-day information event within the Interreg Cooperation Day promoting the results under the INTERREG project "4th Industrial Revolution" ( [www.4thindustrialrevolution.eu](http://www.4thindustrialrevolution.eu) ), co-funded by the European Regional Development Fund and by national funds of the countries participating in the "Greece-Bulgaria 2014-2020" Cooperation Programme".

On 7<sup>th</sup> and 8<sup>th</sup> of September, 2023 more than 200 people - local businesses, business-support organizations, administrations, residents and guests of the city, attended the special stand that was placed on the Central square of the town of Haskovo and received information and promotional materials, increasing the awareness of the local community about the achievements made within the INTERREG.

The **Regional Chamber of Skilled Crafts - Haskovo** organizes a **2-day exhibition** to celebrate the Interreg Cooperation Day by promoting the achievements of the **"4th Industrial Revolution" project**. The exhibition is organized in parallel with the **celebrations for the Day of the city of Haskovo**, on **7<sup>th</sup> and 8<sup>th</sup> of September 2023**, on the **Central square of the town of Haskovo (Bulgaria)**.

Local businesses, business-support organizations, administrations, residents or guests of the city of Haskovo who are seeking for **new opportunities and innovative tools to modernize and expand their business activities**, are invited to visit the **project's stand** on the Central square of the town of Haskovo (Bulgaria) on **7<sup>th</sup> and 8<sup>th</sup> of September 2023**, between **10:00 and 17:00 (EET)** and get informed on the tools, practices and methods developed within the project.

The **"4th Industrial Revolution"** is an INTERREG Greece-Bulgaria project, implemented in partnership with the Association of Information Technology Companies of Northern Greece and the Center for Research and Technology-Hellas (CERTH). It constitutes an **integrated set of activities which aims to improve the competitiveness of the SMEs Ecosystem in the eligible cross-border area of Greece – Bulgaria** by:

- Increasing the accessibility to new financial tools that will enable the SMEs within the cross-border area to expand their business activities.
- Creating procedures for exchanging know-how that will enable SMEs and entrepreneurs to cope with future challenges.
- Creating a 4TH INDUSTRIAL REVOLUTION network within the cross-border area.
- Adapting of new tools, practices and methods that will enable SMEs to develop innovative and thus competitive products and/or services.
- Updating on major technological changes within the 4TH INDUSTRIAL REVOLUTION framework
- Identifying human capital needs in terms of updated technological knowledge.
- Establishing a "4th Industrial Revolution Forum"

Available at: <https://interregcooperationday.eu/event/haskovo-bg-joining-interreg-cooperation-day-celebration-2-day-exhibition/>

[https://old-2014-2020.greece-bulgaria.eu/event/210\\_Project-%E2%80%9C4th-Industrial-Revolution:-exhibition-in-the-frame-of-Interreg-Cooperation-Day-](https://old-2014-2020.greece-bulgaria.eu/event/210_Project-%E2%80%9C4th-Industrial-Revolution:-exhibition-in-the-frame-of-Interreg-Cooperation-Day-)



Регионална Занаятчийска Камара - Хасково

7 септември · 🌐



Снимки от ден първи от информационното събитие за представяне на резултатите по проект „Активирание на МСП за 4-та индустриална революция“ (4th Industrial Revolution), финансиран по Програмата за трансгранично сътрудничество ИНТЕРРЕГ V-A “Гърция – България 2014 – 2020 г.”, съфинансирана от Европейския съюз чрез Европейския фонд за регионално развитие и от национални фондове на страните, участващи в Програмата и целящ да развие системите за подкрепа, свързани с насърчаването на... **Вижте повече**





## Регионална Занаятчийска Камара - Хасково

8 септември · 🌐



В ден втори от информационното събитие за представяне на резултатите по проект „Активирание на МСП за 4-та индустриална революция“ (4th Industrial Revolution) се събраха множество жители и гости на град Хасково. Всички те подробно се запознаха с проекта и получиха информационни и рекламни материали.

👉 Представени бяха целите, които са застъпени в периода на изпълнение, а те са:

✅ Да се установи възможностите за растеж на екосистемата на МСП предвид икономическата и социалнат... **Вижте повече**



<https://www.facebook.com/profile.php?id=100083273920893>

## Photos



