



Bulgaria-Serbia IPA Cross-Border Programme
CCI Number 2007CB16IPO006

Project number: 2007CB16IPO006-2009-1-17
Project name: NETWORK FOR CROSS-BORDER CO-OPERATION BETWEEN BULGARIA AND SERBIA IN THE TOURIST SECTOR

Project partners:

- **Lead partner:** Chamber of Commerce and Industry Vratsa-Berkovitsa Branch, Bulgaria
- **Project partner 2:** Agency for Regional Development and Business centre Vidin, Bulgaria
- **Project partner 3:** Regional Chamber of Economy Nis, Serbia
- **Project partner 4:** Regional Chamber of Economy Zajecar, Serbia

Budget: 147 166,32 Euro
Project duration: 12 months

Project description:

The overall objective of the project was to support the economic development of the cross-border region and increase its competitiveness by realizing its potential in the tourist sector. The project achieved the following results:

- Creation of a common cross-border tourist product which includes an analysis of the available resources in the region, SWOT analysis, analysis of needs and demand, identification of priority kinds of tourism appropriate for the region and identification of interested actors. The complete analysis is available on the project web site;
- Organization and various cross-border business events such as the four "Open Info Days" and final press conferences/briefings;
- Launching of two Pilot info tours ("test drives") for presentation of the tourist product before tour operators and media;
- Production of a promotional film and a promotional clip presenting the target region as tourist destination, doubled in English, Bulgarian and Serbian languages;
- Production and distribution of 2800 promotional materials for the target region as tourist destination: pens, t-shirts, brochures, leaflets, CDs in English, Bulgarian and Serbian language;
- Creation of a web site promoting the target region as tourist destination as well as a database of the resources for tourism in the region and an analysis of the potential of the region as tourist destination: www.net4tour.org

The project was successfully completed in July 2012.



A group photo after a project event (left) and a screenshot of the project web site (right)



The Programme is co-funded by the European Union.



Bulgaria-Serbia IPA Cross-Border Programme
CCI Number 2007CB16IPO006



Project logo (left) and a photo from a project event (right)



The Programme is co-funded by the
European Union.