



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

**Project number:** 2007CB16IPO006-2009-1-19  
**Project name:** MOUNT A BIKE – DEVELOPMENT OF MOUNTAIN BICYCLE ROUTES IN WESTERN BALKANS

**Project partners:**

- **Lead partner:** Agency for Regional Development and Business Centre Vidin, Bulgaria
- **Project partner 2:** Regional Centre for Sustainable Development and Entrepreneurship Timok Zajecar, Serbia
- **Project partner 3:** Regional Development Agency and Business Centre 2000, Bulgaria

**Budget:** 425 006,25 Euro

**Project duration:** 18 months

**Project description:**

The overall objective is to contribute to the joint tourism development in the cross-border region by encouraging and enabling mountain biking tourism, networking between the local tourism companies in the cross-border region and improving their competitiveness with special attention to the safeguarding of the environment.

To achieve this broad objective the project has the following specific objectives:

1. To create a well-maintained and signposted network of bicycle routes with picnic areas and cross-border rent-a-bike service in order to set the preconditions for mountain bicycle tourism development;
2. To promote the mountain biking routes created within the project to local and international tourists in order to increase the number of tourists visiting this unique part of our cross-border nature and network Bulgarian and Serbian tourism companies benefiting from the growing number of bicycle tourists;
3. To preserve ecology in this part of the Western Balkans, promoting nature-friendly attitude and presenting typical for the region species;
4. To create new jobs in tourism and improve the living standard of local people.

The project has achieved all of its objectives, it also attracted significant public and media attention, and its results were commended even in the national daily newspaper "[Dnevnik](#)". Detailed information about the project can be found on the project web site: [www.mountabike.eu](http://www.mountabike.eu)



*Participants in one of the project cycling events*



The Programme is co-funded by the  
European Union.





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*The project cycling events attracted significant public attention*

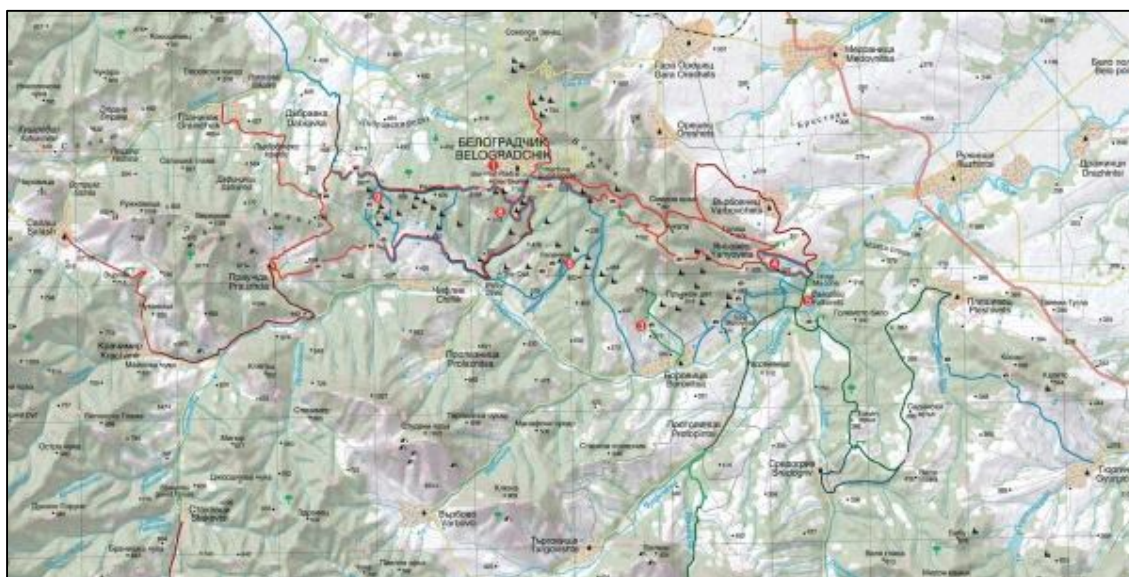
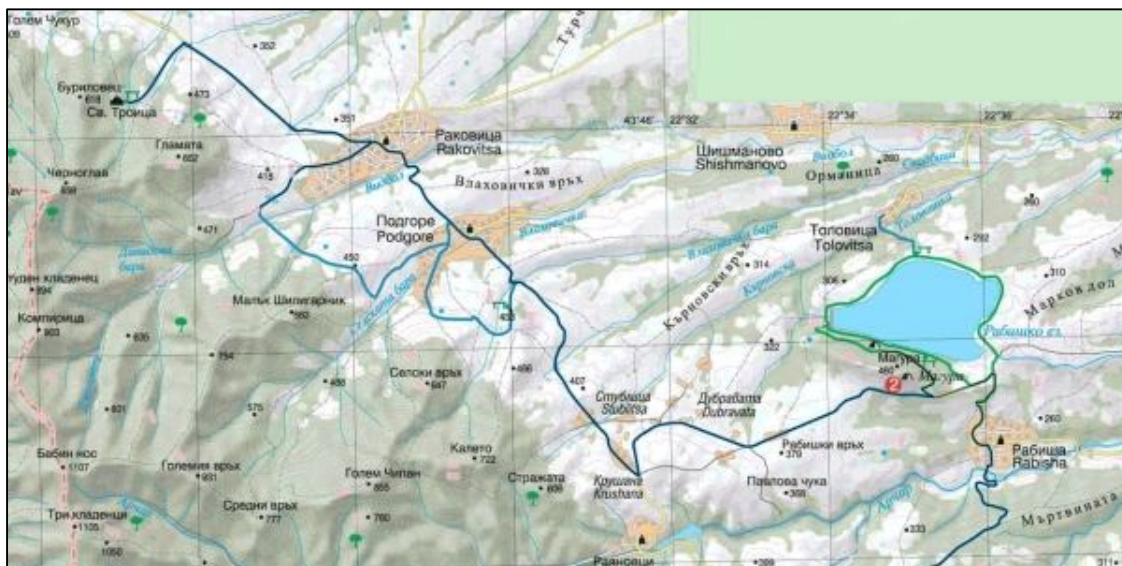


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*Bicycle routes are clearly marked on the maps and are color coded according to their difficulty*



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