



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

Project number: 2007CB16IPO006-2011-2-58
Project name: DISCOVER THE UNKNOWN PART OF THE BALKANS
Project partners:
▪ **Lead partner:** "Regional Development Agency and Business Centre 2000", Bulgaria
▪ **Project partner 2:** "Economic Association Regional centre for the Development of Small and Medium Enterprises and Entrepreneurs – Nis, Serbia"

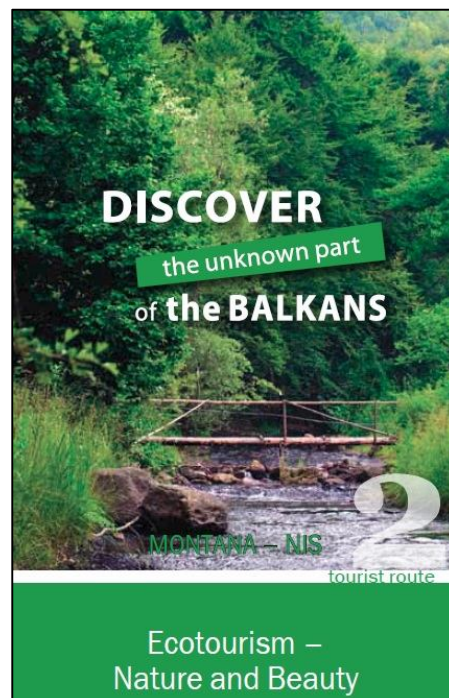
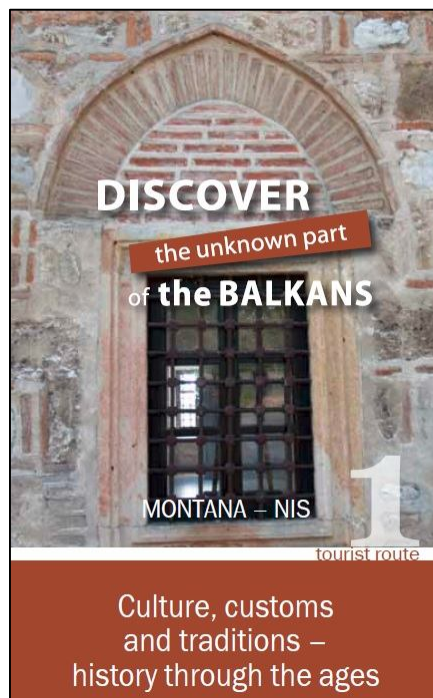
Budget: 143 887,09 €
Project duration: 12 months

Project description:

The project envisioned and achieved the following results:

- Developed Study "Thematic tourism - opportunity for development and promoting of the cross border area Montana-Nishava" and identified new 7 tourist routes;
- Developed and distributed movie presentation for new 7 tourist routes;
- Established of a Cross Border Association of SMEs, organizations and persons from tourist field;
- Conducted 7 workshops for representatives of SMEs, organizations, museums, galleries, NGOs on the themes of the thematic routes identified;
- Organized and conducted 2 Demo tours for local authorities, media and representatives of the Association in Montana and in Nish;
- Organized and conducted of an International conference "Cross border thematic tourism - means of promoting regional identity Montana and Nishava";
- Organized and conducted Exhibition – Brokerage in Nish;
- Development innovative software for the info kiosks;
- Established 2 Tourist Information Centres /info kiosks/ - in Montana and in Nish;

The project was successfully completed in January 2014.



The Programme is co-funded by the European Union.



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DISCOVER
the unknown part
of the **BALKANS**

MONTANA - NIS **3**
tourist route

Religion –
the spirit of the Balkans

DISCOVER
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MONTANA - NIS **4**
tourist route

Culinary –
the mystery of Balkan flavors

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