



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

Project number: 2007CB16IPO006-2011-2-95
Project name: IN SEARCH FOR ECONOMIC REVIVING AND DEVELOPMENT:
PREPARATION FOR JOINT PROMOTION OF THE CROSS-BORDER
REGION BUSINESS POTENTIAL

Project partners:

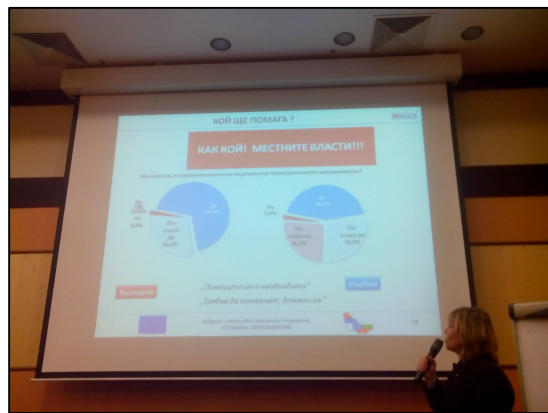
- **Lead partner:** Public Policies Watchdog Forum, Bulgaria
- **Project partner 2:** Contemporary Society Foundation, Bulgaria
- **Project partner 3:** Centre for Development of the Districts Jablanica and Pcinja, Serbia

Budget: 94 056,97 €
Project duration: 12 months

Project description:

The project envisioned and achieved the following results:

- Established one joint information service – <http://cbc-revival.eu/>
- Improved environment for development of relationships across the border through the project website, the online forum and the joint project events where many interested parties met and discussed the cross-border business potential and cooperation.
- Additional, project specific results:
- Implemented joint promotion of the region through: the information pasted on the website; distribution of project brochures, joint reports on the business potential and the labour force in the region, marketing strategy for joint promotion of the region as an attractive destination; organization of joint project events – round table and closing conference with interested parties;
- Sent positive message for joint promotion and current business vitality of the region through the distribution of joint reports on the business potential and the labour force and marketing strategy for joint promotion of the region as an attractive destination;
- Facilitated SME's networking in the cross-border region through the online forum. The project was successfully completed in April 2014.



The Programme is co-funded by the
European Union.