



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

Project number: 2007CB16IPO006-2011-2-180
Project name: TOGETHER ON THE EUROPEAN MARKET – COMMON OPPORTUNITIES FOR COMPANIES IN INDUSTRY “TEXTILES AND CLOTHES” OF THE CROSS-BORDER REGION

Project partners:

- **Lead partner:** Textile and Clothes Branch Organization, Bulgaria
- **Project partner 2:** City of Leskovac, Serbia
- **Project partner 3:** Bulgarian Chamber of Commerce and Industry, Bulgaria

Budget: 171 192.16 €
Project duration: 12 months

Project description:

The project envisioned and achieved the following results:

- Creation of a joint databases of companies from Bulgarian and Serbian border region with description, their product range and production capacity: <http://jointtextilemarket.com>;
- Implemented two comprehensive surveys on issues related to the state of the textile and clothing branch in the region and drafted an export strategy for the T&C sector;
- Organized business exchange visits of 43 manufacturers from Bulgaria and Serbia, resulting in 30 memorandums for cooperation were signed;
- Organized two marketing trainings were held - "International Marketing" training in Leskovac on 27th - 28th June 2015 and "International fairs" training in Kyustendil on 20th * - 21th June 2015;
- 235 different SMEs from both countries (100 companies from Bulgaria and 135 companies from Serbia) involved in studies of the T&C sector in the BG and RS in terms of product range and production capacity.

The project was successfully completed in July 2015.



The Programme is co-funded by the European Union.